

SERVICE REVIEW OUTCOMES

MATERNAL AND CHILD HEALTH

DETAILS OF SERVICE

The Maternal and Child Health Service is a service unit within Community Services service area, Community and Leisure Services Directorate.

SCOPE OF SERVICES

Council provides a comprehensive range of Maternal and Child Health Services, which are specifically targeted to children 0 - 6 years and their family, delivered by the Maternal and Child Health team of 9.4 equivalent full time qualified nurses. The scope of these services covers consultations, the delivery of specific health promotion, health education, family support and parental guidance programs and include:

- parent education
- child health and development screening
- first time mothers groups
- maternal health surveillance
- children of families with particular needs
- ongoing mother and child assessments
- ongoing maternal support
- breastfeeding support, education brochures, videos, support groups
- lactation service
- nutritional advice

SERVICE REVIEW OUTCOMES

Note: The following is a summary of the activity and outcomes of the Best Value Service Review; a detailed report is available for viewing upon request

Best Value Principle	Key Performance Indicator	Performance Result 2003-04	Target 2004-05	Target 2005-06
Cost Standard	Unit cost per Birth notification	\$757	+/-10% of 2003-04 result	+/-10% of 2003-04 result
Quality Standard	Attendance at 10 key age and stage visits		Movement toward the DHS* nominated targets	Movement toward the DHS* nominated targets
	2 Week Age Visit	95%	98%	98%
	4 Week Age Visit	93%	98%	98%
	8 Week Age Visit	96%	95%	95%
	4 Month Age Visit	95%	95%	95%
	8 Month Age Visit	94%	90%	90%
	12 Month Age Visit	83%	80%	80%
	18 Month Age Visit	70%	76%	76%
	2 Year age Visit	70%	65%	65%
3.5 Year Age Visit	63%	67%	67%	

*Department of Human Services State Targets

Consideration of Best Value Factors in setting cost and quality standards

Best on offer 208C(a)

Cost per birth notification is the standard most commonly used by Local Governments across the State to determine a “Best on Offer” assessment in Maternal and Child Health services.

In a benchmarking comparison across 4 neighbouring Councils unit cost per birth notifications ranged from \$870 to \$618, at \$757 Maroondah featured 2nd highest but the unit does provide additional services for its community including; home visitations, lactation service and a sleep settling clinic.

Maroondah’s performances in attendances of children at the 10 key age and stage visits show the service as meeting or exceeding the Department’s state wide targets demonstrating the commitment to delivery of best on offer services.

Consideration of Best Value Factors in setting cost and quality standards cont.

Value for money 208C(b)	<p>The provision of Maternal and Child Health services are a statutory requirement for Local Councils to provide and operate in accordance with legislative guidelines and the State's Funding and Service Agreement. Within the legislation and agreement are set standards and service level requirements that Council's must strive to meet and maintain. While meeting these standards efficiently within the annual operating budget can be one measure of value for money the ease of access, provision of additional services and benefits to clients and the community are also a demonstration of value for money in the service provided. The Maroondah service is achieving this through the following service characteristics:</p> <ul style="list-style-type: none">➤ Centres located widely across the municipality enables ease of access➤ Provision of services beyond the funded universal service, such as Lactation and Sleep Settling Services in purpose built facilities➤ Highly trained staff that attend regular educational programs to maintain currency of training
Community expectation and values 208C(c)	<p>As a statutory service the State Government ensures with its funding model that every family, in every location has the same access to a predetermined level of service. Council is funded to provide a range of services that comply with the Department of Human Services (DHS) expectations and legislative requirements. Council has consistently achieved the DHS Funding and Service Agreement requirements in this regard. Highly qualified staff at well-maintained locations through out the municipality deliver the service.</p>
Affordability and Accessibility 208C(d)	<p>As a Universal service primarily concerned with the health and well being of children and their families the service is required to be of no cost to recipients. The cost per birth notification is a strong indicator of Councils position as an affordable provider of services in this area.</p>
Local Employment 208C(e)	<p>Maroondah's Best Value Supporting Local Suppliers policy is a demonstration by Council of its commitment to supporting and promoting local businesses as a means of sponsoring local employment opportunities. A Council wide KPI relating to the policy is the target of 25% of purchasing activity to be directed to local suppliers of goods and services. The initiative also extends to the local advertisement of vacant positions and appropriate tenders. The Maternal and Child Health unit recognises this policy in its annual purchasing activity.</p>

Best Value Principle

Actions Taken

Responsive to Community Needs

Since 1998, The Maternal & Child Health (M & CH) Unit have surveyed clients to assess satisfaction levels with key service factors. Specifically, the objectives include understanding expectations, gauging satisfaction levels with both service and facilities, and to ensure service delivery is meeting the needs of clients. To ensure impartiality the survey results were assessed and evaluated by an external third party.

In 2003, the Maternal and Child Health Service received a mean score of 4.0 or more for the majority of the service factors listed which is a very strong result. A rating of 4.0 or above indicates high to very high satisfaction levels (“good” to “excellent”).

The highest mean scores were received for:

- The access to written information/pamphlets (4.5)
- The knowledge of the nurses (4.4)
- The level of support and re-assurance from nurses (4.3)
- The ability to form a comfortable relationship with the nurse (4.3)

Responsive to Community Needs Cont.

Specific factors which received the lowest (relative) mean scores compared to preceding years were:

- The opportunity to meet other mums (3.9)
- The counselling services (4.1)
- The assistance and advice on breastfeeding (4.1)

Respondents offered a number of suggestions in areas outside of the statutory requirements, these were all considered as part of the Best Value and business planning process resulting in a number of specific improvements. Proposed actions resulting from this feedback is summarised in this report in the Continuous Improvement section below.

Best Value Principle

Actions Taken

Accessible

The service has a statutory obligation to ensure that as a Universal service primarily concerned with the health and well-being of children and their families the service is required to be of no cost to recipients. Currently services are delivered from 9 dedicated Maternal and Child Health Centres located across the municipality. A demographic analysis of birth notifications was undertaken to determine whether or not Council Maternal and Child Health Service Centres are located appropriately to meet both current and future demand. The analysis has indicated that there has not been significant “shift” across any of the Maternal and Child Health Service areas over the past four years thus supporting the current service access structure.

Home based support is available via the services Outreach support to vulnerable new mothers experiencing significant early parenting difficulties. There is a strong emphasis on providing support to mothers during the first year following the birth of their child.

Access to the service and related information is achieved between normal business hours, Monday to Friday from 8.30 am to 5.00 pm via telephone on 1300 882 233, via email: Maroondah@maroondah.com.au or in person at one of the nine Maternal and Child Health Centres, or one of its three Customer Service outlets. Council information is available 24 hours, seven days a week from Council’s Web site, <http://www.maroondah@maroondah.vic.gov.au>

Continuous Improvement

The review, consultation and benchmarking process identified a number of opportunities to improve the performance and responsiveness of the service.

During the review process the following improvements were identified for consideration or introduction as part of the future business planning process;

- Develop and implement a new model for ensuring minimum phone interruptions during consultations.
- Develop and implement key performance indicators (KPI’s) for both the Lactation service and Sleep-settling Service.

Best Value Principle

Actions Taken

Consultation

The Maternal and Child Health service will consult with its customers in the following ways:

- Bi-ennial survey of the Universal service
- Bi-ennial survey of the Lactation service
- Bi-ennial survey of the Sleep-Settling service

Survey results and feedback will be compiled into a management report and assessed as part of the services annual service planning process.

Reporting

Maroondah's Best Value Annual Community Report of key findings and key performance target and results will be available to the community via the following methods and access points;

- A copy will be placed on Council's community web page for public access
- A copy will be available at each of our three Customer Service Centres for public viewing.
- A copy will be available at each of Council's Public Libraries for public viewing.

Performance reporting against key service indicators is undertaken on a monthly basis and the results documented in Council's monthly performance report. This report is tabled before Council on a quarterly basis and is a publicly available document. Each service area has an annual business plan, which is strategically aligned with Maroondah's Council Plan, and our overarching strategic community plan Maroondah 2025. Annual performance and key achievements of the strategies in these plans is reported in Council's Annual Report.