

Mackay Hospital and Health Service

Consumer and Community Engagement Strategy

2014-2017

February 2016 Version 3.2



Version control

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Approval

Version No.	Approved by	Position	Signature	Date
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Mackay HHS Community and Consumer Engagement Strategy 2014-2017

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Acknowledgement of Traditional Owners

The Mackay Hospital and Health Service respectively acknowledges the traditional owners and custodians both past and present of the land and sea which we service and declare the Mackay Hospital and Health Service's commitment to reducing inequalities between Indigenous and non-Indigenous health outcomes in line with the Australian Government's *Closing the Gap* initiative.

Executive summary

The *Mackay Hospital and Health Service Consumer and Community Engagement Strategy 2014-2017* (the Strategy) has been developed using evidence from Health Consumers Queensland (HCQ) and the International Association of Public Participation (IAP2), and aims to ensure an appropriate response to the *National Safety and Quality Health Service Standards*, in particular Standard 2.

At the core of the Strategy is a participatory governance framework, to enable consumers and the community to have a voice in service planning and design, service delivery and service monitoring and evaluation of health services and programs within Mackay Hospital and Health Service (Mackay HHS).

The Strategy covers:

- Our promise to Mackay HHS consumers and community
- Details on the purpose and benefits of consumer and community engagement
- An overview of the legislative context in which the Strategy has been developed
- Mackay HHS strategic and consumer and community engagement aims and objectives
- A situation analysis of current consumer and community engagement activities within Mackay HHS
- An overview of the Mackay HHS population profile and key health trends
- The Mackay HHS engagement framework including the principles, foundations and model of consumer and community engagement

To achieve the highest level of quality and effective consumer and community engagement, while maintaining a commitment to efficiency of resources, the Strategy builds on existing resources within the health system and the community. To achieve this, MHHS will adopt a staged approach to achieve the purpose of the Strategy.

Specifically Mackay HHS will:

- Support staff in leading the implementation of the Strategy and support facilities in meeting safety and quality standards relating to consumer and community engagement.
- Identify opportunities to include consumers and/or the community on existing reference/steering/working groups including Safety and Quality Meetings.
- Develop new groups, including a Consumer Advisory Council (CAC), Community of Interest (COI) and consumer reference groups to further develop our ability engage with consumers and the community.
- Leverage relationships with Primary Health Networks to develop and implement high-level engagement mechanisms, and work in partnership to respond to shared issues.
- Further build capacity internally and externally to ensure effective engagement occurs.

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Message from the Board Chair and Chief Executive

It is with great pleasure the Mackay Hospital and Health Service presents the *Mackay Hospital and Health Service, Consumer and Community Engagement Strategy 2014 – 2017*. We are very excited about the possibilities created through genuine and authentic engagement with our consumers and community.

The Mackay Hospital and Health Board and executive team are dedicated to delivering the best possible health outcomes for its consumers and community. Empowering our communities to become involved in their local health services allows us to better meet their needs.

The development of *Mackay Hospital and Health Service, Consumer and Community Engagement Strategy 2014 – 2017* provides a reinvigorated approach to engagement between us and our consumers and community. This strategy will support a workforce culture which is driven to engage directly with its local communities, to foster involvement, ideas and innovation, to deliver on improved healthcare outcomes for the region.

Engaging with our consumers and community through meaningful relationships is at the heart of what we do. It allows us to develop sustainable growth within our HHS and better inform our consumers and communities about their healthcare and hospital services.

Our staff, volunteers and community partners are dedicated to improving the safety and quality of our services, improving health outcomes for individuals and the community, utilising resources more effectively and ensuring services are more accessible.

This strategy supports purposeful engagement. As issues, concerns and positive feedback is received and identified it is integrated back into the services we deliver and the way in which these services are delivered. This helps us to deliver on improving service provisions to provide more responsive healthcare.

The Mackay HHS will use a digital media approach, in conjunction with traditional communication tools to engage with our consumers and community. This will include communication tools such as surveys, feedback forms (printed and online), social media and face-to-face interactions, such as staff and community meetings.

The Mackay HHS is committed to partnering with consumers, carers and the community as we strive to deliver high-quality healthcare for the Mackay HHS region.

Mr Colin Meng
Chair
Mackay Hospital and Health Board

Ms Clare Douglas
Chief Executive
Mackay Hospital and Health Service

Introduction

The *Mackay Hospital and Health Service Consumer and Community Engagement Strategy 2014 -2017* has been developed to ensure the health service is responsive to changing local needs. This strategy will deliver new and innovative ways to connect with the community, through the use of both traditional and multi-media communication methods. This strategy focuses on meaningful engagement, ensuring we engage, respond and use the information we receive to develop and influence our decision making processes.

Engagement is a priority

The Mackay HHS is committed to building sustainable relationships which link the HHS with the community, consumers and their carers. The Mackay HHS will engage and seek input from consumers and the community within three domains of the health service operation, which are identified below:

- *Service planning and design* which informs priority setting and resource allocation
- *Service delivery* which informs recommendations to improve patient flow, experience, quality and safety
- *Service monitoring and evaluation* which informs the use of evaluation and performance data to identify and drive improvement.

These three domains of service operation reflect the *National Safety and Quality Health Service Standards*, in particular Standard 2: Partnering with Consumers.

About the Mackay Hospital and Health Service

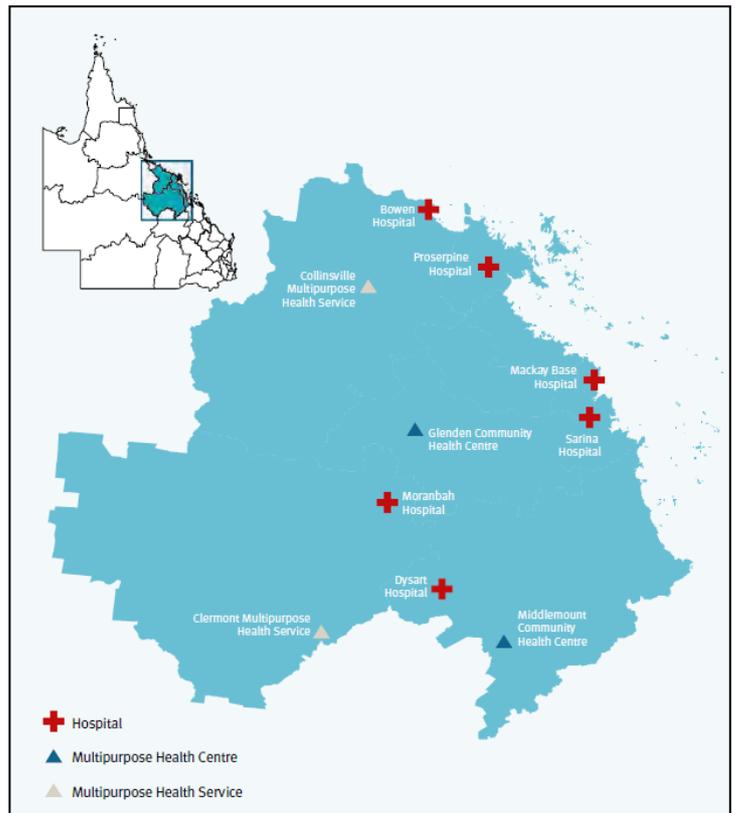
The Mackay HHS comprises of 13 hospitals and community health campuses and cares for a population of more than 182,049. Health services provided by the Mackay HHS include medical, surgical, emergency, obstetrics, paediatrics, specialist outpatient clinics, mental health, critical care and clinical support services.

The geographical catchment of the Mackay HHS spans 90,360sq km, extending from Bowen in the north to St Lawrence in the south, west to Clermont and north-west to Collinsville. Proserpine and the Whitsundays are also included in this region.

The Aboriginal and Torres Strait Islander population in the Mackay region is 4.4 per cent of the overall population (2011 census), higher than the 3.6% Queensland average. There is also a significant South Sea Islander community in the region.

The Mackay HHS provides an integrated approach to service delivery across acute, primary health and other community based services including aged care assessment and Aboriginal and Torres Strait Island programs. Primary health services include Mental Health, Oral Health, Alcohol and Other Drugs Service, Sexual Health, Aged Care Assessment and BreastScreen.

The Mackay HHS is able to treat most people locally. Those who require more specialist care or treatment are transferred to The Townsville Hospital or Brisbane hospitals.



Local factors and issues impacting access to health services

As identified in the Mackay, Isaac and Whitsunday Regional Plan¹, the socio-demographic, geographic, economic and climatic characteristics of the region pose some regionally specific challenges for the community. These include:

- A community composed of geographically disparate and diverse smaller communities and the subsequent issues of limited access to services and a lack of public transport to support this highly dispersed settlement within the region.
- A high rate of mobility and temporary residents based on the employment patterns of the mining, agricultural and tourism industries.
- An increasing number of non-resident workers who fly-in/fly-out (FIFO) or drive-in/drive-out (DIDO) between their location of employment and permanent residence.
- The mining down turn in the Mackay HHS region has shifted the economy, impacting social, demographic and economic factors for the region.

Traditionally, people who experience significant disadvantage are disengaged from the health system and are often considered a population who is challenging to reach and engage. As such, targeted engagement strategies are required to enable engagement with marginalised people, to ensure health service delivery meets their needs and leads to healthier communities.

¹ Department of Local Government and Planning (2012). Mackay, Isaac and Whitsunday Regional Plan. Brisbane: Queensland Government.

Current situation

The Mackay HHS is now a locally controlled statutory authority under the state government. The Mackay Hospital and Health Board oversees the management of a \$335 million annual budget to deliver a full range of public health service across the Mackay HHS geographical catchment area.

The Mackay HHS has been involved in consumer and community engagement for many years. Many units and divisions across the HHS are engaged with a range of local and state service provider networks which have consumer representatives. The existing local consumer reference groups include; the Mackay Birth Centre reference group, Children's Advocacy group and community advisory networks and auxiliaries in Collinsville and Clermont.

Other key engagement strategies currently implemented across the Mackay HHS include:

- Consumer representative on various reference groups.
- Consumer consultant employed within Division of Mental Health and AODS who implements the consumer participation plan (including involvement in delivery of training as part of orientation for Mental Health staff and Medical Residents).
- Service Integration Coordinator employed within Division of Mental Health and AODS to strengthen partnerships and build referral pathways with external service providers.
- Consumer representatives from the Clermont reference group and the Allied Health reference group participate in recruitment and selection training and selection panels for MHHS positions.
- Consumer feedback and planning sessions for Home and Community Care eligible Australian South Sea Islander adults.
- Consumer companion program in Mental Health Unit.
- Use of feedback and patient satisfaction surveys (paper-based, electronic and telephone) across service areas.
- Queensland Health representation on Indigenous community forums and yarning circles (used as a consultation mechanism for 'Closing the Gap' and to determine perceived health priorities).
- Production and distribution of newsletters for various clinical areas within the Service.
- Community consultations with Indigenous mothers and services have resulted in the provision of outreach antenatal clinics and maternal health services for Indigenous families at local neighbourhood centres.
- Queensland Health representation on NAIDOC Organising Committee.
- Queensland Health representation on Critical Reference Group Suicide Research Project.
- Allied Health research projects which utilise qualitative consumer input to enhance service planning and service delivery.

Our partners and stakeholders

The Mackay HHS is supported by a large number of health service providers and partners which deliver a broad range of services to our region, these include;

- Queensland Health
- Consumers/carers of the MHHS
- Mackay Hospital Foundation volunteers
- Hospital volunteers – Proserpine, Clermont, Collinsville
- Hospital Auxiliaries – Mackay, Proserpine, Bowen, Clermont, Collinsville
- Health Consumers Queensland (HCQ)
- Other Government Agencies – Communities; Child Safety; Disability Services, Aboriginal and Torres Strait Islander and Multicultural Affairs
- Emergency services – Queensland Ambulance Service (QAS), Queensland Police Service (QPS), Queensland Fire and Rescue Service (QFRS)
- Local Members of Parliament
- Mackay, Whitsunday and Isaac Regional Councils
- Other Hospital and Health Services
- Private Hospitals and Health Service providers (particularly Mater Misericordiae)
- North Queensland Primary Health Network
- Residential Aged Care Facilities
- Other non-government organisations/service providers
- Community Service Groups
- James Cook University
- Central Queensland University
- Media organisations

Consultation process

Internally, consultation has occurred with staff across the five divisions within the Hospital and Health Service, Home and Community Care (HACC) Services, Regional Indigenous Operations Policy Management Unit, Patient Safety and Governance team and Clinical Support Services. A review of current strategic and operational documents has also taken place.

A number of key external partners have also been engaged and given the opportunity to provide input as part of the planning process. These include:

- Regional councils within the service delivery area (Mackay, Isaac, Whitsunday)
- HACC funded services
- Tropical Regional Services, Health Service and Clinical Innovation Division
- Mackay Women's Centre
- Mackay and District Australian South Sea Islander Association Inc.
- Regional Social Development Centre
- Mackay Aboriginal and Torres Strait Islander Health Service
- Mater Misericordiae Hospital Mackay
- North Queensland Primary Health Network (previously known as Townsville Mackay Medicare Local)
- Department of Communities, Child Safety and Disability Services
- Department of Aboriginal and Torres Strait Islander and Multicultural Affairs
- Member agencies and services from the Mackay Interagency Network
- Member agencies and services from the Whitsunday Interagency Network
- Member agencies and services from the Binbi Tok Olgeta (Indigenous interagency)
- Member agencies and services from Mackay Youth Connections Network Inc.

Community engagement plans and regional plans have also been accessed from some of these organisations.

Several consumer groups were approached to provide feedback in relation to this document. Consumer consultation has occurred with the Collinsville Consumer Advisory Network, Consumer Advisory Group for Mental Health and the Mackay Integrated Mental Health Service Consumer Representative.

Legislation

The *Hospital and Health Boards Act 2011* sections 40 and 41 requires each Hospital and Health Service to develop and publish a consumer and community engagement strategy to promote consultation with consumers and members of the community about the provision of health services. The legislation outlines that HHSs must consult with health consumers and members of the community in the development of their Strategy, satisfy any requirements prescribed by regulations, give effect to the Strategy in performing their functions, and review within three years.

This legislation also requires HHS's develop a clinician engagement strategy, which along with the consumer and community engagement strategy will enable HHSs to gain valuable input from patients and families who use the services, people in the community who need access to services and the HHS workforce. To meet this requirement the MHHS Consumer and Community Engagement Strategy is aligned with the MHHS Employee Engagement Strategy 2013-2016.

Legislation also necessitates that HHS's use their best endeavours to develop protocols with Primary Health Networks (Medicare Locals) to provide opportunities to work collaboratively with local primary health services, towards more integrated, responsive health services. The MHHS and the North Queensland Primary Health Network (previously Townsville Mackay Medicare Local) developed a working protocol in December 2012.

National Safety and Quality Health Service Standards

Australian Health Ministers endorsed the National Safety and Quality Health Service Standards in 2011, to focus accreditation and quality improvement processes for health services such as hospitals, day surgeries, community health services and some dental practices. The Australian Commission on Safety and Quality in Healthcare developed a set of national standards to provide a clear statement of the level of care consumers can expect from health services, with a specific standard focused on consumer engagement; *Standard 2: Partnering with Consumers*. The standards form part of the Australian Health Service Safety and Quality Accreditation (AHSSQA) Scheme which commenced in January 2013.

Governance

The Mackay Hospital and Health Board will be responsible for overseeing the implementation of the Consumer and Community Engagement Strategy. Identified issues will be escalated to the Board via the Chief Executive.

Reporting

Hospital and Health Boards, as statutory bodies will be required to produce an annual report, outlining the HHS's activities. Consumer and Community Engagement Strategy outcomes will be included in this annual report. The HHS accrediting body also reports to the Australian Health Service Safety and Quality Accreditation Scheme. At the Service level, a progress report will be submitted to the Board on a quarterly basis.

Monitoring of the Consumer and Community Engagement Strategy will also be completed by the Consumer Engagement Subcommittee with monthly reports feeding through to both the Executive and Clinical Governance Committee.

In accordance with the Hospital and Health Boards Regulation 2012², a summary of the key issues discussed and decisions made in each Board meeting will be made available to consumers and the community, subject to the Board's obligations relating to confidentiality and privacy. Consumer and

² Hospital and Health Boards Regulation 2012

Community Engagement Strategy outcomes will be able to be accessed by the public via the website and through the Annual Report. Consumer representatives and key partnering organisations will also receive feedback regarding key outcomes and continuous improvement activities.

Our promise to our consumer and community

The Mackay HHS has adopted the *International Association of Public Participation (IAP2) Code of Ethics*³ to guide the development, implementation and evaluation of consumer and community engagement across the HHS. This code of ethics determines our promise to our consumers and community and will be embedded in our workforce culture.

- **Purpose.** We support consumer and community engagement as a process to make better decisions that incorporate the interests and concerns of all affected stakeholders and meets the needs of the decision making body.
- **Role of practitioner.** We will enhance consumer and the community's participation in the decision making process and assist decision makers in being responsive to the concerns and suggestions of consumers and the community.
- **Trust.** We will undertake and encourage actions that build trust and credibility for the process among all the participants.
- **Defining the role of consumers and the community.** We will carefully consider and accurately portray the role of consumers and the community in the decision making process.
- **Openness.** We will encourage the disclosure of all information relevant to consumers and the community's understanding and evaluation of a decision.
- **Access to the process.** We will ensure that stakeholders have fair and equal access to the engagement process and the opportunity to influence decisions.
- **Respect for communities.** We will avoid strategies that risk polarising community interests or that appears to 'divide and conquer'.
- **Commitments.** We will ensure that all commitments made to consumers and the community, including those by the decision maker, are made in good faith.
- **Support of the practice.** We will mentor new practitioners in the field and educate decision makers and the public about the value and use of public participation.

The Mackay HHS has also adopted Health Consumers Queensland's ⁴nine (9) principles of consumer and community engagement (see Appendix B).

³ International Association of Public Participation (IAP2) (2014) Code of Ethics. NSW: IAP2

⁴ Health Consumers Queensland (2012). Consumer and Community Engagement Framework: February 2012. Brisbane: Health Consumers Queensland.

Purpose and benefits

The purpose of the *Mackay Hospital and Health Service Consumer and Community Engagement Strategy* is to support effective engagement with consumers and the community and foster an organisational culture which strives to deliver a person-centred model of care.

The Strategy also assists the Mackay HHS to meet legislative requirements of the *Hospital and Health Boards Act 2011* (the Act) and the *National Safety and Quality Health Service Standards*.

The Strategy will allow Mackay HHS to embrace a model of care which encourages consumers to become our partners for the planning and delivery of services for our communities, irrespective of whether or not they are currently receives of our care.

Overwhelmingly, research indicates that effective consumer and community engagement allows for more efficient and effective health care delivery⁵. Specifically, engagement enables the health service to better meet the needs of its consumers and community, deliver better healthcare experiences and increase efficiency of business operations.

It also builds meaningful relationships with consumers and the community, resulting in increased levels of self-efficacy and self-management of health conditions, improved health literacy and a greater sense of 'ownership' and well-being in regard to their own health.

The *National Safety and Quality Health Service Standards* demonstrate the importance of partnerships between health services and stakeholders with significant benefits in clinical quality and operational benefits, such as;

- decreased mortality
- decreased re-admission rates
- decreased rates of healthcare-acquired infections
- reduced length of stay
- improved adherence of treatment regimens
- improved functional status
- enhanced recovery
- enhanced self-esteem and confidence
- an enhanced sense of personal identity.

Operational benefits have included:

- lower costs per case
- improved liability claims experiences
- increased workforce satisfaction
- improved staff retention rates.

⁵ Health Consumers Queensland (2012). *Consumer and Community Engagement Framework*: February 2012. Brisbane: Health Consumers Queensland.

Goal and objectives

Goal:

To create a health service that is responsive to patient, carer and consumer input and needs.

Objectives:

1. To ensure that bilateral feedback mechanisms are established to enable effective and efficient communication between consumers and the Mackay Hospital and Health Service and to allow for improved community accountability and transparency.
2. To ensure adequate provisions are made to engage with diverse population groups, particularly people who may have difficulty in accessing health services.
3. To implement systems to support partnering with our consumers, their families/carers and the community to improve the safety and quality of care.
4. To build and strengthen partnerships with other key service providers in the development and implementation of consumer and community engagement strategies.

With whom are we engaging

The Mackay HHS will engage with its communities, consumers, clinicians and stakeholders in order to plan and deliver robust, transparent and sustainable healthcare services for its communities.

The Strategy promotes a collaborative, integrated and effective engagement with the Primary Health Network, the Mackay Hospital Foundation, community services, non-government and not-for-profit organisation, health practitioners, private hospitals and Local, State and Commonwealth government.

Our employee and clinician engagement plans link into our community engagement strategy.

Levels of engagement

The Mackay HHS has four different levels of engagement which are aligned with Health Consumers Queensland, *Consumer and Community Engagement Framework*⁶. These levels of engagement define the appropriate level of engagement required for the development of an engagement plan.

Level of engagement	Where the engagement level occurs	Explanation of level
Individual	Individual healthcare – at the point of care	This level of engaging with the individual consumer and/or their family/carer as partners in their own healthcare, support and treatment.
Service	Program, service and facility level	This level focuses on engaging with consumers and the community to have input into how programs, service, or facilities are delivered, structure, evaluated and improved.
Network	Local Health and Hospital Network, Primary Health Network, Non-government, not-for-profit and community service networks	This level focuses on how the Mackay HHS engages with consumers and community at a regional level.
System	Local, State and Commonwealth Government	This level focuses on how consumers and communities engage to influence and input on health policy, reform and legislation at the system level across Local, State and Commonwealth jurisdictions.

⁶ Health Consumers Queensland (2010). *Consumer Engagement Framework*: August 2010. Brisbane: Author.

How we will engage

The Mackay HHS has three levels of interaction which define the most appropriate communication tools for an engagement plan. These levels of interaction are aligned with the *International Association of Public Participation (IAP2) Spectrum of Engagement*⁷ and recognised by Health Consumers Queensland's, *Consumer and Community Engagement Framework*⁸. The three levels of interaction for engagement are:

- **Inform:** is how we convey information to our consumers, community and stakeholders to enhance their knowledge and understanding.
- **Consult:** is how we use bilateral feedback to discover and understand what our consumers, community and stakeholders think about a particular issue, their perspective and 'lived' experience to influence decision making processes.
- **Collaborate:** is the process where we actively work with our consumers, community and stakeholders to develop solutions, initiatives and decisions.

	Inform	Consult	Collaborate
Consumers	<ul style="list-style-type: none"> ▪ Media ▪ Factsheets ▪ Displays ▪ Advertising ▪ Website ▪ Direct contact from services, via phone or letter ▪ Social media ▪ The Community of Interest (COI) 	<ul style="list-style-type: none"> ▪ Patient satisfaction surveys/feedback forms ▪ Patient liaison service ▪ Patient interviews ▪ Monitoring patient feedback in the media and online ▪ Through the Consumer Advisory Council (CAC) ▪ Through the COI 	<ul style="list-style-type: none"> ▪ Through the CAC ▪ Establish networks for CAC members across the Mackay HHS
Community and Stakeholders	<ul style="list-style-type: none"> ▪ Media ▪ Advertising ▪ Website ▪ Social media ▪ Information stalls at community events ▪ Direct contact from the HHS, such as phone or letter ▪ Key speakers at community events ▪ Social media ▪ The COI 	<ul style="list-style-type: none"> ▪ Establish regular meetings with community and stakeholders ▪ Utilise existing external partnerships ▪ Promotion of services via word of mouth and champions ▪ Monitor community opinion in print, online and broadcast media ▪ Opinion surveys and questionnaires ▪ Focus groups ▪ Through the COI ▪ Through the CAC 	<ul style="list-style-type: none"> ▪ Establish partnerships with other health providers ▪ Involve and encourage volunteer groups to participate in relevant events or fundraising opportunities. ▪ Through the CAC

⁷ International Association of Public Participation (IAP2) (2014) Code of Ethics. NSW: IAP2

⁸ Health Consumers Queensland (2010). Consumer Engagement Framework: August 2010. Brisbane: Author.

Engagement actions and outcomes

To achieve the objectives of this strategy a number of priority actions have been developed. These actions are further detailed in the Mackay HHS Consumer and Communication Engagement Implementation Plan 2014-2017 which allocates a timeframe for these actions to be achieved.

Objectives	Required Outcomes	Priority Actions
To ensure that bilateral feedback mechanisms are established to enable effective and efficient communication between consumers and the Mackay HHS and to allow for improved community accountability and transparency.	<ul style="list-style-type: none"> ▪ Work with the CAC and COI to ensure bilateral feedback ▪ Have a diverse group of members join the CAC and COI 	<ul style="list-style-type: none"> ▪ Establish the CAC and COI ▪ Expand and grow the CAC and COI to include a broader representation of the regions demographics ▪ Provide Board summaries on the Mackay HHS website ▪ Increase social media interactions which highlight engagement objectives
To ensure adequate provisions are made to engage with diverse population groups, particularly people who may have difficulty in accessing health services.	<ul style="list-style-type: none"> ▪ Communication is written in user friendly language and provide in alternative formats where possible ▪ Disadvantaged groups are provided with support to encourage engagement ▪ Feedback mechanisms for the HHS are expanded and developed 	<ul style="list-style-type: none"> ▪ Seek feedback about documents and publication from CAC ▪ Provide a public online access point for publications, information and contact details ▪ Conduct way-finding exercise with CAC and hospital volunteers
To implement systems to support partnering with our consumers, their families/carers and the community to improve the safety and quality of care.	<ul style="list-style-type: none"> ▪ Ensure consumer representation is present on HHS sub-committees ▪ Consumers and carers contribute to monitoring, measuring and evaluating performance 	<ul style="list-style-type: none"> ▪ Work with the CAC to provide representation on sub-committee ▪ Promote mechanisms to provide feedback ▪ Provide online tools to give feedback
To build and strengthen partnerships with other key service providers in the development and implementation of consumer and community engagement strategies.	<ul style="list-style-type: none"> ▪ Develop information sharing with key community groups and stakeholders 	<ul style="list-style-type: none"> ▪ Establish regular meetings with the Mackay Hospital Foundation

Monitoring and evaluation

Consumer and community engagement activities will be monitored and evaluated. Evaluation of the impact and success of this Strategy will involve:

1. Reporting on consumer and community engagement activities through routine service reporting schedules.
2. Conduct an evaluation of the Consumer Community Engagement Strategy and associated Implementation Plan (*including associated action plans*) at the end of each year, and publicly reported through the internet website and/or the MHHS annual report.
3. Mackay HHS meeting accreditation requirements in relation to Standard 2: Partnering with Consumers, National Safety and Quality Health Service Standards.
4. An annual survey will be completed by CAC and COI members to receive feedback about our engagement processes.

Feedback from these evaluation mechanisms will support future engagement strategies and amendments of this document.

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Appendix A - Glossary

Consumer⁹

Consumers are people who use, or are potential users of health services, including their families and carers. Consumers may participate as individuals, groups, organisations of consumers, consumer representatives or communities.

Consumer representative

A consumer representative represents other consumers and joins in decision making processes on behalf of other consumers. They have accountability back to a group of consumers, an organisation or some other constituency.

Carers

Are members of the community who care for another person who needs health and/or wellbeing support. They may or may not be a family member. They provide the care and assistance in a non-contractual, unpaid capacity.

Community

Community refers to groups of people or organisations with common interests or needs who relate to one another in some way. It can cover people who live in close proximity, share a common cultural or racial background, religion, values or aspirations. Community members may form a group to present with a common interest in the delivery of health services that may focus on a particular target group or locality.

Community feedback

These are processes health services conduct to allow consumers or carers to make comments on their care, on areas for improvement or service development. This could include: consumers giving feedback on their individual care to health staff; participation in surveys or focus groups at service levels or at other organisational, state or national levels; use of a common complaints process either within or outside of the organisation; and involvement in service planning or review at any organisation level.

Consumer engagement

Consumer engagement informs broader community engagement. Health consumers actively participate in their own healthcare, and in health policy, planning, service delivery and evaluation at service and agency levels.

Community engagement

Refers to the connections between government, communities and citizens in the development and implementation of policies, programs, services and projects. 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. It incorporates public participation,

⁹ Health Consumers Queensland (2010). Consumer Engagement Framework: August 2010. Brisbane: Author.

with people being empowered to contribute to decisions affecting their lives, through the acquisition of skills, knowledge and experience.

Appendix B - Principles of consumer and community engagement

Principle		Principal statement	Principle in practice
Principle 1	Participation	Consumers and communities participate and are involved in decision making about the healthcare system.	MHHS involves consumers and communities in decision making and demonstrates how it uses consumer and community feedback to plan, design, deliver and monitor and evaluate services.
Principle 2	Person-centred	Engagement processes are consumer and community centred.	MHHS enhances the way it undertakes engagement in a way that is person-centred and values the needs of consumers, their families/carers and the community.
Principle 3	Accessible and inclusive	The needs of consumers and communities who may experience barriers to engage are effectively considered to enhance their accessibility and inclusion.	MHHS examines barriers that consumers and communities experience to engage meaningfully and develops strategies to increase access and inclusion for people who are marginalised and experience poorer health outcomes.
Principle 4	Partnership	Consumers, community and health service organisations work in partnership.	MHHS partners with consumers and the community at all levels of engagement around planning, designing, delivery and monitoring and evaluation of services.
Principle 5	Diversity	The engagement process values and supports the diversity of consumers and communities.	MHHS understands the different populations of consumers and communities, and engages with a diverse range of individuals and groups, for example people with a disability, older persons, Aboriginal and Torres Strait Island people, young people, people with a mental illness and people from culturally and linguistically diverse backgrounds.
Principle 6	Mutual respect and value	Engagement is undertaken with mutual respect and valuing of each other's experiences and contributions.	MHHS works with consumers and communities in a respectful way that values the contribution that consumer and communities bring to improving service planning, provision, monitoring and review as well as overall system outcomes.
Principle 7	Support	Consumers and communities are provided with the support they need to engage meaningfully with the healthcare system.	MHHS undertakes a process to understand the needs of consumers and the community, and implements processes to provide them with the support that they need to engage.
Principle 8	Influence	Consumer and community engagement influences health policy, planning and system reform, and feedback is provided about how the engagement has influenced outcomes.	MHHS utilises the information and feedback gained through engagement to improve health policy, planning and service delivery and design, and ensures that consumers and communities are provided with feedback about the changes their input has achieved.
Principle 9	Continuous improvement	Consumer and community engagement is reviewed and evaluated to drive continuous improvement.	MHHS uses information from the review and evaluation of its engagement activities (including surveys and PRIME data) to improve future engagement and share learning and knowledge with staff members of the organisation.

Appendix C - Acronyms

AHSSQA	Australian Health Service Safety and Quality Accreditation
AODS	Alcohol and Other Drugs Service
ATSI	Aboriginal and Torres Strait Islander
COI	Community of Interest
DIDO	Drive-in, drive-out
FIFO	Fly-in, fly-out
HACC	Home and Community Care
HALE	Health-adjusted life expectancy
HCQ	Health Consumers Queensland
HHS	Hospital and Health Service
IAP2	International Association of Public Participation
LGA	Local Government Area
MBH	Mackay Base Hospital
Mackay HHS	Mackay Hospital and Health Service
MPHS	Multipurpose Health Service
NAIDOC	National Aborigines and Islanders Day Observance Committee
PRIME	Proactive Incident and Risk Management Evaluation (Data collection software)
QAS	Queensland Ambulance Service
QFRS	Queensland Fire and Rescue Service
QPS	Queensland Police Service
SA4	Mackay Statistical Area Level 4 (Census Data)