Community Engagement Policy

Policy Statement
The purpose of the Community Engagement policy is to strengthen the capacity of Queensland Health and the community to work together to achieve a healthier Queensland.

Intent of this policy
To establish a cohesive and comprehensive approach to planning and delivery of community engagement through the use of appropriate, effective and inclusive engagement practices.

Scope
This Departmental policy is not mandatory for Health Service Districts from 29 June 2012

Principles
Six guiding principles provide the basis for improved community engagement in Queensland Government processes. These principles are supported by Queensland Health, and will benchmark best practice, as follows:

- **Inclusiveness** – connecting with those who are hardest to reach
- **Reaching out** – changing the ways government and community work together for the better
- **Mutual respect** – listening, understanding and acting on experiences different from our own
- **Integrity** – engagement as a means of promoting integrity in the democratic processes of government
- **Affirming diversity** – changing the processes of government to incorporate diverse values and interests
- **Adding value** – government and citizens working productively together to add value in policy development and program and service planning.

Legislative or other Authority
- *Health Services Act 1991*
- *Australian Charter of Healthcare Rights 2008*
- *The Queensland Compact 2008*
- *Toward Q2 Tomorrow’s Queensland*

Ex portfolio
- *Engaging Queenslanders: Improving community engagement across the Queensland Public Sector, July 2003*
Related Policy or Documents

- Queensland Health Community Engagement Manual
- Queensland Health Community Engagement Plan template
- Queensland Health Community Engagement tip sheets
- Queensland Health Code of Conduct 2009
- Queensland Health Media Policy
- Queensland Health Integrated Risk Management Policy
- Queensland Health Guide to Health Service Planning Consultation Supplement 2010
- Health Community Council Ministerial Guidelines
- Health Consumers Queensland Draft Consumer Engagement Framework

Supporting Documents
Queensland Health Community Engagement Policy Implementation Standard

Review
This policy will be reviewed every 2 years or earlier if appropriate. A review can be triggered at any time by changes in the policy environment including changes to Queensland Government policies and guidelines governing marketing and communication initiatives.

Date of Last Review: New policy

Supersedes: New policy

Policy Custodian
Senior Director, Integrated Communications Branch, Office of the Director–General

Responsible Executive Management Team member
Director-General, Queensland Health

Approval and Implementation

Approving Officer: Michael Reid, Director-General, Queensland Health
Approval Date: 09/11/2010
Implementation Date: 09/11/2010

Glossary of Terms used in this policy and supporting documents

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Source</th>
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<tr>
<td>Community Engagement</td>
<td>Community engagement refers to the connections between governments, citizens and communities on a range of policy, program and service issues. It encompasses a wide variety of government–community interactions ranging from information sharing to community consultation and, in some instances, active participation in government decision making processes</td>
<td>Queensland Government Get Involved: Community Engagement</td>
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<td>Stakeholder</td>
<td>Stakeholders are those individuals, groups and organisations who</td>
<td>Department of Main</td>
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<td>Term</td>
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<td>Partners</td>
<td>Queensland Health partners include other Queensland Government departments, the Australian Government, other agencies, consumers and the private sector</td>
<td>Queensland Health Strategic Plan 2007-2012</td>
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<td>Consultation</td>
<td>Consultation is a two-way relationship where the views of individuals and communities are sought on policies, programs, services and projects that affect them directly or in which they may have a significant interest. Consultation can occur at various points and can be used to help frame an issue, identify or assess options and evaluate existing policies, programs, services or projects. Issues can be specific or quite general. Consultation includes face-to-face meetings, advisory committees, focus groups, online consultation, public meetings, petitions, polls and surveys.</td>
<td>Queensland Government Get Involved: Community Engagement</td>
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<td>Active participation</td>
<td>Active participation recognises and acknowledges a role for individuals and communities in shaping policy dialogue and proposing policy, program, service and project options. It is achieved through a range of deliberative processes, including stakeholder advisory groups and formal and informal partnerships. Active participation processes enable individuals and communities to raise their own issues with Queensland Health and can also encourage or enable participants to take responsibility for their contribution to solutions.</td>
<td>Department of Main Roads, 2004: Community Engagement Policy, Principles, Standards and Guidelines</td>
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<td>Community</td>
<td>Communities can be any group of people working towards a common goal, or can be people with shared interests, regardless of geographical and cultural characteristics. Communities can be: • communities of locations • communities of interest • communities that form because of a particular issue.</td>
<td>Adapted from Queensland Government Get Involved: Community Engagement</td>
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<td>Issue/s</td>
<td>Issues are any current or potential matter/problem that may impact Queensland Health's reputation in some way, slow down or restrict the ability to provide good customer service or result in public criticism of Queensland Health, the Minister or government.</td>
<td>Adapted from Department of Main Roads, 2004: Community Engagement Policy, Principles, Standards and Guidelines</td>
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<td>Tools</td>
<td>Tools are those activities or instruments used in the engagement process to achieve an outcome or objective.</td>
<td>Ibid</td>
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