



SOUTHLAND
HEHA Programme

What's in it for me and my clients? *An insight into using community agencies to recruit participants*





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- Share information about ...
 - Our experiences working with community agencies who have been asked to identify participants into a research based health promotion programme
- Firstly, why was this approach chosen?



Healthy Me and You



- IF community agencies identify participants
- THEN most appropriate people should be referred into *Healthy Me and You* (referral guidelines)
- WHY - they know their community
 - minimises “worried well” participation



“What’s in it for us?”

- IF community agencies offered HEHA training
- THEN staff more aware of HEHA; may assist prioritising HEHA within work environment i.e. “walk the talk”; potential personal health gains
- WHY - consistent messages delivered to community
 - workplace more supportive of HEHA



“What’s in it for our clients?”

- IF clients participate in programme
- THEN participants may make healthy changes
- WHY - provided with skills, knowledge, resources and motivation



Impact of Workforce Development on Healthy Me and You

- Commitment of agencies
- Prioritising HEHA within their work
- Building relationships



Generic challenges

- Staff turnover at agencies
- Communication
- Outside scope of core work



Referrals

- Criteria
- Process
- Lack of retention/confusion
- Target audience



Agencies...

- Referrals for comparison group
- Managers
- Good intentions but no follow through
- Pre-existing relationships



Agencies...

- Lack of referrals
 - Client base
 - Client knowledge
 - Client/patch protection



Agencies...

- Reached target audience
- Committed agencies – good 'buy in'
- Developing relationships for future work together



Other issues to consider

- Robust programme design & evaluation vs. community need
- Knowledge tree





For more information

- See: www.southlandheha.co.nz
- Email: heha@sportsouthland.co.nz