



Involving or engaging rural consumers: what does this mean?

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With help from HIC staff

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The Conference Pears made many fruitless attempts to send and receive e-mails on their new Blackberries...



Health Issues Centre

- ❑ Independent NGO,
- ❑ Board = consumers & health workers

- ❑ Consumer participation support
- ❑ research
- ❑ policy analysis / advocacy
- ❑ Health Issues journal, eNews, library

- ❑ www.healthissuescentre.org.au
(now incorporates www.participateinhealth.org.au)

The Preface

- ❑ Citizens (wearing one hat or another, eg consumer, community member, taxpayer) are increasingly going to be taking a seat at government's and service's dinner table
- ❑ Can be stimulating guests if fed well
- ❑ Menu currently patchy - more often Maccas than nouvelle cuisine





Why involve consumers and community members?

- POLICY – range of policies across Australia

Policy context

Policy

- National Mental Health Plan 2003-2008
- Doing it with us, not for us: Participation in Your Health Service System (Victoria)*
- Caring Together: an action plan for carer involvement in Victorian public mental health services*

Accreditation

- EQulP, Quality Improvement Council, etc*

Legislation

- Community Advisory Committees in metropolitan & regional Public Health Services (Victoria)*

Frameworks

- RACGP Quality Framework*
- “Patient-centred care”*
- National Patient Charter*

Why involve consumers and community members?

❑ POLICY – range of policies across Australia

❑ BETTER OUTCOMES

- ❑ Cochrane level evidence of benefit at individual care level (decision aids, prompt lists, quality info etc)
- ❑ Slowly growing formal and anecdotal evidence at service and broader levels
- ❑ “to prevent making the mistakes of the past”

Consumers / Community members overlap

- ❑ Consumersall people who use health services (or sometimes who could use...)
- ❑ Carers Family and others who provide unpaid care
- ❑ Community members are any people from the community who have an interest in the way that their health and other community service systems are planned, developed and delivered

Various consumer roles

☐ Citizens as:

☐ **Drivers** (eg in breast cancer field, complaints processes, better information, privacy legislation)

☐ **Collaborators** (eg HIV/AIDS services and prevention, cancer service reform)

☐ **Contributors** (with knowledge not held by providers, eg community priorities, understanding of receiving services)

Levels of participation

- ❑ **Individual** – on decisions about own care, self management
- ❑ **Program** – feedback, service improvement, new care approaches
- ❑ **Organisational** – policy, new services, access, staff selection, Quality Committee, Community Advisory Committee
- ❑ **Community, statewide** – in support / advocacy in consumer and community groups/organisations, broader networks, statewide organisations, government department processes inc influencing policy, resource allocation

Some examples at individual level

- ❑ Good quality Information, eg 'My Journey Kit', Breast Cancer Network Australia
- ❑ Decision aids for prostate cancer (Cancer Councils, AUA)
- ❑ Hand held record, Ballarat Health Services
- ❑ Travel and accommodation guide (Mallee Divn GP)

... at the service (coalface) level

- ❑ Cardiac Support Group (West Gippsland Health Care) actively involved in supporting clinician care
- ❑ Consumer User Group (part of Sustainable Farming Families Project, Western District Health Service)
- ❑ Feedback mechanisms (eg surveys, Postcard Campaign Orbost Regional Health)
- ❑ Collaborative programs with indigenous communities, eg Gippsland Lakes 'All in a Day' program

...at the organisational level

- ❑ Mental health consumers training clinicians (SW Health Care, Vic - and being trained to do so effectively)
- ❑ Health Community Councils (Qld)
- ❑ Community Advisory Committees (@ both small and large services, advocating community perspectives, fostering participation)
- ❑ Consumers on Quality Committees or Root Cause Analysis Teams (Melbourne Health)
- ❑ Community consultative forums (eg at each site of Hepburn Health Service)
- ❑ Deliberative councils to consider move of site (eg Royal Women's Hospital, Melbourne)
- ❑ Consumer consultants in mental health services (Vic)

.. at community/regional/national level

- ❑ Community Consultative Committee (Medical Practitioners Board Victoria)
- ❑ Consumers on national committees eg Cancer Australia – consumers/carers involved in all 23 committees, and supported to do so)
- ❑ Consumer organisations (eg HCRRA, CHF, Cancer Voices)
- ❑ Citizens Juries-priority setting/resource allocation (SW WA)
- ❑ Broad engagement exercises to elicit broad principles for system change, resource allocation etc (eg Australian Health Care Reform Alliance proposal)
- ❑ Consumers Health Queensland (Ministerial advisory committee)

Consumer engagement – vital ingredient in change



- ❑ Collaborative approach has been successful (eg **Upper Murray Health Service**) but not common
- ❑ Use deliberative engagement methods more when significant or contentious change required
- ❑

... more ..

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- ❑ Information-rich – citizens can grapple with complexity if have decent information and processes (not the sham stuff!)



... more ..

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- ▣ Collaborative approach has been successful (eg Upper Murray Health Service) but not common
 - ▣ Use deliberative engagement methods more when significant or contentious change required
 - ▣ Information-rich – citizens can grapple with complexity if have decent information and processes
 - ▣ Pro-active engagement of community over time (not one-night stand!)


Multiple complementary methods



- ❑ Citizens juries
- ❑ Deliberative councils
- ❑ Televoting
- ❑ Consumers on committees
- ❑ Focus groups

- ❑ Distinct audiences:
 - ❑ Citizens (select randomly)
 - ❑ High-use consumers (via consumer groups)
 - ❑ Under-users (eg homeless)

More Information on participation



 www.healthissuescentre.org.au

-  Including hundreds of articles and resources re participation material
-  Note *Guide to consumer participation in cancer reform*

END OF PRESENTATION



Extra slides if needed



Key messages re value-adding

- Always look at the dessert menu before ordering your main course: **Policy and practice are inextricably linked**
- Citizens will enliven / broaden the dinner conversation
- An open kitchen breeds trust: **transparency and involvement builds support for end policy and practice**
- Feed and nurture your plants- they will then feed you: **support citizens with information and education**
- Invite friends to kitchen to plan the menu and cook: **citizens can be drivers, partners and contributors to change and policy processes**
- Vary the menu according to the occasion: **choose methods according to purpose and context**

Current activity at one PDRSS

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- ❑ Participation groups (eg at Day Rehab)
 - ❑ Open Day –having a say
 - ❑ Surveys
 - ❑ Service users group
 - ❑ Consumer involvement in staff selection
 - ❑ Individual level, eg complaints mechanisms, care plans
 - ❑ Consumer co-facilitating
 - ❑ Consumer consultant
 - ❑ Board member