Queensland Clinical Guidelines
Translating evidence into best clinical practice

Communication and engagement strategy

Queensland
Government

Approvals

Approvals confirm the signatories' belief that the following document is an accurate and reliable indication of the proposed plan for communication and engagement.

Queensland Clinical Guidelines

Signature:		Business Area:	Queensland Clinical Guidelines
Name:	Associate Professor Rebecca Kimble	Date:	18 July 2017
Position:	Director, Queensland Clinical Guidelines	Contact No:	

Strategic alignment

Our communication and engagement strategy aligns with:

- Queensland Clinical Guidelines Operational Plan 2016-2017
- Queensland Clinical Guidelines Consumer Engagement Strategy 2015
- Clinical Excellence Division Operational Plan 2016-2017

Available from www.health.qld.gov.au/qcg

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We aim to effectively engage and share key messages with our stakeholders

Our communication principles

We are committed to:
- Courteous and respectful communication
- Listening and seeking feedback
- Using a range of communication mechanisms that suit the message and the audience
- Clear, concise, and transparent communication
- An inclusive, collaborative, multidisciplinary approach to all stakeholder groups

Our stakeholders

We work in partnership with our stakeholders. Our stakeholders come from Queensland Health, private organisations and the wider community.

Table 1. Stakeholder groups and examples

Stakeholder group	Example
Queensland Health	- Clinicians - Hospital and Health Services - Queensland Health Business Units - Department of Health - Government - Hospital and Health Service executive
Community stakeholders	- Healthcare consumers - Consumer organisations/representatives - General practitioners - Private health care providers
Professional and academic organisations	- Research organisations - Universities - Australian (and New Zealand) professional organisations - Registered Training Organisations

Our key messages

- We support clinicians to provide clinical care informed by the best available evidence
- We contribute to workforce capability through education informed by the best available evidence
- We promote and support the review of clinical practice against guideline recommendations
- We encourage and value stakeholder engagement

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inclusive, concise, relevant

our stakeholders

| clinicians | health executives | health consumers and the community | professional and academic groups |

we support and value

| evidence based clinical care | workforce capability | clinical practice review | involvement and feedback |

we use passive and active opportunities

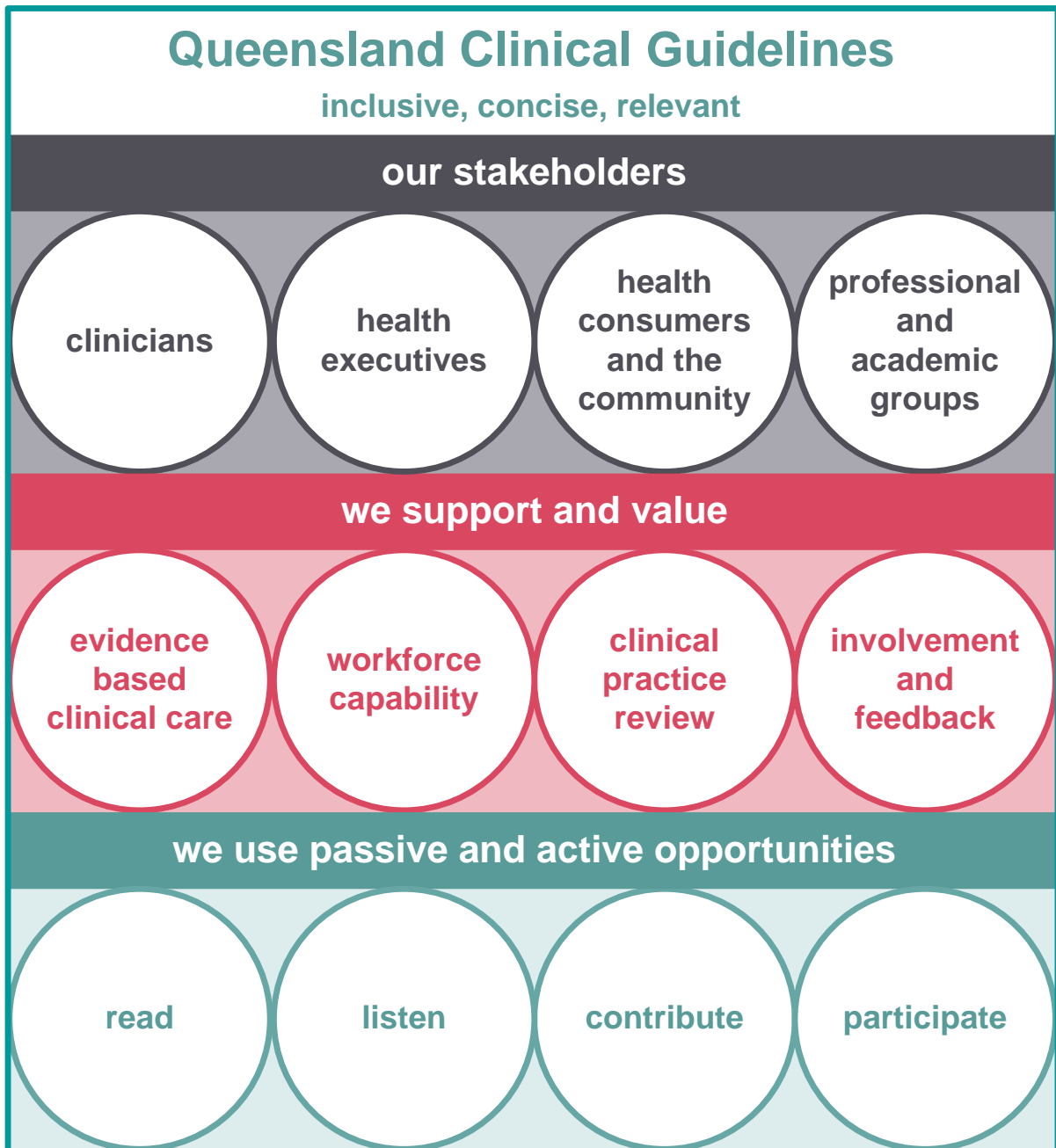| read | listen | contribute | participate |

Figure 1. Communication and engagement strategy

Our communication methods and tools

We communicate using the following mechanisms:

Table 2. Communication methods and tools

Method	Tool
Notify	• Emails • Verbal updates • Newsletters • Notifications/memorandums • Media release • Marketing • Website • Reports • News and events

Educate	• Video
	• Video conference
	• Conference presentations
	• Online resources
	  o PowerPoint presentations
	  o Consumer information
	  o Knowledge assessments

Seek feedback	• Surveys • Phone calls • One-on-one meetings • On-line feedback via website
Collaborate	• Consumer representation • Networking • Partnerships • Statewide consultation
Participate	• Discussion forums and groups • Live and virtual events

Evaluation

We will review the effectiveness of our communication. This may be through:
- Stakeholder satisfaction
- Website usage
- Steering Committee engagement
- Working party participation
- Feedback received
- Participation in education