

Wide Bay Hospital and Health Service Consumer and Community Engagement Strategy 2022-2025

“ Use your V.O.I.C.E. ”
Value • Ownership • Innovation • Connection • Equity

Background

Since the introduction of the *Consumer and Community Engagement Strategy 2018-2022*, both the Wide Bay Hospital and Health Board (the Board) and Wide Bay Hospital and Health Service (WBHHS) have been on a journey to embed consumer and community engagement in all activities. This has resulted in a growing number of opportunities for consumers to be involved in the planning, design, delivery, measurement and evaluation of systems and services.

The Board and WBHHS have recognised that this strategy needs to move beyond engagement, towards partnerships. To develop this strategy, we consulted with consumers and the community through our existing networks, an open survey and in person. A working group was established, with 11 consumers and six WBHHS staff members, to ensure the consumer voice will be heard through the strategy.

Consumer and community engagement clearly links to WBHHS’s strategic plan, *Care, connection, compassion for all*. The strategy compliments the *WBHHS Employee Engagement Strategy (2017)* and the *Primary Health Network (PHN) Protocol*.

Vision

Being a consumer-centred and responsive Hospital and Health Service, achieved through partnerships that are transparent, honest and authentic.

Levels of engagement

Consumer and community engagement provides opportunity for input into the planning, design, delivery, measurement and evaluation of systems and services. There are different levels of engagement which are outlined below:



Objectives

The *Consumer and Community Engagement Strategy 2022-2025* contributes to achieving WBHHS organisational objectives by supporting the five strategic directions and ensuring consumer and community input into the planning, design, delivery, measurement and evaluation of systems and services.






-  **Value** - we will add value to our services, staff education and patient experience through authentic partnerships with consumers
-  **Ownership** - we will enable consumers to feel ownership of the services we provide and the part they can play in enhancing those services
-  **Innovation** - we will be creative and innovative in the way we engage and partner with consumers
-  **Connection** - we will connect with our consumers and community to ensure our communication is transparent and meaningful
-  **Equity** - we will ensure our engagement activities are inclusive and equitable, maximising participation

Reporting

Progress against the *Consumer and Community Engagement Strategy 2022-2025* will be monitored and evaluated. This will include:

- Reporting on activities through routine service reporting schedules
- Evaluation at the end of each year
- WBHHS maintaining accreditation requirements in relation to Standard 2: Partnering with Consumers, National Safety and Quality Health Care Standards and the National Standards for Mental Health Services.
- Consultation with, and involvement of, consumer representatives, consumer groups, and key partner organisations in the monitoring and evaluation process will take place.

What we will do and what it will look like

Commitment	Vision	Priorities	Performance Indicators
 <p>Value We will add value to our services, staff education and patient experience through authentic partnerships with consumers</p>	<p>Recognise the expertise of consumers and involve them at all levels of our organisation</p>	<ul style="list-style-type: none"> • Opportunities for consumers to be included in membership of committees and have their own agenda item • Include consumers in staff training and education • Incorporate volunteer consumer roles into our models of care • Utilise consumer and patient experiences and stories when considering new systems and services 	<ul style="list-style-type: none"> • Consumers actively involved in a range of committees across the organisation • Education and training have an option for inclusion of a consumer or patient story • Volunteer services are expanded to additional services and models of care • Consumer and patient experiences inform decisions and are evidenced in project planning
 <p>Ownership We will enable consumers to feel ownership of the services we provide and the part they can play in enhancing those services</p>	<p>Support and empower consumers to actively partner with WBHHS</p>	<ul style="list-style-type: none"> • Provide training to consumers and staff • Provide one-on-one and group support to consumers • Develop a consumer toolkit, including a role description, relevant policies and procedures 	<ul style="list-style-type: none"> • Consumers are provided with consistent onboarding and are prepared for and supported in their role • Consumer input is valued and sought out by WBHHS • Consumer partnerships are formed to co-design services and systems
 <p>Innovation We will be innovative in the way we engage and partner with consumers</p>	<p>Be flexible in how we engage with consumers and the community, using inclusive and varied methods of communication</p>	<ul style="list-style-type: none"> • Utilise a variety of methods for engagement e.g. online, in person forums and surveys, at varying times, including outside business hours • Consider alternative and innovative ways of engaging e.g. development of apps, community wide events • Choose the most appropriate communication method for the audience, considering the different needs of consumers 	<ul style="list-style-type: none"> • At least two methods of consumer engagement are offered when partnering with consumers • Evidence of investigation into app utilisation and/or development • A biannual health forum is held in each community
 <p>Connection We will connect with our consumers and community to ensure our communication is transparent and meaningful</p>	<p>Meet people where they are at</p>	<ul style="list-style-type: none"> • WBHHS will go to consumers and the community rather than have an expectation that they will come to us • Have informal opportunities for engagement e.g. attendance at community events, local shopping centres, community groups • Collaborate with existing community networks and groups to identify and consult with particular consumers and members of the community, including those at risk of poor health outcomes or who have difficulty accessing services • Involve consumers in the development, review and evaluation of documents and other communication methods 	<ul style="list-style-type: none"> • Attendance by WBHHS staff at a variety of community events • Consumers have opportunities to provide input into the planning, design, delivery, measurement and evaluation of systems and service through a variety of methods • Partnerships with community networks, groups, consumers and communities are established
 <p>Equity We will ensure our engagement activities are inclusive and equitable, maximising participation</p>	<p>Actively recruit consumers from a diverse range of backgrounds</p>	<ul style="list-style-type: none"> • Utilise local knowledge of community members and providers of community services to identify consumers for partnership • Promote consumer opportunities in a variety of ways to capture diverse audiences • Have information available for, and make direct approaches to, consumers at the time and place of care • Use communication methods that are culturally and linguistically appropriate and inclusive 	<ul style="list-style-type: none"> • Increased representation of Aboriginal and Torres Strait Islander people in engagement activities • Community knowledge is documented • Engagement activities consider needs of people with additional needs e.g. hearing impaired, sight impaired, low literacy

Related documents

National Safety and Quality Health Service Standards, Second Edition
 Australian Charter of Healthcare Rights, Second Edition
 Hospital and Health Boards Act 2011
 Hospital and Health Boards Regulations 2012

WBHHS Strategic Plan 2018-2022 (and future strategic plan)
 WBHHS Local Primary Health Care Protocol
 WBHHS Clinical Governance Framework
 WBHHS Employee Engagement Strategy

