

## PHAIWA Partnerships Evaluation Summary

In late August 2010, an electronic survey was sent to senior staff from organisations who have worked with PHAIWA over the past three years. The purpose of this survey was to evaluate the partnerships of various organisations involved with PHAIWA, and to evaluate some of the activities of PHAIWA since our establishment in 2008. Twenty-one of the thirty five people (60%) asked to complete the survey responded with the following key results:

### PHAIWA Projects:

Sixteen respondents were able to list examples of important projects that PHAIWA has undertaken. Some projects listed included general strategies used for advocacy, such as *media comment* and *capacity building*. Other examples were of specific advocacy issues, such as *overweight & obesity advocacy priorities* and *advocacy for strengthening tobacco control*.

| Performance in specific activities and strategies |  |
|---|--|
| Area of activity                                  | % considered good or very good performance |
| Media advocacy                                    | 100.0                                      |
| Political advocacy                                | 94.1                                       |
| MediaWatch (daily news summary)                   | 93.7                                       |
| Developing advocacy targets for priority areas    | 93.7                                       |
| Communication (includes website)                  | 87.5                                       |
| Building partnerships                             | 81.2                                       |
| Capacity building and training                    | 76.4                                       |
| Progressing advocacy targets in priority areas    | 75.0                                       |
| Mentoring   | 68.7                                       |
| Advocacy research                                 | 56.2                                       |
| Knowledge transfer                                | 56.2                                       |

### Feedback on the Strategic Plan :

Suggestions for additional priority areas to be included in the Strategic Plan included specific health issues: *Mental health; Occupational health; patient record systems in the DoH; built environment; oral health; gambling; and communicable diseases*. Another respondent mentioned the strategy of *improving tools and best practice for advocacy and knowledge transfer*.

### Partnerships with PHAIWA:

Thirteen of sixteen respondents (81.3%) described their partnership with PHAIWA as “Collaborating”, considered the highest level of commitment when working in partnership. 94.1% of respondents indicated a high level of trust with PHAIWA. Comments on specific projects undertaken in partnership with PHAIWA were very positive. Respondents also indicated a high level of trust for PHAIWA as outlined in table 1 below.



**Table 1: Level of trust for PHAIWA**

| Trust: | No trust  High level of trust |   |   |   |   |   |   |   |   |    |
|--------|---|---|---|---|---|---|---|---|---|----|
| Level  | 1   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Count  | 0   | 0 | 0 | 0 | 1 | 0 | 2 | 3 | 4 | 7  |

### If PHAIWA ceased operation:

Fourteen of seventeen (82.3%) respondents indicated that if PHAIWA ceased operation tomorrow, this would affect their organisation. Comments on how this would affect their organisation are as follows:

- *There is no other more effective group operating in alcohol advocacy*
- *A huge loss in terms of a powerful vehicle to get research translated into policy and action*
- *Our organisation would lose an independent voice on issues it is less able to lobby*
- *The strongest voice for public health advocacy would cease to exist*
- *Lose a legitimate partner in promoting public health. Gap in capacity building in advocacy*
- *Huge deficit for PH advocacy*
- *There are some areas in which PHAIWA advocate that our organisation can't be seen to advocate; capacity building activities are valued; coordination of advocacy role is valued in overweight/obesity*
- *Networking/collaboration is a key part of our advocacy work - losing the PHAIWA would undermine this - especially in WA*
- *Would be a reduction in presence and consistency of PH advocacy on key issues of relevance to us*

**Table 2: How relevant is PHAIWA?**

| Relevance: |   |   |   |   |   |   |   |   |   |    |
|------------|---|---|---|---|---|---|---|---|---|----|
| Level      | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Count      | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 3 | 4 | 7  |

**Table 3: Qualities of PHAIWA**

| Qualities                       | Adaptable     | Evidence based | Helpful      | Collaborative | Consultative | Not risk averse |
|---------------------------------|---------------|----------------|--------------|---------------|--------------|-----------------|
| % good or very good performance | <b>100.0%</b> | <b>100.0%</b>  | <b>93.7%</b> | <b>93.7%</b>  | <b>87.5%</b> | <b>85.7%</b>    |

### Overall Performance of PHAIWA:

PHAIWA is perceived as “relevant” by 77.8% of respondents (see table 2 above), and is considered adaptable and evidence based by all respondents (see table 3 above). Suggestions of areas of improvement included :

- *Not so much to improve, but with additional resources more of the current activity*
- *Implementing advocacy targets*
- *Communication about alcohol advocacy issues*
- *Environment and health*
- *I think it is doing very well in all important areas. some of the big drivers of poor health such as social inequalities and future issues such as climate change are either covered by others or hard for an advocacy institute to deal with*
- *Priority of Indigenous health; support for community based advocacy; more specific targets for overweight/obesity*

Other general comments included:

- *PHAIWA is the model health advocacy organisation*
- *Overall, PHAIWA has done excellent work over its short history and given the asks of it. It has made a good start on developing functioning coalitions on some issues and amassed a portfolio of issues on which there has been weak and poorly coordinated advocacy. A challenge for PHAIWA going forward will be determining where to best focus its efforts, working within what are very limited resources.*
- *PHAIWA is an outstanding advocacy organisation.*
- *We have enjoyed the opportunity to engage with PHAIWA. However we are only just starting to dance together in time. We did the country dance wall flower thing and stood back watching, now we have seen and understand we think we could join in for some good dancing.*
- *In simple terms PHAIWA is a great shop and essential to advancing public health in WA. But like every organisation has its strengths and weaknesses. Some of those are more easily address - some far less easily addressed. Overall however, by any objective analysis it remains one of the most important initiatives to advance public health in WA for 10 years.*