



Consumer Engagement Strategy 2020-2023





Contents

1. About this engagement strategy	5
2. Our consumers	6
3. Why we value consumer engagement	7
4. A co-design approach	8
5. Consumer engagement principles	9
6. Consumer engagement objectives	10
7. How this engagement strategy aligns with the Strategic Plan 2020	12
8. Community Engagement Roadmap – Refocusing our priorities	13
9. Engagement achievements since 2017	19

Central West Health acknowledges the Traditional Owners of the land and pays respect to Elders past, present and emerging.



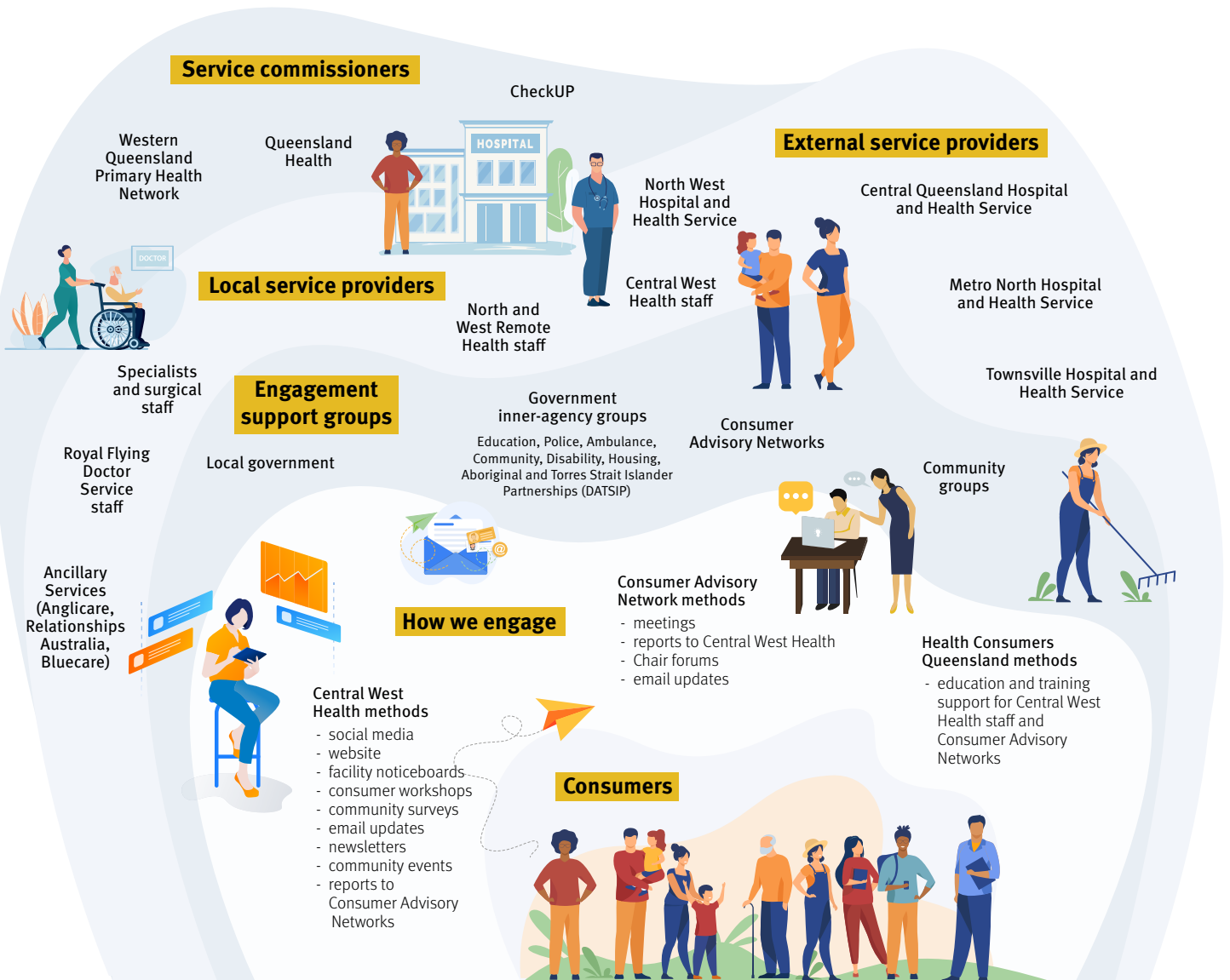
Central West Health Services

Central West Health listens to our consumers to understand and adapt, and to provide better quality healthcare now and in the future. As leaders in far-reaching healthcare in one of Queensland's remotest regions, we want to ensure our services are more effective, accessible, relevant and reflective of our community's needs.

Central West Health operates 15 facilities which provide access to healthcare services for the Central West population. Inpatient facilities are located in the communities of Longreach, Blackall, Barcaldine, Alpha and Winton with the last three of those providing residential aged care beds services. Director of Nursing led Primary Health Centres are located in 10 Central West communities providing essential emergency and primary care support to some of our most vulnerable and isolated people. Access to general practice is provided via contracted medical clinics in Longreach and Barcaldine and Central West Health operated practices in Blackall and Winton. General Practice outreach is provided to some smaller communities from these locations with the Royal Flying Doctor Service delivering medical care to the communities in the far west. Allied health, maternal and child health, mental health and oral health services are coordinated from central locations and delivered across the geographical area.

Our consumer and stakeholder network

Our consumers are at the centre of what we do. We involve consumers in decisions that affect their local health services through establishing strong stakeholder networks and implementing communication and engagement processes that best meet their needs.



1. About this engagement strategy

Central West Health has developed this consumer engagement strategy in collaboration with consumers and other organisations who have an interest in health in the Central West region. It aligns with our Strategic Plan 2020 that reflects our commitment to deliver quality frontline services and build safe, caring and connected communities.

Developed with the consumer in mind, it aims to build strong local connections and provide multiple opportunities for consumers to be involved in and contribute to decisions around their own health care.

By supporting meaningful consumer engagement we can deliver the best services and care possible to our local communities.

The challenges of remoteness, an ageing population, diversity in cultures and people, and more recently the COVID-19 pandemic means the way we engage with our consumers – on an individual, community or organisation wide level – needs to be diverse, inclusive, and adaptable.

15

Central
West
Health
Facilities

10,386
people

100% very remote
(ABS 2018)

5.7%

born overseas
(2016 Census)

17
communities

41.6
Median age

as at 30 June 2018
(ABS)

7.3% Aboriginal
and/or Torres
Strait Islander

(2016 Census)

7 Local
Government
Areas



2. Our consumers

Our consumers live in one of Queensland's remotest regions. They are people who use or are potential users of our health services; including their family and carers. Consumers may be individuals, groups, representatives of organisations, consumer representatives or communities.

Our region continues to experience a decreasing population that is ageing and socio-economically disadvantaged. The prolonged drought and other factors such as distance have contributed to this change. As a result demand for home care, aged care, and acute hospital services has increased.

More than ever it is important that we focus on overcoming these challenges to provide greater viability of care and services within the home.

Every member of our community feels welcome, culturally safe and respected at our facilities.

3. Why we value consumer engagement



Our Strategic Plan aligns with the Government’s objectives for the community: Our Future State: Advancing Queensland’s Priorities of Keep Queenslanders healthy by identifying the need for us to work collaboratively with our partners to:

- Embed a positive and proactive culture in our partnerships
- Embed the unique voice of Aboriginal and Torres Strait Islander People and communities in the design and delivery of services
- Grow and strengthen the role of the Consumer Advisory Networks

Feedback from our communities has emphasised that our service structure and the way we work with others needs to be responsive, adaptable, inclusive and compassionate.

We need to recognise the role technology plays in empowering consumers to focus on prevention through improved communication with Central West Health and management of their own and others’ health.

Now more than ever it is important to prepare for events such as the Coronavirus (COVID-19) pandemic by providing the ability for our stakeholders to engage in new digital ways.

Incorporating consumer feedback is critical to the development of sustainable models of healthcare delivery that can support everyone in our community including Aboriginal and/or Torres Strait Islander Peoples, people from diverse cultural backgrounds, and people with a disability across their life spans in prevention, primary care, emergency and acute hospital-based services.

4. A co-design approach

The 2020-2023 consumer engagement strategy has been developed using a co-design approach involving Central West Health leadership and staff, Health Consumers Queensland representatives, Consumer Advisory Networks (CANs), local government representatives, and consumers in the community.

This approach included:

- Review of the 2017-2020 consumer engagement strategy to identify achievements and consider new priority areas
- Review of the 2020 Strategic Plan to align consumer engagement to key priorities in the Plan
- Two consumer and stakeholder workshops to identify what had been achieved, new priorities for consumer engagement, challenges and ideas to make this happen



Co-design foundations

Co-design foundations established including governance arrangements, behaviours, culture, roles and responsibilities, champions and decision making processes.

- Defined roles of contributing stakeholders
- Defined strategy process, approval phases and next steps
- Identified champions across Central West Health, consumers and other groups to support engagement



Co-define

Co-define the problem or opportunity to address, including the sharing of knowledge, insights, needs and evidence from different perspectives.

- Reviewed Consumer Engagement Strategy 2017-2020 and Strategic Plan 2020
- Shared stories as part of two stakeholder workshops
- Incorporated experiences into future planning



Co-design

Co-design potential actions, the criteria used to select the agreed actions, and then gain agreement on actions, including approaches to address potential barriers and enablers.

- Reported on outcome of engagement
- Provided opportunity for input and review
- Focused on priorities and actions that are achievable

5. Consumer engagement principles

Our consumer engagement strategy is underpinned by a set of principles and key priorities identified through the co-design process and will support Central West Health to engage with consumers over the next three years.

1. Accessible

Enable communities to freely and openly engage with Central West Health, including digitally and in person.

2. Open and fair

Ensure all sectors of the community have the opportunity to provide input and contribute to decisions around local health services, including young people.

3. Informative

Make information easy to understand and inform the community what they are being asked to contribute to, and how they can contribute.

4. Forward thinking

Be future focused and consider the needs of everyone in the community. Draw on consumer experiences to recognise how service delivery can be improved in future.

5. Approachable

Make it easy for the community to be involved, build trust and identify champions who know local communities to support engagement activities



6. Consumer engagement objectives



Involve all stakeholders

Enable anyone who is affected by a decision to be involved in that decision. Make it easy for stakeholders to be involved. This includes Central West Health, health groups, Consumer Advisory Networks, consumers, and state and local government.



Provide two-way feedback

Strengthen stakeholder input by implementing a formal reporting structure to Central West Health and back to the community. Advise the community how their input has affected decisions. Provide community data that highlights achievements to encourage further input.



Strengthen and grow partnerships

Support existing partnerships and build on their capability to engage with Central West Health. Explore new partnerships and build relationships through regular contact and participation in local events.



Recognise diversity

Promote cultural awareness in decision-making. Engage with all sectors of the community, recognising Aboriginal and/or Torres Strait Islander Peoples, different ethnic backgrounds and less able-bodied people, and engage the support of community representatives to facilitate this.



Build awareness

Inform stakeholders they can contribute to decisions and advise how they can do this. Encourage representatives and champions to seek meaningful input. Open multiple channels of communication and engagement. Seek hard to reach stakeholders and promote their involvement.



Share knowledge

Encourage and support Consumer Advisory Networks to work together and empower them to share knowledge and experiences. Strengthen and acknowledge their contributions through formalised engagement processes.



Monitor performance and improve health outcomes

Listen to feedback and incorporate feedback in future decision making to improve engagement. Advise communities of how their input has been used.



7. How this engagement strategy aligns with the Strategic Plan 2020

Supporting existing Strategic Plan priorities



Focusing on success, opportunities and overcoming risks



8. Community Engagement Roadmap

Refocusing our priorities

These priorities were identified through a robust stakeholder engagement process that incorporated feedback from consumers and other key stakeholders. They have been identified by better understanding consumer experiences engagement processes and connections and draw on the previously identified engagement priorities. They will help to guide future engagement implementation planning.



Consumer experience

Engagement priorities	<p>1.1 Understand consumer experiences beyond clinical including lived experiences and topic specific engagement (such as mental health)</p> <p>1.2 Deliver a flexible approach to engagement to increase accessibility for all stakeholders</p> <p>1.3 Share a deeper understanding of health needs across Central West Health, aiming to meet the needs of the whole community</p> <p>1.4 Strive for a greater representation of Aboriginal and Torres Strait Islander Peoples and youth in Consumer Advisory Networks and participation in other community engagement activities</p>
Consumer engagement objectives	<p>These priorities align with the following consumer engagement objectives:</p> <ul style="list-style-type: none"> · Involve all stakeholders · Recognise diversity · Provide two-way feedback
Overcoming risks	<p>Limited engagement reach</p> <ul style="list-style-type: none"> · Implement digital engagement to support a wider reach of stakeholders · Barriers to participation · Give stakeholders confidence to share ideas and stories and provide input · Build awareness and trust through regular contact and information · Support and educate people to engage digitally · Provide alternative methods such as face-to-face engagement <p>A sense of social disconnectedness</p> <ul style="list-style-type: none"> · Follow up with stakeholders before, during and after engagement and support them through the process · Empower Central West Health staff including clinicians to lead engagement <p>Willingness to provide feedback</p> <ul style="list-style-type: none"> · Implement multiple methods of communication and engagement to suit a range of stakeholder needs · Provide open and accessible communication and engagement channels · Enable consumers to have input into consumer information
Engagement approach	<ul style="list-style-type: none"> · Gather consumer stories and local health service success stories. Share knowledge to improve service delivery · Promote the work of successful consumer groups and share learnings to support others · Broaden representation on Consumer Advisory Networks to include Aboriginal and Torres Strait Islander Peoples and youth (<25 years of age) from each shire · Explore the opportunity for an Aboriginal and Torres Strait Islander Peoples Consumer Advisory Network whose membership is representative of communities across the Central West region · Engage with schools and youth to encourage youth involvement in consumer health advocacy · Provide multiple methods of engagement including digital and face-to-face opportunities · Plan for a consistent and timely engagement approach which supports social connectedness and encourages participation



Close the loop

Engagement priorities	<p>2.1 Provide clear reporting frameworks and processes that enable communication between Central West Health and other stakeholders</p> <p>2.2 Identify effective communication and engagement channels, including clinician-led engagement, and implement consistently across Central West Health</p> <p>2.3 Make engagement accessible to all stakeholders</p> <p>2.4 Provide support for Consumer Advisory Networks to effectively engage with their communities and Central West Health</p>
Consumer engagement objectives	<p>These priorities align with the following consumer engagement objectives:</p> <ul style="list-style-type: none"> · Provide two-way feedback · Build awareness · Share knowledge · Monitor and improve performance
Overcoming risks	<p>Lack of trust in engagement</p> <ul style="list-style-type: none"> · Provide regular updates on progress of issues or ideas · Monitor and report on performance against service delivery in consultation with consumers <p>Lack of awareness of processes</p> <ul style="list-style-type: none"> · Implement formal training and provide access to information · Identify roles and responsibilities around input and decision making · Ensure messaging is clear and engagement activities are communicated <p>Barriers to participation</p> <ul style="list-style-type: none"> · Implement multiple methods of communication and engagement to suit a range of stakeholder needs · Test new engagement methods with the community prior to implementation <p>Consumer Advisory Networks operate differently</p> <ul style="list-style-type: none"> · Provide structured processes and information for all Consumer Advisory Networks · Ensure Consumer Advisory Networks members are adequately trained · Ensure regular contact between Central West Health, Consumer Advisory Networks and other relevant stakeholders · Update consumer engagement strategy, implementation plan and processes as required

Engagement approach

- Support Consumer Advisory Networks, Local Government and Central West Health to work together through more formalised engagement opportunities
- Review current feedback processes to support improved response to and consideration of feedback
- Ensure ongoing engagement from Central West Health Board and Leadership to Consumer Advisory Networks and community groups e.g.
 - Central West Health Leadership to attend Consumer Advisory Networks meetings
 - Email updates from Board/Leadership team
 - Structured feedback to Consumer Advisory Networks
- Promote community events that build awareness and support stakeholder involvement e.g.
 - Community open days
 - Quarterly 'Health in the community' sessions hosted by Central West Health Leadership
 - Annual roadshow for Central West Health Leadership to visit communities
- Support engagement for consumers through
 - Training and education to understand the role of Consumer Advisory networks, and how to engage with Central West
 - Consumer representation at internal Central West Health committee meetings
- Explore the opportunity to provide communities greater visibility of their local health status
- Ensure information is accessible, relevant and easy to understand



Formalise networks and partnerships

Engagement priorities	<p>3.1 Build on existing partnerships that support greater consumer participation</p> <p>3.2 Strengthen and support new local partnerships to drive engagement</p> <p>3.3 Strengthen partnerships with other Hospital and Health Services to share knowledge and have input into processes, guidelines, and models of care</p>
Consumer engagement objectives	<p>These priorities align with the following consumer engagement objectives:</p> <ul style="list-style-type: none"> · Strengthen and grow partnerships · Involve all stakeholders · Build awareness · Provide two-way feedback · Share knowledge
Overcoming risks	<p>Overlap of information between organisations</p> <ul style="list-style-type: none"> · Share information across organisations and sectors to limit need for multiple contact points <p>Increased number of meetings for Central West Health and Consumer Advisory Networks</p> <ul style="list-style-type: none"> · Target meetings that best support engagement and improve service delivery <p>Effectively connecting with community groups</p> <ul style="list-style-type: none"> · Identify active groups that want to be involved · Empower groups to decide how they want to be involved <p>Limited capacity of community groups</p> <ul style="list-style-type: none"> · Make it easy for community groups to be involved · Provide education and awareness on health topics <p>People needing to be involved in multiple groups in different capacities</p> <ul style="list-style-type: none"> · Define roles and responsibilities · Share responsibilities across multiple individuals

Engagement approach

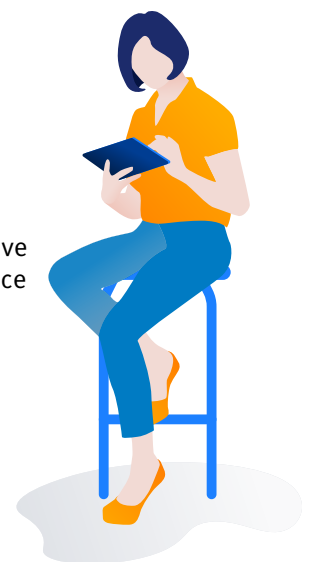
- Improve communication and engagement between Consumer Advisory Networks, Local Government and Central West Health to foster a mutual understanding of community needs eg:
 - Local Government representatives to attend Consumer Advisory Network meetings and report back
 - Central West Health to provide updates to Local Government (digital and/or meetings) to assist them to better understand the community's health needs/issues
- Incorporate health priorities as part of the strategic planning for groups such as RAPAD - Remote Area Planning and Development (Local Government Board of Mayors)
- Support ongoing communication between consumers and health professionals (including clinicians) e.g.
 - Central West Health attendance at Consumer Advisory Network meetings
 - Consumer attendance at Central West Health webinars
 - Health focussed community events (e.g. Mental Health Roundtable and Expo)
- Regular performance review of the Western Queensland Primary Network and Central West Health Protocol for collaborating and integrating all public and private health services to improve the quality of life for Western Queenslanders
- Formalise a network of Consumer Liaison Officers within Hospital and Health Services
- Work with Western Queensland Primary Health Network to formalise and support interagency roundtables related to community health e.g. housing, Queensland Police, education
- Link Consumer Advisory Networks to existing community networks and partnerships including local community groups e.g.
 - Local groups – i.e. Men's shed
 - Qld Country Women's Association
 - Central West Aboriginal Corporation
 - Central Queensland Indigenous Development
 - Event, sporting and tourism planning groups
 - Local clubs and schools
 - State government

9. Engagement achievements since 2017

The following achievements were a direct result of the consumer engagement strategy *Your Health, Our Community 2017-2020*.

Integration: A complete approach to consumer engagement across the Hospital and Health Service.

- Developed current consumer engagement strategy (*Your Health, Our Community*)
- Revitalised the Consumer Advisory Network as one of the key mechanisms for two way engagement
- Actively promoted and established Consumer Advisory Networks in more communities
- Established an executive responsibility for consumer engagement
- Implemented a quarterly report on matters discussed at Consumer Advisory Network meetings across the Central West region. This thematic analysis report provides the Executive Leadership and Board with visibility of the nature of matters being discussed at Consumer Advisory Network meetings
- Introduced a Consumer Advisory Network quarterly newsletter to close off the loop and inform consumers what matters had been brought to the attention of the Board
- Implemented the Consumer Advisory Networks' Chair Forum
- Established a Facebook page to update consumers
- Introduced more user friendly format for quarterly and monthly Board newsletters which are distributed by email to Central West Health staff, community via Consumer Advisory Networks, Local Councils, partner organisations
- Completed the recent 5-year health service plan which involved extensive consultation with consumers from across the Hospital and Health Service
- Engaged Health Consumers Qld to provide education for staff and community members.





Increased awareness: Communication about what the Hospital and Health Service does and how consumers can be involved.

- Upgraded Central West Health’s website
- Provided the consumer engagement strategy in all waiting rooms
- Implemented engagement across some service streams – e.g. Mental Health, Maternity via methods such as surveys, and workshops
- Organised displays at community events such as local expos.

Involvement: Working closely together to plan our services and design care models.

- Engaged the community and other stakeholders in a maternity survey that resulted in an excellent participation rate and valuable feedback that informed service delivery changes.

Improved performance: Being accountable and staying on track.

- Implemented a quarterly report on matters discussed at Consumer Advisory Network meetings across the Central West region.

