Healthway
Health Promotion Projects
Review
Healthway Health Promotion Projects

Case Studies

Background

Healthway Health Promotion Project funding offers incorporated organisations and community groups opportunities to run or trial innovative health promotion activities. Healthway projects aim to increase the knowledge and skills of the individual, change health-related behaviours, and develop community and organisational policies to create environments that improve health.

The projects funded by Healthway represent a wealth of knowledge, experience and insight into health promotion practice in Western Australia. To capture some of this knowledge, Healthway commissioned the Health Promotion Evaluation Unit at the University of Western Australia to review a range of past projects funded by Healthway to identify examples of successful projects.

The review identified common features of successful projects in the areas of planning, implementation, evaluation and sustainability. Case studies were identified that illustrate these features and which highlight particular methods and strategies that were effective in different communities. Telephone interviews were also conducted with key project staff to get a better understanding of the successful elements of each project.

These case study brochures have been developed to disseminate the findings from the review and assist prospective Healthway grant applicants in developing similar health promotion programs. The key features of the successful projects are described overleaf.
What Makes a Successful Health Promotion Project?

This diagram represents the characteristics of successful Healthway funded health promotion projects. These features are further highlighted in the case study brochures.

**PLANNING**
- The projects focused on at least one of Healthway's priority health areas.
- The target group, stakeholders and/or local community members were involved in planning.
- The projects focused on at least one of Healthway's priority population groups.
- Some projects were adapted from or linked to existing health projects or campaigns.
- A comprehensive understanding of the health issue and target group was obtained.

**IMPLEMENTATION**
- Multiple strategies were used to promote program messages and activities.
- Continual monitoring of program activities ensured quality strategies were delivered.
- The target group, stakeholders and/or local community members were involved in implementing project activities.
- Several communication strategies were used to promote project activities and achievements to the target group and other stakeholders.

**EVALUATION**
- Process evaluation was used to refine the program.
- Impact evaluation was planned to assess changes in the target group's knowledge, awareness and behaviour.
- Multiple communication strategies were used to disseminate evaluation results, recommendations and project outcomes to the target group and other stakeholders.

**SUSTAINABILITY**
- Project sustainability was considered during planning.
- Some project activities became incorporated into core business.
- Alternative funding to continue the activities was secured by the end of the project.
- The projects were well documented to facilitate transfer to other populations by different organisations.
- Recommendations were reported and presented to stakeholders.

A committed Project Coordinator, Working Party and/or Project Committee.