



Health Consumer and Community Engagement

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www.hcnsw.org.au

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5th Multilingual Health information Stakeholders' Forum

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Health Consumers NSW
is the state wide,
independent, member
based organisation
which provides a voice
for people using the
health system (health
consumers) to shape
health policy and
services in NSW.”



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Developing new and innovative approaches to engaging and communicating health messages for culturally and linguistically diverse (CALD) communities.

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*Developing new and innovative approaches to **engaging** and communicating health messages for culturally and linguistically diverse (CALD) communities.*

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Engagement

Engagement activities that involve people who use health services (consumers or communities) in health service decision-making, policy development, service delivery and evaluation.

– Also called **participation**



- Bronnie Holwerda (L) & Allison Kokany (R) of Western Sydney Partners in Recover

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Health Consumers



Health Consumers are people who use, have used, or are potential users, of health services including their family and carers

- Consumers may participate as individuals, groups, organisations of consumers, consumer representatives or communities.
- ***Consumer*** is preferred to ***patient***: rational decision maker rather than hierarchical relationship

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Community

- **Community** - groups of people or organisations with a common, local or regional interest in health
- **Communities** may connect through
 - a community of place
 - a community of interest
 - or a community that forms around a specific issue
 - or through groups sharing cultural backgrounds, religions or languages

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Communication and Information?



Spectrum of engagement



Australian Commission on Safety and Quality in Health Care (2012). *Safety and Quality Improvement Guide*
Standard 2: Partnering with Consumers.
Sydney, ACSQHC.

IAP2'S PUBLIC PARTICIPATION SPECTRUM

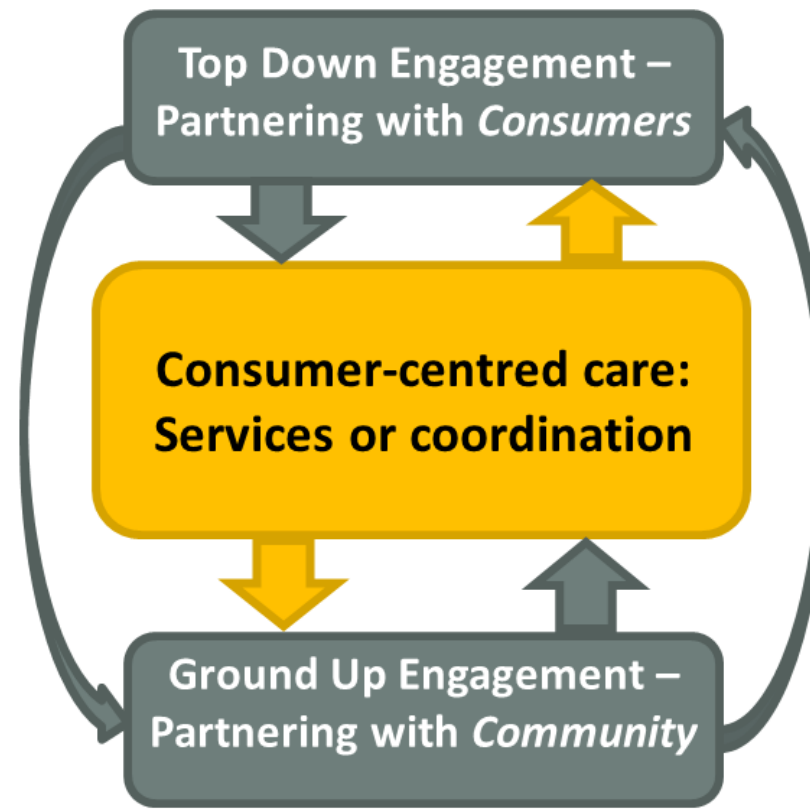
The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION 

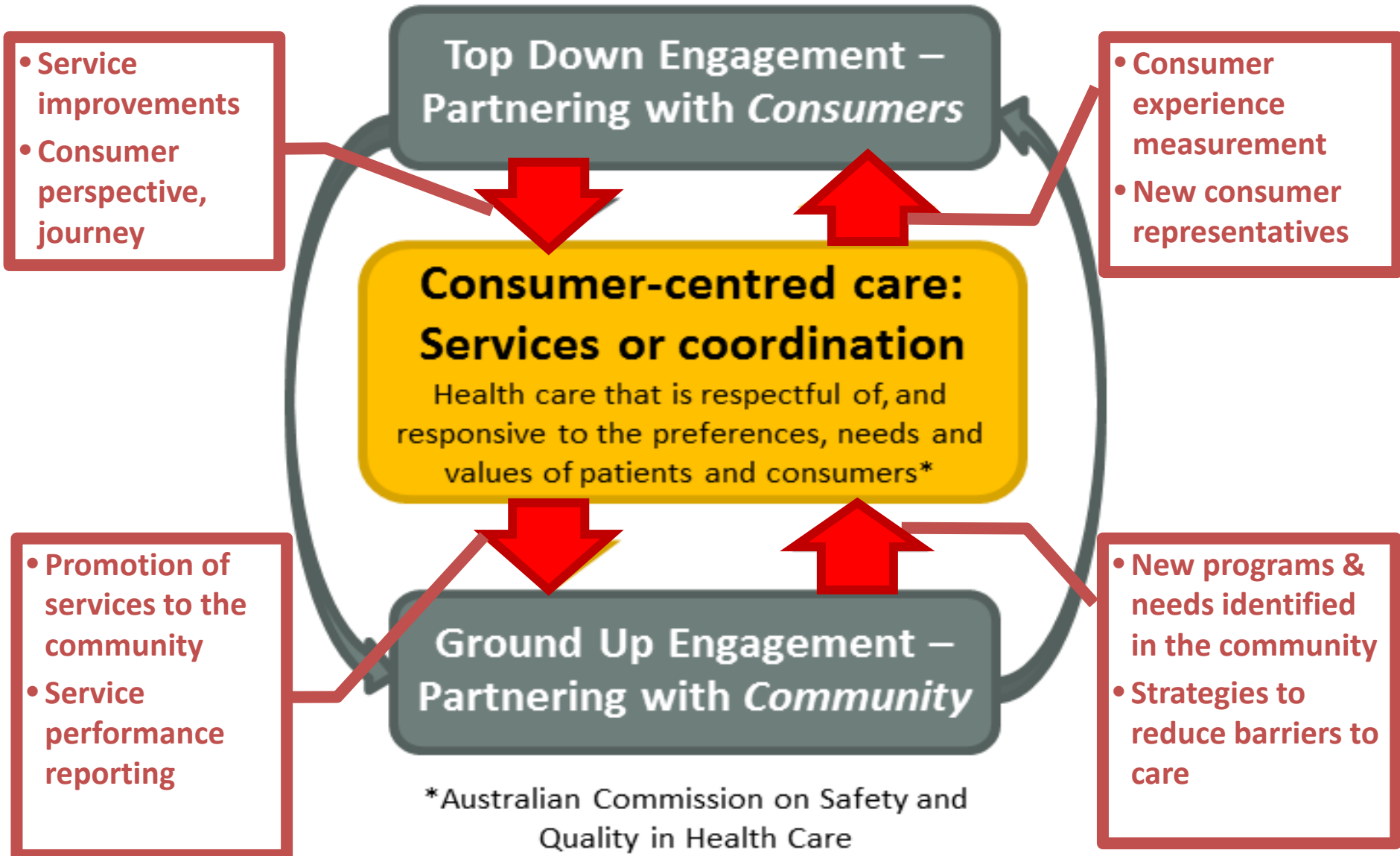
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Consumer and Community Engagement Model

Processes



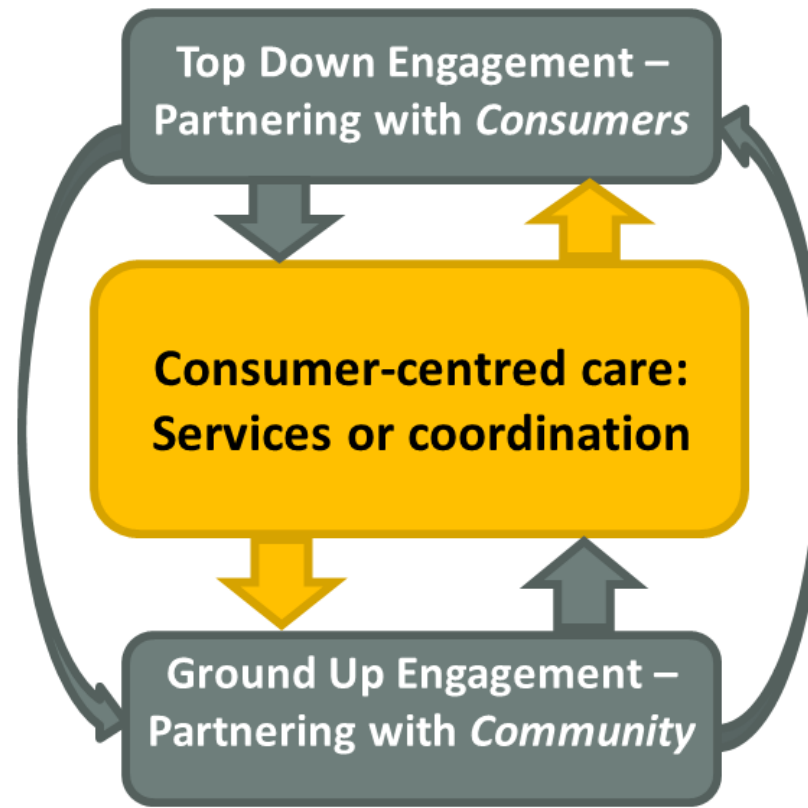
Top Down – Ground Up Engagement



Consumer and Community Engagement Model

Consumers Involved in Governance

Processes



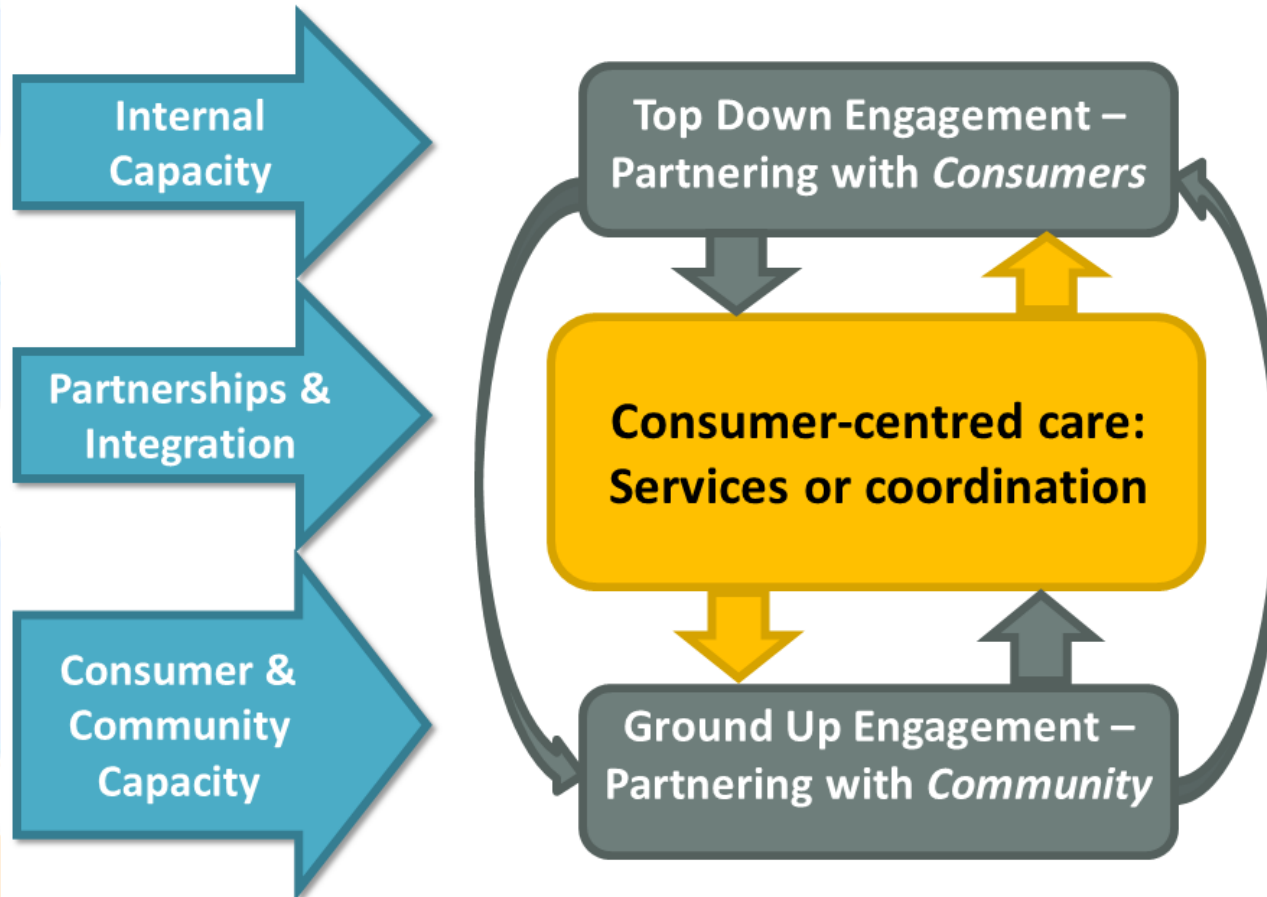
Guiding Principles / Values

Consumer and Community Engagement Model

Consumers Involved in Governance

Critical Inputs

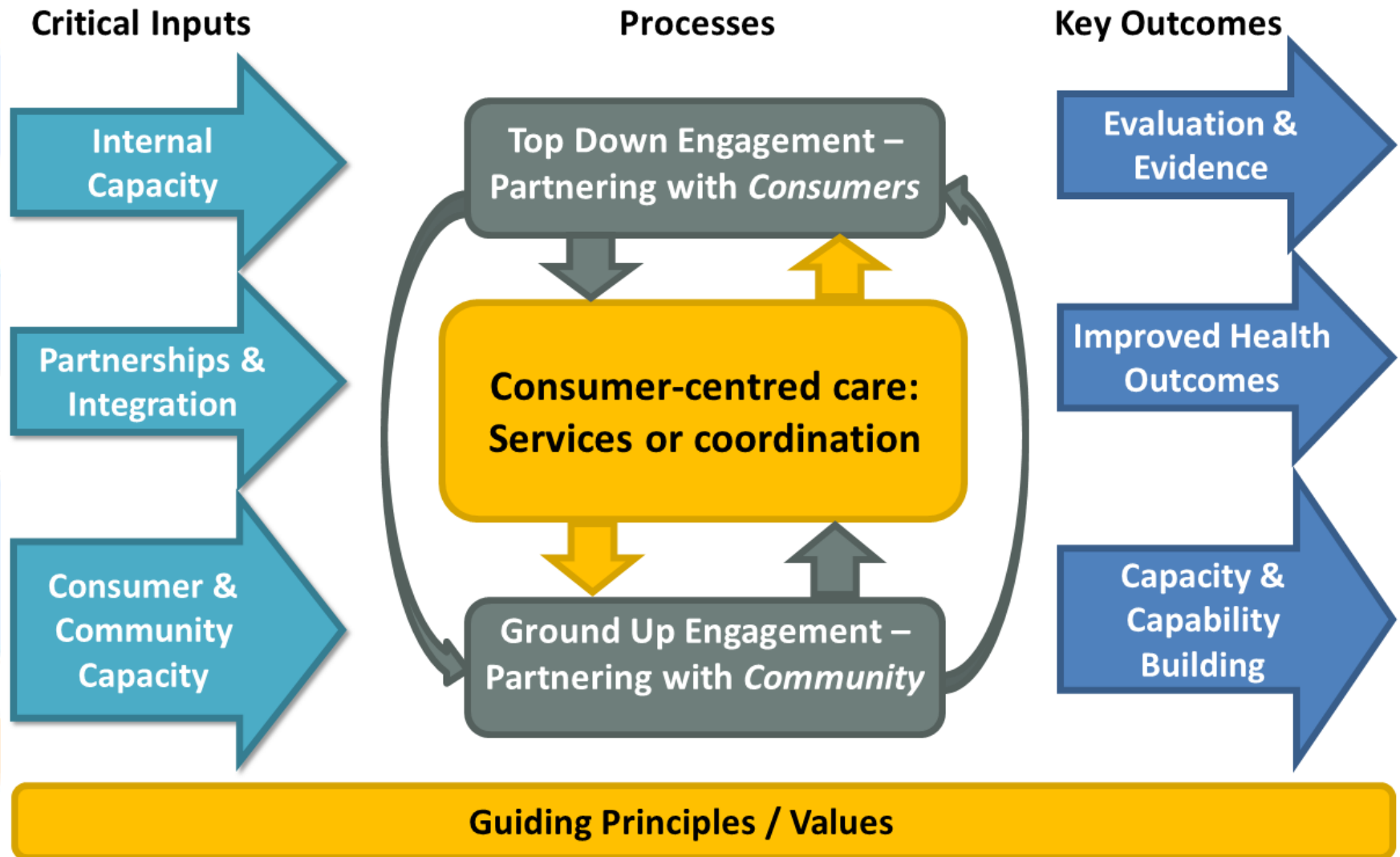
Processes



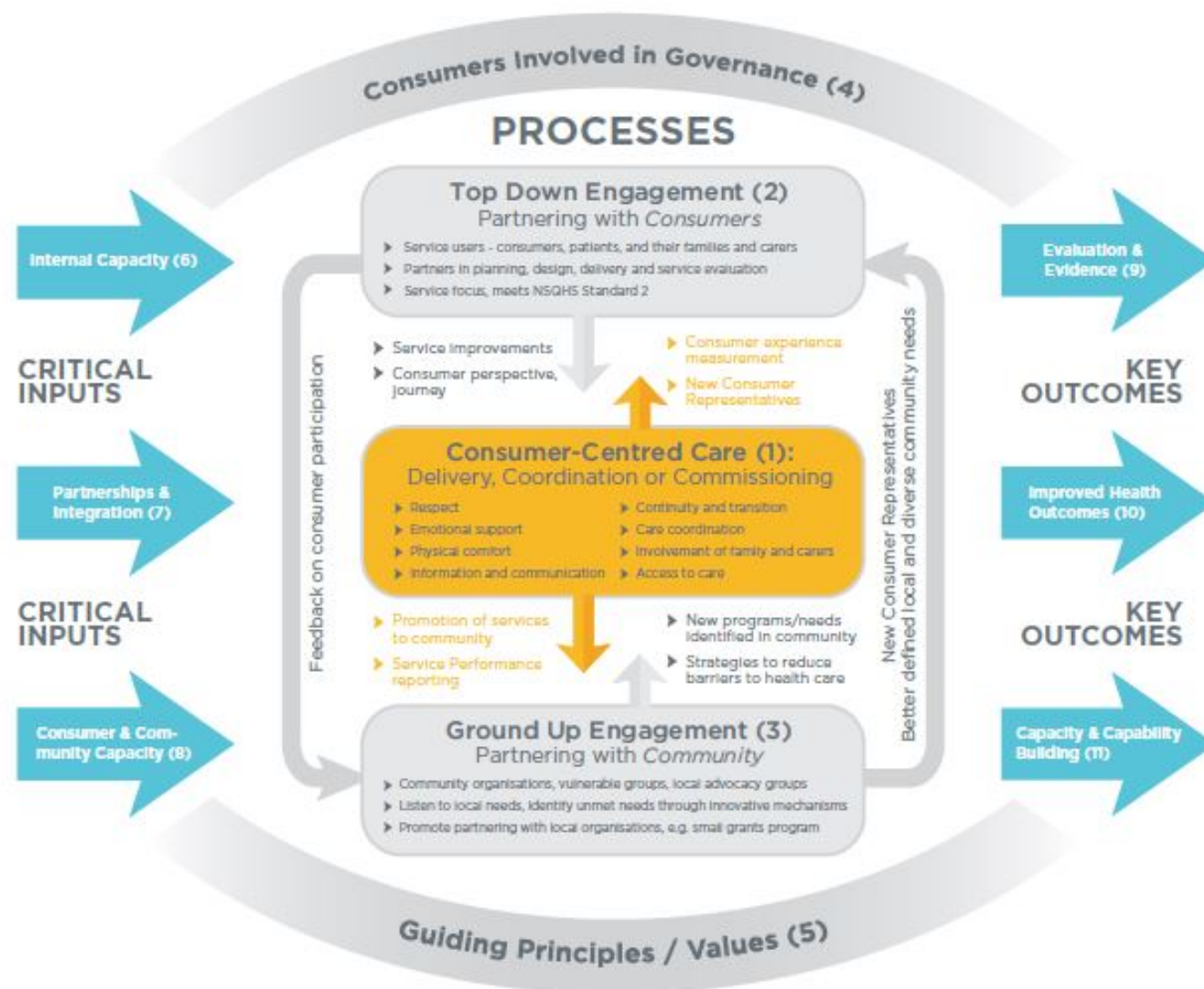
Guiding Principles / Values

Consumer and Community Engagement Model

Consumers Involved in Governance



The Health Consumers NSW/ WentWest Consumer and Community Engagement Model



KEY

- Consumer-Centred Care**
Improving the experience and outcomes of consumer-centred care is central to engagement. It applies to service delivery, coordination and commissioning.
- Top Down Engagement - Partnering with Consumers**
is planned engagement with consumers that supports the design, delivery and evaluation of health services provided or coordinated by the organisation.
- Ground Up Engagement - Partnering with Community**
is broader engagement with communities to explore, understand and determine together how to better meet diverse health care needs.
- Consumers Involved in Governance**
involving consumers in clearly defined governance roles ensures that the consumer perspective is always considered in decision making and engagement is a priority.
- Guiding Principles / Values** provide a frame of reference for the way in which consumers and health services (and their staff and management) will engage with each other.
- Internal Capacity** is a major factor in engagement success. It includes governance and accountability, resources such as a 'champion' and a facilitator, plus training for staff.
- Partnerships & Integration**
improving the experience and outcomes for consumers requires working across services and integrating care with partners.
- Consumer & Community Capacity** to engage is critical. Consumers need resources, training and support. Communities can be supported to increase their capacity to engage.
- Evaluation & Evidence** includes monitoring and improving processes, evaluating engagement and outcomes, and contributing to the small but growing body of evidence.
- Improved Health Outcomes** includes improved experience and health outcomes for consumers, and better community outcomes through new services or improved access to care.
- Capacity & Capability Building**
With engagement experience, staff and consumers grow in capability, while organisations and communities increase their capacity to engage.

Health Consumers are people who use, have used, or are potential users, of health services - including their family and carers.

Engagement describes a range of activities that involve consumers or communities participating in health service decision-making, policy development, service design, delivery and evaluation.

Health Consumers NSW

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