

The HiPPP Workplace Portal

Health in Preconception, Pregnancy, and Postpartum

Implementation Guide

Workplaces



hipp.org.au



crehipp@monash.edu

Implementation Guide

Workplaces

Background and Aims

The Health in Preconception, Pregnancy, and Postpartum (HiPPP) Workplace Portal is a one-stop-shop online platform for employees. Developed by health and psychology researchers at University of Tasmania and Monash University, the primary aim of the HiPPP Workplace Portal is to promote employee wellbeing and healthy lifestyles for the prevention of maternal obesity and support the transition to parenthood. Based on end-user and stakeholder engagement and pilot testing, the HiPPP Workplace Portal is a novel initiative that can be designed to fit the needs of any organisation.

Brief Overview of Program

The HiPPP Workplace Portal uses an evidence- and theory-informed step-by-step process guided by program design, from problem identification through to implementing a solution suited to the target workplace. This process is facilitated by researchers and informed by the needs of end-users, and maps out outcomes and objectives according to the multi-level influences that affect individual health and wellbeing.

Program Benefits

1. Support employees across the reproductive years
2. Enhance the physical and emotional health of employees
3. Foster health and gender equity
4. Build HR capacity to inform policy and practice
5. Develop management and leadership understanding



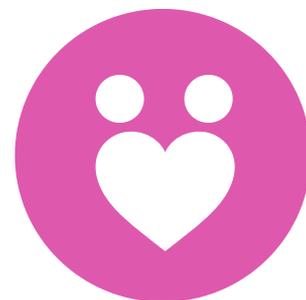
The HiPPP Workplace Portal

Health in Preconception, Pregnancy, and Postpartum

Each HiPPP Workplace Portal is **unique** and based on the needs of the employee and the organisation

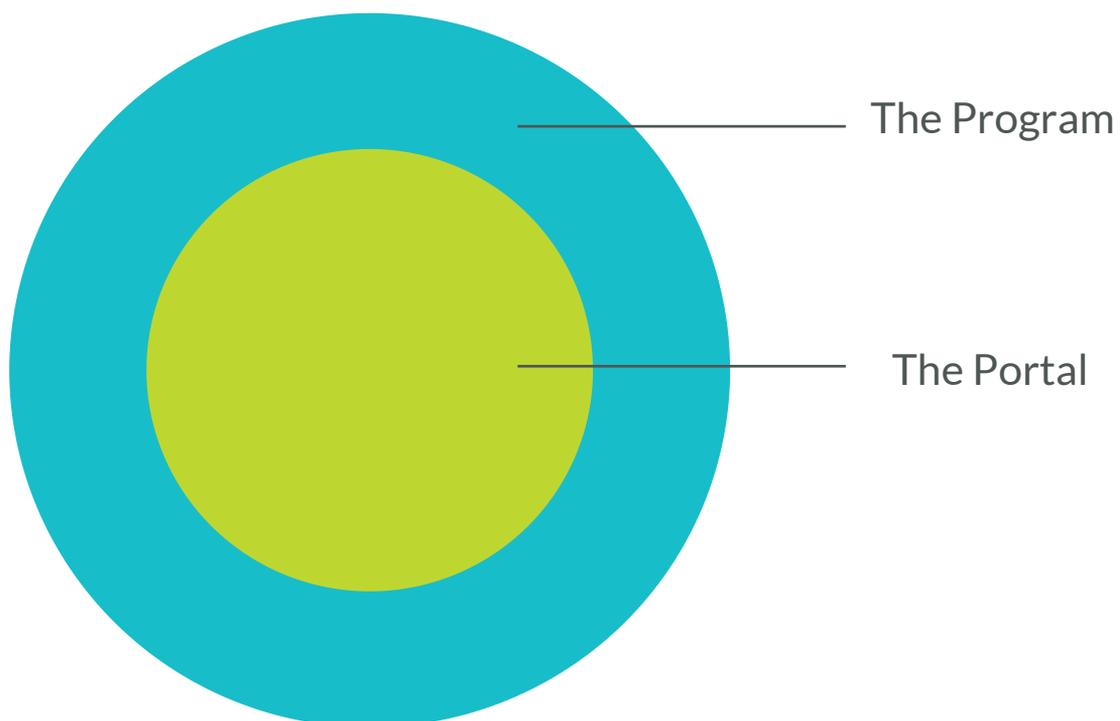
Here are some examples of what you might expect:

- Organisational values
- Improved clarity of policies and practices
- Employee toolkit
- Return to work checklist
- Manager toolkit
- Personal success stories
- Health & wellbeing resources



The Program vs. The Portal

The program is the culmination of processes involved in the planning, implementation, and evaluation of the HiPPP Workplace Portal. While the portal is the main output of the program, other aspects of the program may also help or hinder the success of the portal. Other determinants of success may include workplace culture, policies, or management support. Determinants specific to your workplace will be identified as the program progresses and multi-level strategies will be developed to support the overall program. The HiPPP Workplace Portal will have a greater chance of success in achieving its intended aims, provided the multi-level strategies are adopted to support the program.



The overall program underpins the success of the HiPPP Portal

The HiPPP Workplace Portal

Health in Preconception, Pregnancy, and Postpartum

Overview of Program Development Process

Step 1 + 2

Recruitment of Planning Groups and Needs Assessment

Aim: Identify the needs and recruit key stakeholders



Step 3

Set Program Goals and Objectives

Aim: Detail the program goals and objectives



Step 4 + 5

Program Design and Production

Aim: Develop behaviour change methods and refine the portal



Step 6

Program Implementation and Evaluation

Aim: Plan program adoption, implementation, maintenance, and evaluation

Step by Step Guide to Program Development

1

Recruitment of Planning Groups

- Appoint a project manager from HR to oversee program development and meet regularly with the researchers
- Form 2 planning groups: An advisory group and a design group
- The advisory group should consist of 6-8 senior executives and management with decision-making capabilities
- The advisory group will participate in 3 x 1.5-hour meetings and should receive a project briefing prior to participation
- The design group should consist of 8-12 women and birthing parents, aged 18-45, from across the organisation
- The design group will participate in 3 x 2-hour in-person or online workshops
- Consider targeting LGBTIQ+, disability, Aboriginal and Torres Strait Islander, and culturally diverse groups as part of the design group recruitment process
- The design group may be recruited via EOI, newsletters, or posters
- All participants should be advised that activities will take place as part their normal paid work hours

2

Completion of a Comprehensive Needs Assessment

- At a minimum, the needs assessment will include 30-minute online interviews with senior executives and management; 1.5 hour focus groups with up to 30 women and birthing parents, aged 18-45, from across your organisation; and an online survey
- Ideally focus group sessions should be conducted in-person and provide refreshments (e.g. tea, coffee, water, fruit platter) but online focus groups may also be accommodated
- A policy review or additional measures may also be recommended as the project progresses

The HiPPP Workplace Portal

Health in Preconception, Pregnancy, and Postpartum

Step by Step Guide to Program Development

3 Formation of Program Goals and Objectives

- Presentation slides and agendas will be sent to planning groups in advance of all meetings and workshops
- During advisory group meeting 1 and design group workshop 1, the researchers will seek feedback following a presentation of the needs assessment findings
- During workshop 1, the design group will assign priority to the needs, discuss program determinants (the cause of 'the problem' we wish to solve), program context (who the program is for and what is the setting), and begin to discuss the program goal using the 'How Might We' template
- During workshop 2, the design group will finalise the program goal and divide into 3 groups to set program outcomes and performance objectives (actions that must occur for program outcomes to be successful)
- Each determinant, program outcome and program objective will have 3 levels: individual, interpersonal, and organisational
- Design group participants will nominate a speaker and rejoin the whole group to discuss their ideas
- Where required, researchers will call upon participants to share their views
- Design group participants will then rejoin their smaller groups to begin forming change objectives (what needs to change in the program context to achieve performance objectives) by mapping program determinants against performance objectives
- Outcomes and objectives will be compiled and refined by researchers after workshop 2 and circulated to design group participants for additional feedback via email
- Change objectives will be discussed and finalised by design group participants at the beginning of workshop 3 in a small group activity

Step by Step Guide to Program Development

4

Program Design

- Researchers will present a short overview of some potential program strategies and ideas to design group participants during workshop 3
- Design group participants will take part in a brainstorming session to think about new or improved strategies to realise change at their organisation
- Participants will reform their earlier small groups to translate the change objectives from step 3 into practical strategies at the individual, interpersonal, and organisational levels
- Development of practical strategies should involve discussion of what is and is not included; how long is it; what units, modules, or materials are required; how might it be implemented; who is it aimed at; who delivers the strategy; and whether a portal name or theme is needed
- Strategies will then be discussed with the wider group to gain feedback and consensus
- The design group will brainstorm and discuss design ideas and preferences for the portal, e.g. colours, format, platform, wording
- Researchers will ask the participants for feedback on alternate examples of portals, websites, or apps
- Researchers will ask the design group to rank the proposed strategies and design ideas using an adapted NUF (new, useful, and feasible) matrix
- Following workshop 3, the researchers and project manager will develop an employee survey to fill in any perceived gaps and ensure there is appropriate representation
- Target employees for the survey will be determined by the findings from the needs assessment and design workshops
- Survey links will be distributed to employees by HR and/or a senior employee via email

The HiPPP Workplace Portal

Health in Preconception, Pregnancy, and Postpartum

Step by Step Guide to Program Development

5

Program Production

- All project findings will be compiled and refined and presented to the advisory group for feedback and approval during meeting 2
- The advisory group will be asked to consider which higher-level supportive changes may be adopted to support the program aims
- Following meeting 2, the researchers will provide the project manager with a complete overview of recommended design, content, and strategies to build and support the HiPPP Workplace Portal
- The researchers will continue to consult with the project manager throughout the production process, as required
- The portal will undergo pre-testing with members of the target population and others, according to the needs of the project, to acquire feedback
- The portal will be refined according to the feedback process

6

Implementation and Evaluation

- Researchers will provide the project manager with a series of questions to assist development of an implementation and evaluation plan
- The project manager will answer these questions and discuss the answers with the researchers during a recorded discussion
- Based on this discussion, researchers will then 1. compile outcomes and objectives for program adoption, implementation, and maintenance, 2. propose a series of process and evaluation questions, 3. list measures and indicators to assess the process and evaluation questions, and 4. specify the methods of evaluation, e.g. survey
- Researchers will circulate this information to the advisory group members and will finalise the implementation and evaluation plan during meeting 3
- The portal will be implemented and evaluated accordingly

Task Timeline



Month



- Recruitment (Design Group, Advisory Group and Focus Groups)
- Executive Interviews
- Focus Groups



- Advisory Group Meeting 1
- Design Group Workshop 1



- Design Group Workshop 2



- Design Group Workshop 3
- Survey
- Advisory Group Meeting 2



- Content Development + Portal Building



- Pre-testing and Refinement of Portal



- Implementation and Evaluation
- Advisory Group Meeting 3

The HiPPP Workplace Portal

Health in Preconception, Pregnancy, and Postpartum

Communication Plan

Audience	Delivery Method	Schedule	Message Source
Project Briefing			
Executive Team		<input type="checkbox"/>	Project Manager + Research Team
Interview Setup			
Executive Team		<input checked="" type="checkbox"/>	Project Manager
Staff EOI			
PPP women + Targeted Groups		<input checked="" type="checkbox"/>	Project Manager
Focus Group Recruitment			
Respondents to EOI		<input checked="" type="checkbox"/>	Research Team
Workshop EOI			
PPP women + Targeted Groups	 	<input checked="" type="checkbox"/>	Project Manager + Local Management Teams
Workshop Recruitment			
Respondents to EOI		<input checked="" type="checkbox"/>	Research Team
Meeting Setup			
Executive Team		<input checked="" type="checkbox"/>	Project Manager
Survey Recruitment			
As required		<input checked="" type="checkbox"/>	Project Manager + Research Team
Pre-testing and Piloting Recruitment			
As required		<input type="checkbox"/>	Project Manager + Local Management Teams
Portal Launch			
All staff	 	<input checked="" type="checkbox"/>	Project Manager, Research Team + Executive Team

Recommendations

It is **highly** recommended that:

1. All members of the advisory group participate in each meeting. This will give members the opportunity to understand the needs of their employees, provide input, and to ask questions.
2. The HiPPP Portal is accompanied by complementary strategies at the organisational level to contribute to a holistic program of change. These changes are an important aspect of supporting and empowering individual employees to prioritise their health and wellbeing.
3. Key employees who will contribute to the production and implementation of the HiPPP Portal, e.g. IT or communications teams, are identified early on in the process. This will allow them to attend meetings and workshops, where required, and will increase their engagement and investment in the project.

Resourcing and Funding

- Project manager for project duration
- Project activities conducted during paid work time
- IT support team to build portal and integrate it into existing system, e.g. SharePoint
- Communications team to promote the portal and consider 'brand fit'
- HR team for expertise relating to policy and organisational supports
- Private room suitable for design and discussion, e.g. tables, projector, whiteboard
- Refreshments for employees participating in project activities
- Additional funds or resourcing for improved/additional amenities or supports to facilitate the program, where necessary (**strongly recommended**)

The HiPPP Workplace Portal

Health in Preconception, Pregnancy, and Postpartum

Troubleshooting

Recruitment

Depending on the nature of your organisation, recruiting employees to participate in research activities can be difficult. Employees who work in shifts, casual workers, or those who have little flexibility in how they schedule their workday may find it especially difficult to take part. It is important to conduct project activities during paid work hours, according to the schedules of those whose opinions, feedback, and ideas we wish to capture. Recruitment rates may be improved if explicit consent and time to participate is provided at both the executive and local management level.

Ensuring that employees are well informed about the project is also key to sufficient recruitment. EOIs and reminders can be distributed via email, intranet, or in-person, e.g. during team meetings. Advertisements and project information can be provided in digital or paper format, as appropriate.

Representation

It is important to capture the diverse voices within your organisation to increase the relevance and acceptability of the HiPPP Portal for all employees. Selective recruitment and targeting may be needed to ensure these voices are represented in the needs assessment, program design, and piloting stages.

Troubleshooting

Implementation

You will likely encounter a number of barriers to the adoption, implementation, and maintenance of the HiPPP Workplace Portal. A robust implementation plan will be developed during Step 6, however, here are some questions for you to consider:

1. **Communication** - what communications are required to build trust and acceptability of the portal and how might you ensure employees read relevant communications?
2. **Program Fit** - how well does this program fit into the existing workplace culture and align with organisational values?
3. **Access** - what steps might need to be taken to ensure equitable access to the portal among employees?
4. **Skills** - do you have the necessary skills and expertise within your organisation to implement the portal?
5. **Succession Planning** - what strategies might be needed to mitigate the loss of key stakeholders from the project?
6. **Integration** - Can maintenance of the portal be integrated into existing workplace processes or will it necessitate the creation of a new employee role?



The HiPPP Workplace Portal

Health in Preconception, Pregnancy, and Postpartum

Helpful Resources

- WGEA Gender Strategy Toolkit:
https://www.wgea.gov.au/sites/default/files/documents/Gender_Strategy_Toolkit.pdf
- WGEA Developing a Leading Practice Parental Leave Policy:
<https://www.wgea.gov.au/sites/default/files/documents/WGEA-Leading-Practice-Parental-Leave-Policy-Guide.pdf>
- Tools to Support Working Parents:
<https://supportingworkingparents.humanrights.gov.au/employers/tools>
- Fair Work Online Training for Employers and Managers:
<https://portal.fairwork.gov.au/online-learning-centre>
- Fair Work Best Practice Guides: <https://www.fairwork.gov.au/tools-and-resources/best-practice-guides>
- Pregnancy, Birth and Baby: <https://www.health.gov.au/health-topics/pregnancy-birth-and-baby>
- Making Australia the Best Place in the World to be a Parent:
<https://www.theparenthood.org.au/report>

