

# Consumer and Community Engagement Strategy

2018-2022

## Our vision

**Great care for Central Queenslanders**

## Our mission

**Great people, delivering quality care and improving health**

## Our values

### Care

We are attentive to individual needs and circumstance

### Integrity

We are consistently true, act diligently and lead by example

### Respect

We will behave with courtesy, dignity and fairness in all we do

### Commitment

We will always do the best we can all of the time

**Destination 2030 supports the *My Health, Queensland's Future: Advancing health 2026* principles**

**Our Destination 2030:** Great care for Central Queenslanders strategy will shape the future of health care across our region and support our aim for Central Queenslanders to be amongst the healthiest in the world.

The strategy sets out a clear vision for the future and consumer and community engagement is essential to achieve a key ambition of delivering a consumer experience that is amongst the best in Australia by 2030.

Effective engagement at all levels is vital - from the frontline contact with the treating clinician, to involvement in strategy development, service delivery planning, recruitment process and the review of



information and resources.

We will tailor our conversations to range from engagement with our whole community to the experience of an individual. We will measure our success through community and patient surveys and real-time patient experience.

We will place our consumers at the heart of everything we do and every decision we make.

Destination 2030 is available on our website:  
[www.health.qld.gov.au/cq](http://www.health.qld.gov.au/cq)



## Aims of the CQ Health Consumer and Community Engagement Strategy

### Empower - health service ownership

- Involved in own care
- Reflect community voice
- Heighten community awareness and understanding
- Develop engagement skills
- Identify improvement opportunities

### Collaborate - planning partners

- Strategic vision and service planning
- Community health needs and expectations
- Pride and trust
- Reduce burden of lifestyle-related disease
- Continuous improvement of services and patient experience
- Improved health literacy

### Involve - delivering together

- Shaping of great care and great patient experience

- Service delivery and process
- Inclusion – Aboriginal and Torres Strait Islander, culturally and linguistically diverse, disabilities and lower literacy, distance and isolation

### Consult - advice

- Infrastructure design and delivery
- Governance, standards, policies and procedures
- Patient and carer information and publications

### Inform - understand service successes, provision, changes and limitations

- Clarity and transparency of services availability and limitations, performance and successes, changes and improvements
- Health and lifestyle improvement and health information
- Provide continuous feedback

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Objective	Strategies	Performance indicators
<p><b>Great Care, Great Experience</b></p> <p>Safe, compassionate care, delivered to the highest standards, close to home, with consumers at the heart of all we do</p>	<p>Patients, consumers and their carers are engaged in the process of continuous improvement of healthcare services, providing opinion and advice at all levels from face-to-face with frontline clinicians on service provision to whole-of-community engagement on the development of the strategic vision.</p>	<p>Patients, consumers and carers' input is integrated into planning for projects including:</p> <ul style="list-style-type: none"> <li>Clinical services master plan</li> <li>Introduction of electronic medical records</li> <li>Hospital avoidance plan</li> <li>Patient experience initiatives including:               <ul style="list-style-type: none"> <li>Real time patient experience</li> <li>Patient experience and patient journey presentations</li> </ul> </li> <li>Patient centred care initiatives</li> </ul>
	<p>Consumer representatives are engaged to consistently represent the opinion and provide a view on behalf of the community on topics from health literature to community expectations and care needs. Consumer representative input will be received from:</p> <ul style="list-style-type: none"> <li>Consumer and Community Advisory Committee</li> <li>Community Advisory Networks</li> <li>Targeted consumer representative participation</li> </ul>	<p>Consumer representatives have been involvement in the development of, or are participating in:</p> <ul style="list-style-type: none"> <li>Strategic committees, working groups and projects</li> <li>Key recruitment activities</li> <li>Health literature reviews</li> <li>Internet usability testing</li> <li>Relevant policies and procedures such as the Consumer and Carer Information and Publication Policy</li> </ul>
	<p>The Central Queensland community is engaged in the process of continuous improvement, identify community needs and expectations and to guide the strategic vision and operational development of CQ Health and its services.</p>	<p>The Central Queensland community opinions have been integrated into the development of:</p> <ul style="list-style-type: none"> <li>Strategic road maps developed to deliver the vision of Destination 2030</li> <li>Clinical services master plan</li> <li>Strategic plan</li> <li>Consumer and Community Engagement and Patient Experience plan</li> <li>10,000 lives program</li> <li>Infrastructure projects</li> <li>Aged care master plan</li> </ul>
	<p>Customised engagement will be used to reach communities with specific health needs and deliver key initiatives such as:</p> <ul style="list-style-type: none"> <li>Closing the Gap</li> <li>Culturally and linguistically diverse</li> <li>Preventative health, lifestyle-related illness and chronic disease</li> <li>Healthcare access and delivering health care closer to home</li> <li>Mental health</li> <li>Maternity</li> </ul>	<p>Communities of special needs opinions have been integrated into:</p> <ul style="list-style-type: none"> <li>Closing the Gap strategy</li> <li>Mental health strategy</li> <li>Specific projects resulting from the 10,000 lives program</li> <li>Delivery of services closer to home:               <ul style="list-style-type: none"> <li>expansion of Telehealth services</li> <li>self-care options</li> <li>technology-led care</li> </ul> </li> </ul>