

# Health Consumer and Community Engagement

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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."







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.



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

Also called participation



## Health Consumers CONST



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 then hierarchical relationship



## 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

@aj\_brown68



# 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					
	INCREA	SING IMP	ACT ON T	THE DECIS	ON

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
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.
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.







#### **Processes**





## Top Down – Ground Up Engagement





- Service improvements
- Consumer perspective, journey

## Top Down Engagement – Partnering with Consumers

## Consumer-centred care: Services or coordination

Health care that is respectful of, and responsive to the preferences, needs and values of patients and consumers\*

- Promotion of services to the community
- Service performance reporting

Ground Up Engagement – Partnering with *Community* 

\*Australian Commission on Safety and Quality in Health Care

- Consumer experience measurement
- New consumer representatives

- New programs & needs identified in the community
- Strategies to reduce barriers to care







#### **Consumers Involved in Governance**

#### **Processes**



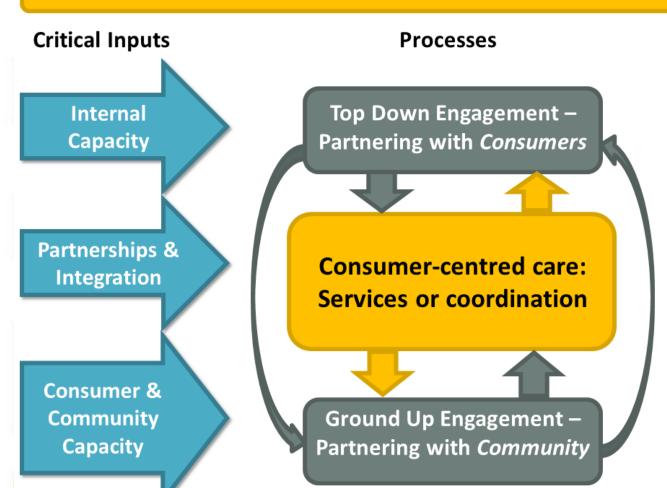
**Guiding Principles / Values** 







#### **Consumers Involved in Governance**



**Guiding Principles / Values** 







#### **Consumers Involved in Governance**

**Critical Inputs Key Outcomes Processes Evaluation &** Top Down Engagement – Internal **Evidence Capacity** Partnering with Consumers **Improved Health** Partnerships & **Outcomes Consumer-centred care: Integration** Services or coordination Capacity & **Consumer &** Capability Ground Up Engagement – Community **Building Capacity** Partnering with Community

**Guiding Principles / Values** 

#### The Health Consumers NSW/ WentWest Consumer and Community Engagement Model





### Consumers Involved in Governance (4)

#### **PROCESSES**

#### Top Down Engagement (2)

Partnering with Consumers

- Service users consumers, patients, and their families and carers
- > Partners in planning, design, delivery and service evaluation
- Service focus, meets NSQHS Standard 2

CRITICAL INPUTS

Internal Capacity (6)

Partnerships & Integration (7)

CRITICAL INPUTS

> Consumer & Community Capacity (8)

- Service improvements
- Consumer perspective, Journey.
- Consumer experience
- New Consumer

#### Consumer-Centred Care (1): Delivery, Coordination or Commissioning

is Despect

participation

consumer

5

- ▶ Emotional support.

- ▶ Physical comfort
- ➤ Information and communication → Access to care.
- Promotion of services
- Service Performance

- Continuity and transition
- ➤ Care coordination
- > Involvement of family and carers
- - New programs/needs Identified in community
  - Strategies to reduce barriers to health care

#### Ground Up Engagement (3) Partnering with Community

- Community organisations, vulnerable groups, local advocacy groups
- > Listen to local needs, identify unmet needs through innovative mechanisms
- > Promote partnering with local organisations, e.g. small grants program

Evaluation & Evidence (9)

OUTCOMES

Outcomes (10)

OUTCOMES

Building (11)

Representatives diverse community needs consumer focal and o New Consur defined local a

Better

Improved Health

Capacity & Capability

Guiding Principles / Values (5)

#### KEY

Consumer-Centred Care Improving the experience and outcomes of consume centred care is central to engagement. It applies to service delivery, coordination and commissioning.

Top Down Engagement - Partnering with Consumers is planted engagement with consumer that supports the design, delivery and evaluation of health sources are consumers. health services provided or coordinated by the organisation.

Ground Up Engagement - Partnering with Community is broader engagement with communities to explore, undentained 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

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

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 sperience 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 cons grow in capability, while organisations and communities increase their capacity to engage.

Health Consumers are people who use, have including their family and carers.

Engagement describes a range of activities participating in health service decision-making. policy development, service design, delivery

## **Health Consumers NSW**

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