

Health Consumers Queensland

Consumer Engagement Framework

Tuesday 19th July 2011

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Summary – today we will cover...

- Introduction to Health Consumers Queensland
- Why develop a Consumer Engagement Framework
- Development process
- HCQ's Consumer Engagement Framework
 - Principles of consumer engagement
 - Consumer Engagement model
 - 8-step process
- HCQ using the Framework to influence health reform in Queensland
- Anticipated benefits for agencies and consumers

What is Health Consumers Queensland

- Health Consumers Queensland (HCQ) was established to contribute to the continued development and reform of health systems and services in Queensland
- HCQ's work is informed by Queensland health consumers, and builds upon the work of existing health consumer groups, community organisations, government agencies and health professional bodies
- HCQ comprises a Ministerial Consumer Advisory Committee supported by a small secretariat
- HCQ's Committee represents the diversity of Queensland health consumers – range of life stages, health populations and social groups

Mission Statement

*“Health Consumers Queensland
supports the voices of
Queensland consumers
to achieve better health outcomes”*

What we do? We....

- provide strategic advice on health policies and initiatives and undertake systemic advocacy from a consumer perspective
- support health consumers to engage with government and community on health issues
- coordinate a Consumer Network and Representatives Program
- undertake initiatives and develop resources to strengthen individual, family and systems health advocacy

Why Develop a Consumer Engagement Framework?

- Consumer engagement is key to achieving better health services and a more robust health system
- Feedback to HCQ has indicated that this is an area that is complex and confusing.
- Approaches in Queensland vary as no overarching framework/policy exists to assist consumers and to guide government and community agencies when engaging with each other around health policy, planning and services.
- As such, engagement initiatives are often not undertaken or viewed as tokenistic by consumers.

Additionally...

- Current context with state and national health reform provides opportunities for enhancing consumer engagement:
 - Design and governance principles of National Health and Hospital Reform Commission's report
 - Recognition of the consumer as central to the reform process – national and state work around consumer centred care
 - Australian Commission on Safety and Quality in Health Care's draft standard on consumer engagement.

Framework development process

- HCQ's Consumer Engagement Framework was informed by a review of national and international evidence and a series of workshops, focus groups and forums with consumers and key community, consumer, government and health professional bodies.
- Collaborative approach taken at all stages of the process to facilitate collective ownership of document.
- Emphasis was on producing a practical resource that would be useful to people.

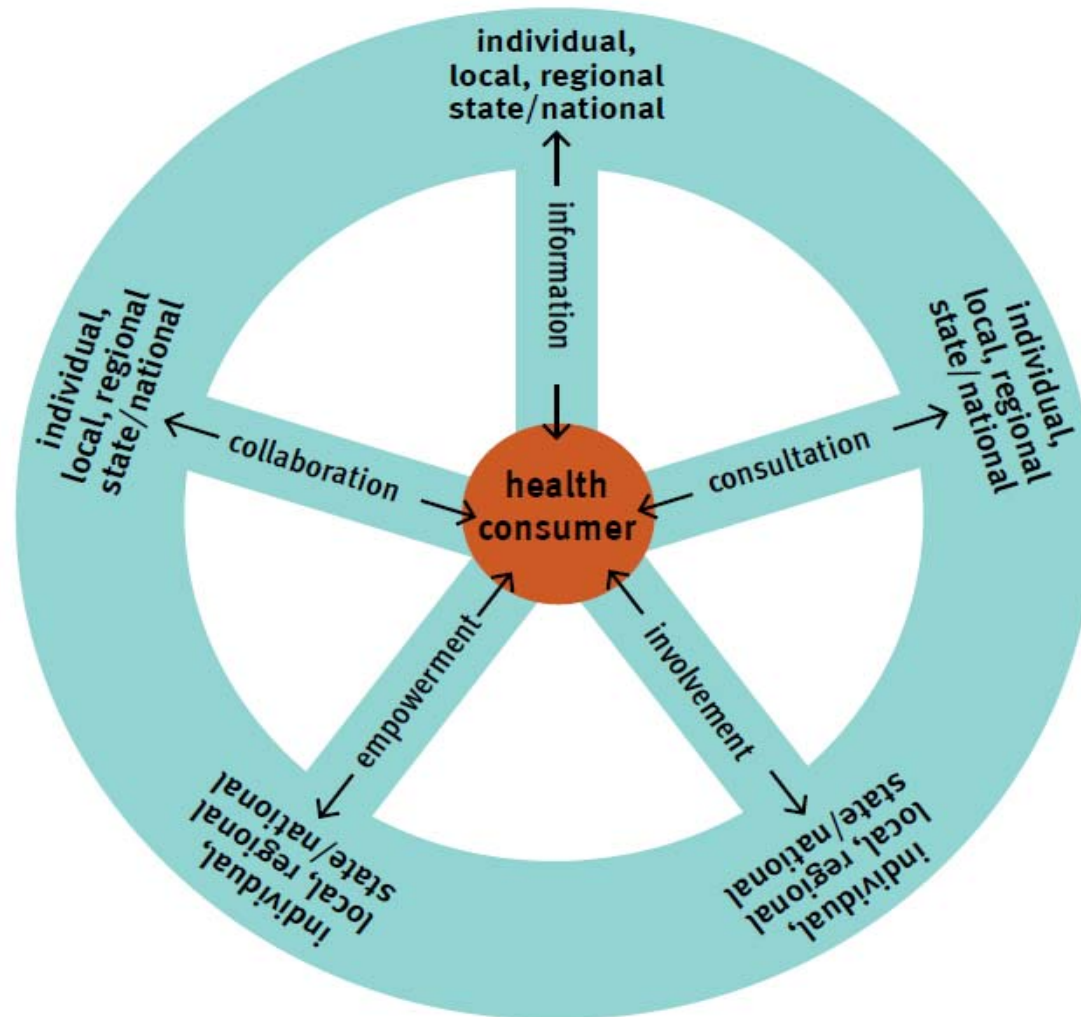
HCQ's Consumer Engagement Framework – comprises...

- 8 principles of effective consumer engagement
- Consumer engagement model
- 8-step process for meaningful and responsive consumer engagement

Principles of effective consumer engagement

1. Consumer participation
2. Consumers are the central focus
3. Consumer potential
4. Consumer choice
5. Support to consumers
6. Shared responsibility
7. Mutual respect and value
8. Diversity

HCQ consumer engagement model



The 8-step process

1. What is the issue?
2. What will the process look like?
3. Who needs to be involved?
4. What is the purpose and what do we need to know to undertake the engagement?
5. How will I/we engage?
6. What is the feedback?
7. Who needs to receive the advice and does it reflect consumer feedback?
8. What needs to happen to complete the engagement?

HCQ using the Framework to influence health reform in Queensland

- HCQ has worked with Queensland Health around the inclusion of a requirement for LHHNs to develop consumer and community engagement strategies in the Health and Hospital Networks Bill.
- The Minister for Health has also asked HCQ to work with Queensland's 17 Health Service Districts around the development of consumer and community engagement strategies based on the Consumer Engagement Framework as they transition into LHHNs in 2012.

Anticipated benefits of this work for agencies...

- the identification of needs and priorities for effective decision making
- open and transparent processes and service credibility
- improved outcomes for individuals and communities
- improved relationships between health practitioners, service providers and consumers
- health practitioners being more aware of consumers' cultures, values and needs.

Anticipated benefits of this work for consumers...

- greater understanding of health services, issues and decision-makers at a local, regional or state level
- seeing improvements in health outcomes and in responsive, quality services
- increasing their capacity to contribute to health service and systems review
- feeling their voice is valuable and heard, leading to greater confidence when engaging with health practitioners and agencies.

Questions??

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