



Consumers
Health Forum
of Australia

Representing consumers on national health issues

Consumer Engagement

Unlocking potential

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Consumers Health Forum

- Advocates for appropriate and equitable healthcare
- Undertakes consumer-based research
- Works to raise health literacy
- Provides a strong national voice for health consumers and supports consumer participation in health policy and program decision making.





Consumers Health Forum of Australia



Alzheimer's Australia
Living with dementia



"When you can't breathe...
outside your factors"



awch
association for the wellbeing
of children in hospital



Meniere's
Australia



Continence
Foundation
of Australia

Breast
Cancer
Network
Australia



Chronic
Illness
Alliance



MS
AUSTRALIA
Giving life back



Health Consumers
Queensland ... your voice in health



CHF members... just to name a few



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**“What fits your busy schedule better,
exercising one hour a day or being
dead 24 hours a day?”**

Healthcare works better when consumers are partners

At all levels:

- Individual
- Service/Program
- Policy



It's about partnership

Effective engagement and participation can:

- unlock potential, support empowerment
- achieve better decisions
- help you meet the needs of the community
- achieve transparency and a shared vision



Consumers and the consumer's lived experience of health care

- Keeps you focused on the target
 - better health outcomes for people
- Help you find ways to get there



Our health, our community

A project providing resources to support consumer participation in health reform:

- Training and support for consumer and community members contributing at the governance level of Medicare Locals and Local Hospital Networks
- A web resource to involve consumers and support consumer advocacy

Our health, our community

www.ourhealth.org.au

- Interactive web and telephone based resource for health consumers
- ‘Find your way’ around the health system
- ‘Have a say’
- Consumer representative support

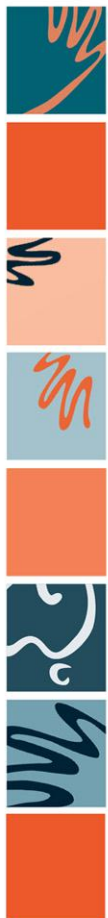
Why engage?

- Tick a box



Why engage?

- Tick a box
- 'Right' thing to do



Why engage?

- Tick a box
- 'Right' thing to do

Because it helps to get things done



Some purposes for engagement

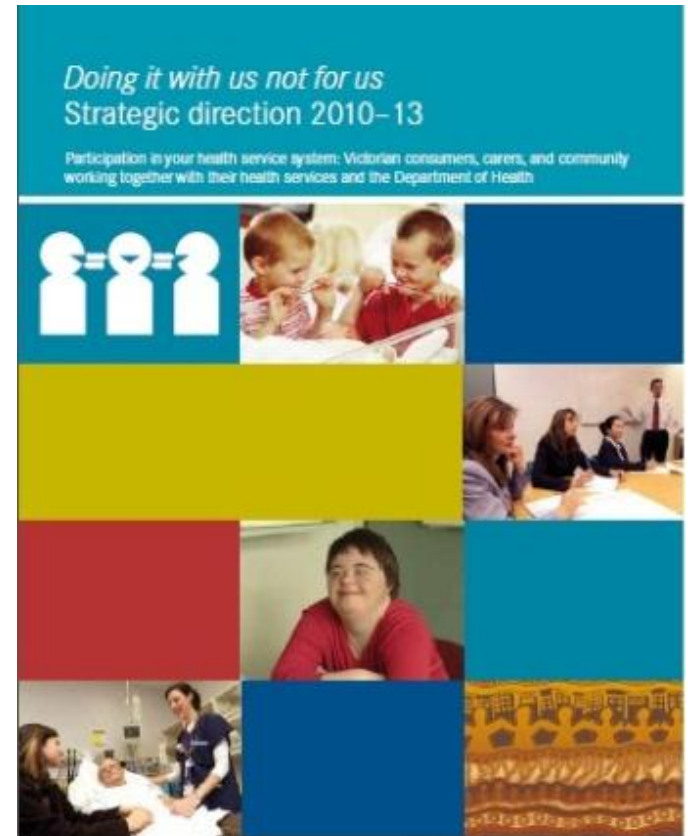
- Obtain and use consumer experience to inform better decision-making
- Change behaviour
- Support empowerment
- Influence perception
- Achieve transparency
- Build relationships and understanding



Frameworks to work with

- *‘Doing it with us,
not for us’*

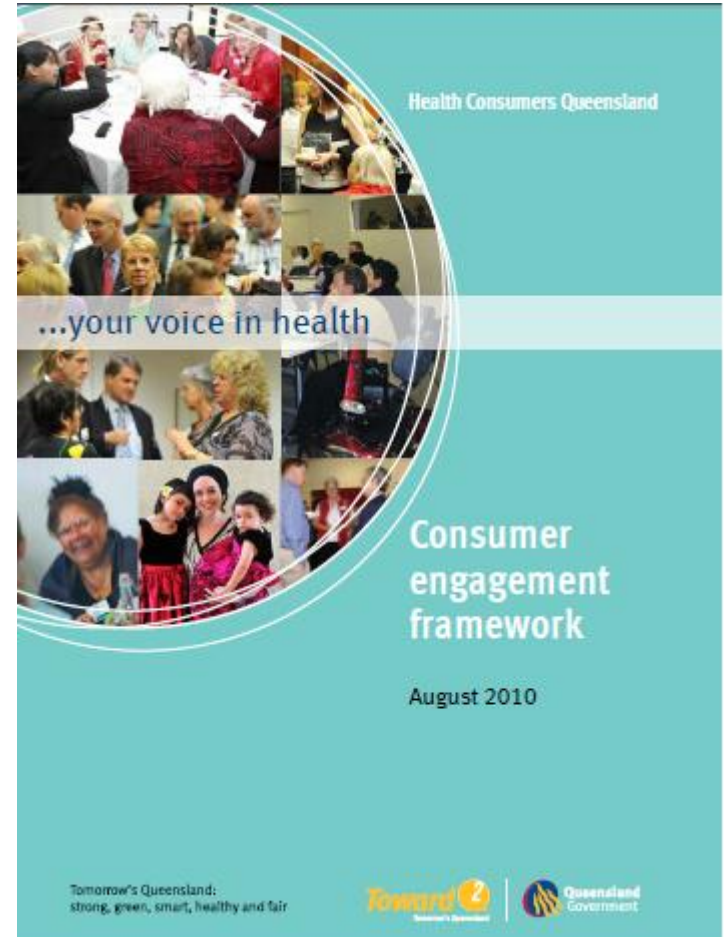
*Victorian Department
of Health*



Frameworks to work with


Consumer Engagement Framework

Health Consumers Queensland



Frameworks to work with

International Association for Public Participation *IAP2 Spectrum*



Developed by the International Association for Public Participation

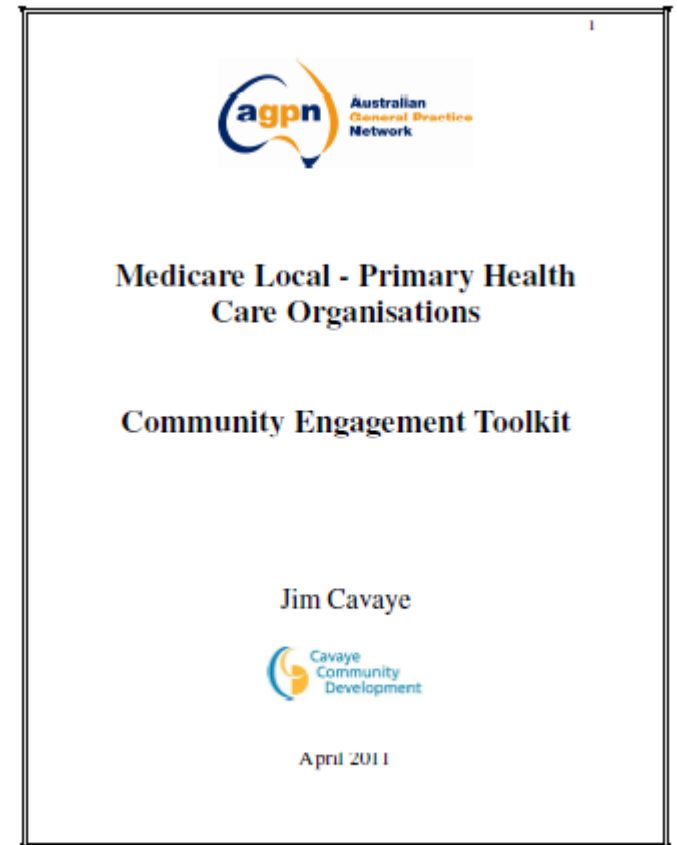
INCREASING LEVEL OF PUBLIC IMPACT

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:
To provide the public with balanced and objective information to assist them in understanding the problems, 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:	Promise to the Public:	Promise to the Public:	Promise to the Public:	Promise to the Public:
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	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 look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example Techniques to Consider:	Example Techniques to Consider:	Example Techniques to Consider:	Example Techniques to Consider:	Example Techniques to Consider:
<ul style="list-style-type: none"> • Fact sheets • Web Sites • Open houses 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings 	<ul style="list-style-type: none"> • Workshops • Deliberate polling 	<ul style="list-style-type: none"> • Citizen Advisory Committees • Consensus building • Participatory decision-making 	<ul style="list-style-type: none"> • Char/utes • Ballots • Delegated decisions

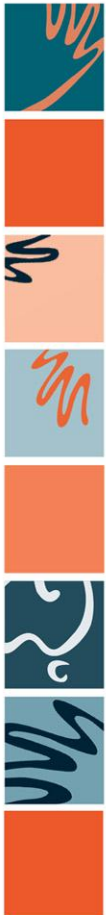
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Frameworks to work with

AGPN/Jim Cavaye *Community Engagement Toolkit*



- **Inform** – communicating information to consumers
- **Listen** – feedback mechanisms that capture consumer views and the consumer healthcare experience; measuring and reporting.
- **Consult** – liaison; consultation; discussion that seeks and responds to consumer input and views.
- **Partner** – including consumers in decision-making forums and advisory structures as equal partners; committees; stakeholder forums; joint projects.
- **Govern** – consumers as integral contributors to governance and strategic management.



Critical for success

- Leadership commitment
- Know your community
- Plan strategically
- Build on strengths / leverage partnerships and relationships



A strategic approach

- **What** are we trying to achieve?
- **Why** use consumer engagement?
 - Is there an impact or potential impact on consumers?
 - Do we need behavioural change?
 - Is this a program that supports or encourages empowerment?
 - Are we trying to influence perception?
 - Are we meeting transparency/accountability goals?



What – Why - Who

- **Who** could help (potential partners)?
- **Who** needs to be ‘engaged’?

- **Why** would they want to?

A question for everyone:

What’s in it for me?

What – Why – Who - **HOW**

A basis for partnership

All parties will consider:

- What are the constraints and opportunities?
- How will I support being involved?
 - Resources, time, risk

What – Why – Who - **HOW**

What method/methods of engagement will:

- Achieve our **purpose/s**?
- **Work**, given the opportunities and constraints?
- What will success look like?

Engagement that works

- Clear purpose – a solutions focus
- A plan
- Value and respect for all parties
- Appropriate methods that match needs, opportunities and constraints
- Support for involvement

To achieve effective engagement, you will need to meet the needs of those you wish to engage with



Thank you

**Consumers Health Forum of
Australia**

www.chf.org.au

