

PRISM POINTS

PRISM Update Briefings

Throughout March and April, Stephanie, Creina and Rhonda visited all sixteen municipalities participating in PRISM. These visits proved to be very informative and productive meetings for us, catching up with everyone about the project and local activities in each area. We hope you also found the opportunity to meet us in person a useful one, particularly in those areas where there are new people involved in the implementation of the project.

We met with community services managers, maternal and child health team leaders, and staff responsible for PRISM data collection. In some areas participating as intervention communities, we also met with members of local steering committees, including councillors and recent mothers.



Creina Mitchell and Rhonda Small with Ann Graham and Sheila Barnett at Cardinia Shire Council.

The meetings provided an opportunity for us to update everyone on progress with PRISM, and to discuss any issues involved with extending the current data collection period to eighteen months. It was also good to hear about what's been happening in maternal and child health, in council and community services locally.

In a project as large as this, it's not always easy to feel in touch with what's happening 'out there', yet it's very important to us to have a sense of how the project has been unfolding for everyone. We found ourselves frequently saying: "Do ring us if you have any queries about the data collection or progress with the project," and we really are very keen to hear from people! So please don't hesitate if you have a question (large or small), or if anything is bothering you about PRISM – just get on the phone or email us. Here are our contact details again:

PRISM co-ordinators:

Rhonda Small 03 8341 8542 or
r.small@latrobe.edu.au ; and

Stephanie Brown 03 8341 8565 or
Stephanie@latrobe.edu.au

PRISM Data Manager:

Creina Mitchell 03 8341 8544 or
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Mothers' Day Media Releases

We recently liaised with PRISM contact people in all sixteen participating areas about a media release we were preparing for local newspapers. We targeted editions around Mothers' Day to promote the survey of mothers currently being carried out in all PRISM areas. This was a strategy to encourage mothers to complete and return the questionnaires to help us get an understanding of their experiences of life with a baby and their views about local services supporting them as mothers.

The media release was titled: "What about the other 364 days of the year?" emphasising the need for mothers to receive support every day of the year and not just on Mothers' Day. Do let us know if you saw an article in your local paper. In fact we'd appreciate a copy, so please contact Rhonda (03 8341 8542) or Stephanie (03 8341 8565) if you can provide one.

PRISM Mail Out

Data Extension

We now have agreement from all 16 municipalities to extend the PRISM data collection period for a further six months. This means the mail out six months after birth will occur from August 2000 to February 2002.



We would like to congratulate everyone on reaching half-way in the main study mail out. Thanks very much for your contribution and support to date.

Key Dates for Mail Out

Feb 2000 – Aug 2001	Births in 18-month study period
Aug 2000	Start of main study mail out six months after birth
Jan - Feb 2002	End of questionnaire mail out six months after birth
Feb 2002	Start of follow-up mail out two years after birth

Please contact Creina (03 8341 8544) if you have any queries about the mail out.

EcoPRISM News –

Key Informant survey

EcoPRISM is about to embark on interviews with key informants in the intervention communities. These interviews are integral to our understanding of how PRISM both existed and was experienced by a range of stakeholders in the community. We want to explore (critically) the nature of PRISM successes and failings, or things that could have been done better and expect to hear a wide range of views. We will also be undertaking interviews with a sample of informants from the comparison communities. However, these interviews will occur in 2002.

Economic Evaluation

The economic evaluation of PRISM is well underway. Lisa has been collating data collected from several sources on the resources used by PRISM that will contribute to our understanding of the breadth and depth of costs and benefits arising from such a programme. Work is also underway on the design of a postal survey, to be conducted in all communities in 2002, that will help us to understand the values communities place on the benefits that arise from PRISM.

What would we do without Bree?

Bree Rankin has been working with EcoPRISM on a casual basis for the past 18 months or so. She is currently undertaking a degree in Commerce at Melbourne University. Bree works on the data that is collected from our community documenters who are our “eyes” and “ears” in the intervention communities. When it was brought to our attention that we hadn’t profiled Bree in PRISM Points we were horrified, because we just don’t know what we’d do without Bree, so here she is!



Bree Rankin

If you have any queries, please do not hesitate to contact us:

PRISM

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EcoPRISM

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