

# Mackay HHS Consumer and Community Engagement Strategy

## 2017-2020

### Purpose

To provide direction to our staff and inform our community and Community Advisory Partners about how we engage and consult with health consumers and members of the community about the provision of health services for the region.

### Priority Activities



Build effective communication and engagement



Improve health outcomes for those who may experience barriers in accessing health services and information about healthcare



Empower consumers as active partners in managing their healthcare needs



Strengthen partnerships with other healthcare service providers, primary care providers and stakeholders to deliver better healthcare outcomes for the region



This document has been produced with consumer input

## 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.

Mackay Hospital and Health Service Consumer and Community Engagement Strategy 2017 -2020  
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Author: Courtney Lord, Consumer and Community Engagement Coordinator

For further information please contact:

Mackay Hospital and Health Service  
Mackay Base Hospital  
475 Bridge Road  
Mackay Qld 4740  
Phone: 07 4885 6000  
mhhsengagement@health.qld.gov.au  
www.health.qld.gov.au/mackay  
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## Message from the Board Chair

I am pleased to present the Mackay Hospital and Health Services' (Mackay HHS) second Consumer and Community Engagement Strategy. The Consumer and Community Engagement Strategy 2017-2020 outlines our ongoing commitment to ensuring the voice of our consumers, carers and community is at the heart of everything we do.

Although we are still in the early stages of our engagement journey, significant progress has been made during the past two years since our first engagement strategy launched in 2014. We now also have a Communications Strategy (2016-2020) which underpins our engagement strategies, as shown below.

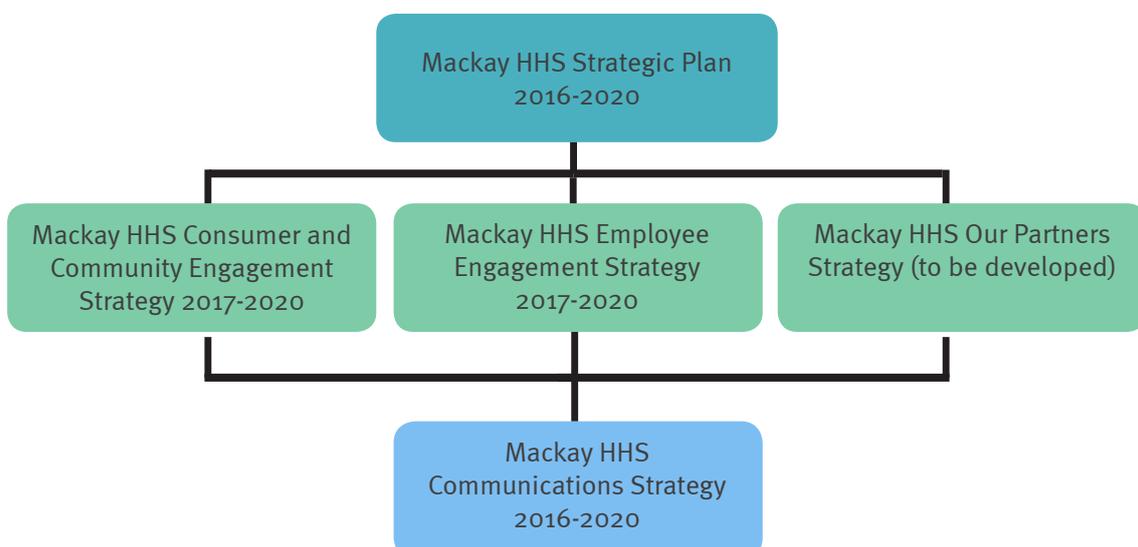
Our communities play an essential role in shaping the future of healthcare services for the region. This strategy supports two-way communication and engagement mechanisms with our consumers and community to ensure their voice is heard and their contribution is valued.

Working with our consumers, carers, community and healthcare partners helps supports the Mackay HHS vision of delivering Queensland's best rural and regional healthcare.

The Mackay Hospital and Health Board and Executive Leadership Team take great pride in learning about the implementation of engagement activities across the Mackay HHS and receive regular reports which help ensure we are heading in the right direction. This includes information about compliments and complaints management as well as information sharing from community forums and our Consumer Advisory Partners meetings.

I would like to thank our consumers for joining us on this journey. We are delighted about the work we have already done together and what is yet to come. I am proud of our staff, consumers, carers, community members and healthcare partners for embracing the opportunity to work together and learn from one another. Working together we can achieve great things.

Yours faithfully  
Tim Mulherin



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## **Promise to our consumers, carers and community**

### **1. Participation and partnership**

Consumers and communities will be involved in decision making to plan, design, deliver, monitor and evaluate services.

### **2. Person-centred**

Engagement is person-centred and values the needs of consumers, their families/carers and the community.

### **3. Accessible and inclusive**

The Mackay Hospital and Health Service (Mackay HHS) develops strategies to increase access and inclusion for people who are marginalised and experience poorer health outcomes.

### **4. Diversity**

Value the diversity of consumers and communities for example people with a disability, older persons, Aboriginal and Torres Strait Islander people, young people, people with a mental illness and people from culturally and linguistically diverse backgrounds.

### **5. Mutual respect and value**

Value consumers and community's contribution to service planning, provision, monitoring and review.

### **6. Support**

Understand the needs of consumers and the community, and create processes to actively support engagement.

### **7. Influence**

The Mackay HHS 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.

### **8. Continuous improvement**

Evaluation improves future engagement through shared learnings.

**Endorsed by the Mackay Hospital and Health Board Chair and  
Mackay Hospital and Health Service Chief Executive**

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## Strategy and purpose

The Mackay HHS Consumer and Community Engagement Strategy 2017-2020 provides direction to our staff and informs our community and Community Advisory Partners (CAP) about how we engage and consult with health consumers and members of the community about the provision of health services for the Mackay HHS.

## Our engagement mission

The Mackay HHS Consumer and Community Engagement Strategy 2017-2020 outlines our commitment to engage with our consumers, carers and communities which we serve. The strategy focuses on meaningful engagement, ensuring we listen to the voices of consumers, carers and the community and deliver appropriate healthcare services.

Consumer and Community engagement and consultation activities will focus on areas of service planning and design; this informs priority setting and resource allocation. As well as service delivery; this informs recommendations to improve patient flow, experience, quality and safety.

## Governance

The Mackay Hospital and Health Board (Mackay HHB) and the Mackay HHS Executive Leadership Team are accountable for the development and implementation of the Consumer and Community Engagement Strategy 2017-2020. The Mackay HHB is committed to embedding consumer and community engagement into the Mackay HHS organisational culture and practices with support from the Mackay HHS Executive Leadership Team. Further information about the legislation and alignment of the strategy to other Mackay HHS documents is available in Appendix A.

The consumer and community engagement governance structure supports partnerships between the Mackay HHB, Mackay HHS Executive Leadership team and our consumers, communities, primary healthcare providers and stakeholders. The Mackay HHS CAP provides formal representation and is an important voice for consumers and community of the Mackay HHS region. The membership of the CAP reflects the regions diversity and supports two-way communication with the Board, Executive Leadership Team and partners such as the Northern Queensland Primary Health Network (NQPHN). Our rural community groups support our rural consumers and community to have a voice and contribute to the service delivery of healthcare in their area.



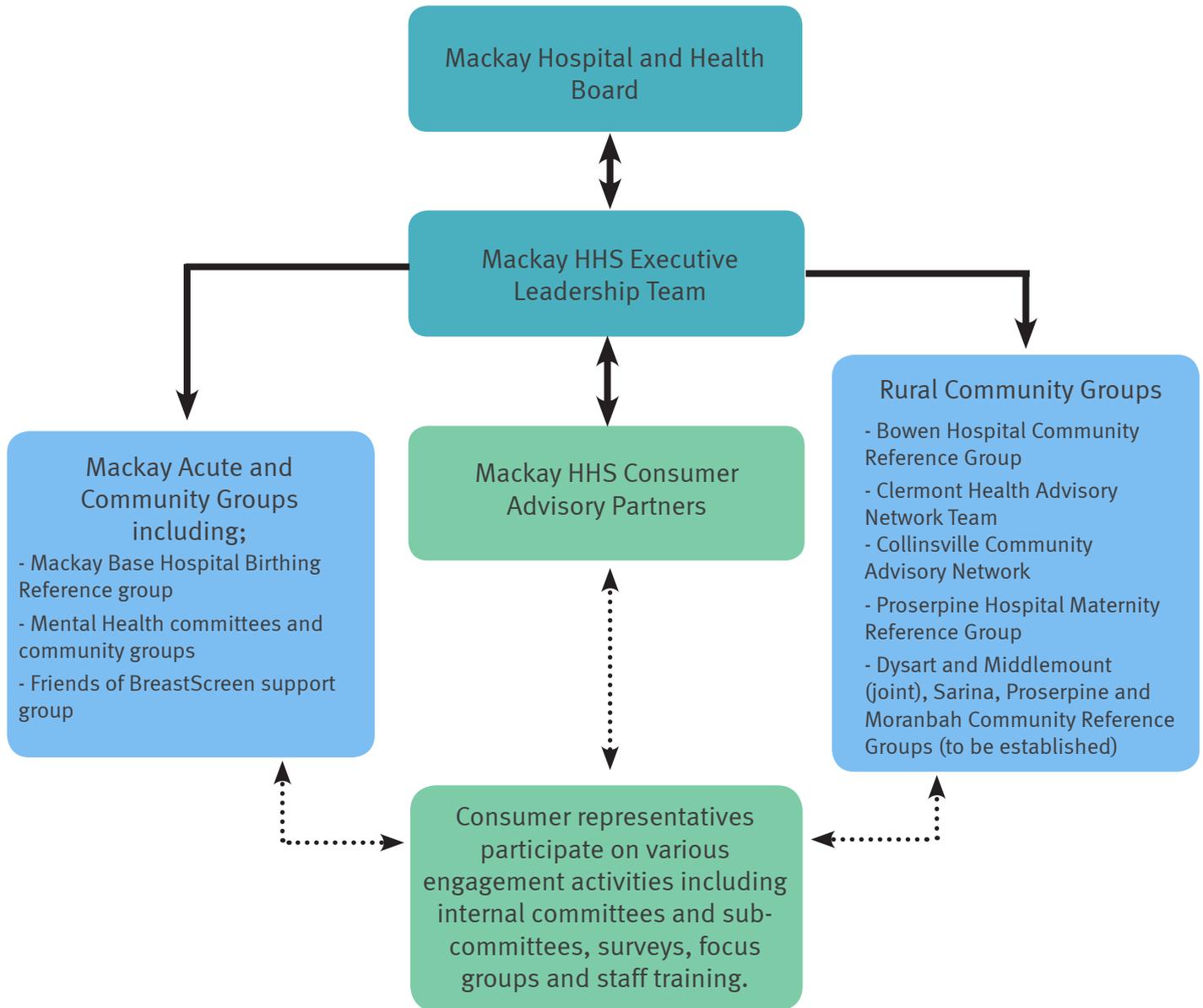
## Governance structure for Mackay HHS consumer and community engagement

**Codes:**

**Governance Level:** responsible for governance, strategic and operational roles

**Strategic Level:** responsible for providing a voice for consumers and the community for the region and contributing to service design, planning and delivery.

**Community Level:** responsible for ensuring community involvement in healthcare planning.



## Evaluation, performance and reporting

Mackay HHS is required to review the Consumer and Community Engagement Strategy every three years. In addition to this, formal monitoring against KPI's and the implementation plan will occur annually to ensure the needs of our consumers and community are being met.

### **The overall indicators of success of our strategy will be shown by:**

- Attraction, retention and turnover of consumers in formal advisory roles
- Diversity of consumers engaged in formal advisory roles
- Number of followers on the Mackay HHS Facebook page
- Effectiveness and satisfaction of consumers on Mackay HHS committees and sub-committees
- Monitoring and reviewing service improvements which are implemented as a result of consumer feedback; compliments, complaints and suggestions

Key performance indicators are outlined for each of the Strategy's objectives (see page 11).

### **Data will be extracted from the following sources:**

- Consumer Advisory Partners surveys conducted every six months
- Mackay HHS Safety and Quality Action Plan
- Mackay HHS Communications Needs survey conducted annually
- Mackay HHS compliments, complaints and suggestions
- Service improvements identified as a result of compliments, complaints and suggestions
- Ongoing Mackay HHS patient experience surveys
- Queensland Health Patient experience surveys such as; Maternity Specialist Outpatients Clinic Survey and Emergency Department Survey
- Queensland Health Bedside Audit
- Queensland Government Work for Us Survey conducted annually

## Our engagement journey so far...

Mackay HHS began its engagement journey in 2014 with the implementation of the first Consumer and Community Engagement Strategy 2014-2016. This strategy built the foundation for the systems, processes and governance required to successfully embed engagement in our organisation's culture and practices. Since 2014 the valued voice of consumers, carers and the community has continued to influence our services daily.

### Since 2014 we have:

- Developed the *Consumer Publications, Development and Management Procedure* which ensures consumers are involved in the review of written patient information. More than 50 documents have been reviewed.
- Developed the Mackay Base Hospital Guide with consumer input. A copy of the guide is placed beside each patient bed and provides inpatients with information about the hospital.
- Completed the 15 Step Challenge with consumers at the Proserpine Hospital to help improve signage and communication with visitors and patients.
- The Mackay HHS Mental Health Service has conducted the 'Your Experience of Service' (YES) survey each year to identify consumers needs and as a result has developed a ward orientation booklet and inpatient patient experience surveys.
- Developed the Consumer Advisory Partners and the Community of Interest
- Registered 60 Community of Interest members
- Appointed 11 Community Advisory Partners to Consumer Advisory Partners group
- Appointed 6 Community Advisory Partners to high-level strategic committees and sub-committees
- Partnered with the Northern Queensland Primary Health Network, Mackay Regional Council and Isaac Regional Council to include representation on the Consumer Advisory Partners
- Partnered with the Northern Australian Primary Health Limited to include representation on the Consumer Advisory Partners
- Delivered Mackay HHS orientation training to consumers
- Included consumers on recruitment panels
- Involved Community Advisory Partners in the delivery of patient experience surveys
- Held focus groups to gain feedback from consumers and the community
- Received an additional 2,943 likes on the Mackay HHS Facebook page
- Had more than 20,600 users accessed the Mackay HHS website
- Responded to 1,893 complaints and 3,003 compliments through the Client Liaison Office
- Partnered with the Northern Queensland Primary Health Network and our community to deliver a project which helped reduce health risk factors, such as obesity. This work is supported through the Queensland Health Integrated Care Innovation Fund.

## Our engagement journey so far...

In addition to this our health promotion teams since 2014 have:

### Promoted Organ and Tissue Donation through:

- Participation at more than 50 community stalls and static displays.
- Talks with local support and community groups such as Rotary, Lions Club, Mackay Regional Council, Whitsunday Regional Council, James Cook University, Hasting Deering and various high schools.
- Media interviews with television, radio, newspaper and social media to help various awareness.



### Promoted Bowel Cancer Screening through:

- Participating at more than 60 community stalls and static displays
- Delivering more than 75 community presentations to local support and community



### Promoted BreastScreen services through:

- Participation at more than 70 community stalls and events
- Media interviews with television, radio, newspaper and social media to help promote breast screening



### Promoted the Sexual Health and Sexual Assault Services through:

- Participation at more than 200 community events and information sessions with local schools, organisations and community groups.

### Promoted the Aboriginal and Torres Strait Islander Health Unit and Deadly Choices Program through:

- Participated in more than 200 community events through the Deadly Choices Programs such as the program for young pregnant mums, the school holiday program, all-stars shirts and community days.
- Media interviews with television, radio, newspaper and social media to help promote breast screening



## Our engagement journey so far...

### Consumer and community input has helped us:

- Improve patient information, brochures and website content
- Identify way finding issues and accessibility to areas for wheelchair users
- Provide resources to connect consumers to community health programs
- Increase engagement with our multicultural and Aboriginal and Torres Strait Island populations through the Community of Interest and Consumer Advisory Partners
- Receive consumer input into policies and procedure development which has resulted in the modification of processes
- Complete the Mackay HHS Strategic Plan 2016 – 2020
- Implement staff training to increase awareness about patient-centred care, Australian Charter of Healthcare Rights and Ryan's Rule.
- Meet the requirements of Standard 2, Partnering with Consumers under the National Safety and Quality Health Standards (NSQHS) in November 2016.

Consumer and Community Engagement for the Mackay HHS is an evolving space which is continually maturing and growing. Partnering with our consumers, carers and communities allows us to work towards delivering Queensland's best rural and regional healthcare.



## Objectives and priority activities

# 1

## Build effective communication and engagement

### How will we achieve this:

1. Increase followers on the Mackay HHS Facebook page.
2. Deliver a community newsletter to promote the achievements of the Mackay HHS focusing on safety and quality, new services and healthy lifestyle choices.
3. Increase involvement of Community Advisory Partners in conducting patient experience surveys across the Mackay HHS.
4. Communicate through the use of digital noticeboards in patient areas.
5. Provide forums and resources for consumers, carers and significant others to provide feedback to inform and improve quality of service.
6. Involve consumers in staff education sessions where they can share their story about their journey through the healthcare system and improve the way we deliver services.

### Monitoring and key performance indicators:

- Community Advisory Partners are involved in conducting patient experience surveys.
- Consumers understand Ryan's Rule, Australian Charter of Health Care Rights and how to make a compliment, complaint or suggestion.
- Monitor the number of consumers who participate in staff education sessions.
- Monitor the number of compliments, complaints and suggestions received through the client liaison office.
- Monitor service improvements identified as a result of compliments, complaints and suggestions.
- Increase in the number of followers on the Mackay HHS Facebook page.
- Community newsletter readership.
- Social media analytics.



## 2 Improve health outcomes for those who may experience barriers in accessing health services and information about healthcare

### How will we achieve this:

1. Acknowledge diversity and embrace inclusivity to make sure potential and existing consumers of the Mackay HHS feel a part of the healthcare community and have a voice.
2. Actively seek consumer representation from marginalised groups, this may include; multicultural groups and Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI).
3. Ensure representation is included on the Consumer Advisory Partners from the Mackay HHS rural and regional facilities as one HHS working together.
4. Increase community engagement activities to engage our community in supporting the delivery of our vision; to deliver Queensland's best rural and regional healthcare.

### Monitoring and key performance indicators:

- The reach and representation of diversity amongst our consumers, carers and the community will be recorded in the minutes of meetings and included on the Mackay HHS website.
- Increase in followers for the Mackay HHS Facebook page.
- Membership numbers of the Consumer Advisory Partners will include greater diversity and rural representation.



# 3

## Empower consumers as active partners in managing their healthcare needs

### How will we achieve this:

1. Build an understanding of health issues and health services through improved health literacy and online communication technology; i.e. the HealthPathways Patient Information Portal which is delivered in partnership with the Northern Queensland Primary Health Network.
2. Use research and innovation to ensure technology easily translates to support consumers in self-directed care.
3. Embed person-centred framework with the Mackay HHS and promote it publicly.
4. Establish systems to receive consumer feedback on patient information publications.
5. Create an online information and communication platform to support consumers and the community's access to information, including brochures and factsheets about the Mackay HHS, healthcare and their rights, in a variety of formats.
6. Empower consumers to have a better understanding of their rights and responsibilities through education, training and support from the Mental Health Independent Patient Rights Advisor.

### Monitoring and key performance indicators:

- Record and monitor feedback from consumers on patient information publications and ensure feedback is incorporated where possible.
- Complete a self-assessment through Planetree International to work towards being officially recognised as a person-centred organisation by the end of 2018.
- Increase compliance of staff which have completed person-centred care training.
- Analysis of new projects such as the HealthPathways Patient Information System and Independent Patient's Rights Advisor position.

## 4 Strengthen partnerships with other healthcare service providers, primary care providers and stakeholders to deliver better healthcare outcomes for the region

### How will we achieve this:

1. Continue to build relationships with general practitioners, Northern Queensland Primary Health Network (NQPHN) and primary care providers to deliver integrated healthcare and to reduce preventable hospital admissions.
2. Work with local council and community groups to deliver health promotion activities which help inform people about healthy lifestyle choices.
3. Identify and action health service priorities that are based on consumer and community health needs.
4. Ensure the membership of the Consumer Advisory Partners represents the consumers and communities which the HHS serves.
5. Complete stakeholder mapping exercise to identify the purpose of our relationships with stakeholders, primary care providers and healthcare service providers.

### Monitoring and key performance indicators:

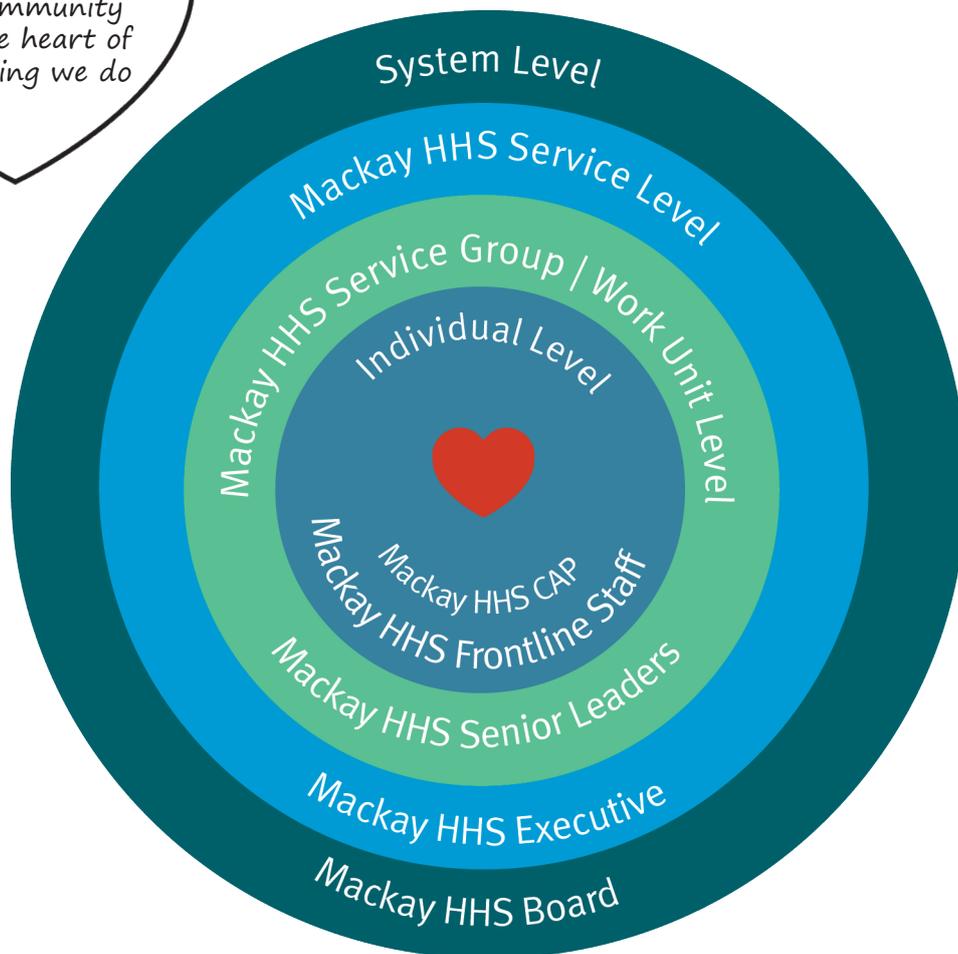
- All local councils represented on the Consumer Advisory Partners.
- Service planning reflects consumers and community engagement.
- Stakeholder map complete and implemented to support future consumer and community engagement activities.



## What will we do... *It's important that we listen*

### Levels of engagement

Mackay HHS recognises that consumers and community engagement is everyone's business. It is therefore essential that it is embedded in our organisational culture and practice at every level of the organisation. The Mackay HHS adopted the four (4) levels of engagement promoted by Health Consumers Queensland.



**Individual level** - This level focuses on engaging with the individual consumer and/or their family/carer as partners in their own healthcare, support and treatment.

**Service group and work unit 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.

**Service level** - This level focuses on how the Mackay HHS engages with consumers and community at a regional level.

**System level** - This level focuses on how consumers and communities are engaged to influence and provide input on health policy, reform and legislation at the system level across Local, State and Commonwealth jurisdictions.

## How will we engage

Mackay HHS promise to the community		How we will engage
Inform	We will keep the public informed	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social media</li> <li>• Publish the Mackay HHS meeting summaries on the Mackay HHS website</li> <li>• Health promotion activities, such as BreastScreen and Donate life</li> <li>• Informed consent</li> <li>• Clinical handover at the bedside</li> <li>• Open disclosure and clinical disclosure processes</li> </ul>
Consult	We will keep the public informed, listen to and acknowledge concerns and aspirations, and provide feedback on how input has influenced the decision	<ul style="list-style-type: none"> <li>• Public surveys</li> <li>• Patient Experience Surveys</li> <li>• Consumer feedback, compliments and suggestions</li> <li>• Social media</li> <li>• Focus groups</li> <li>• Public meetings</li> <li>• Community stalls</li> </ul>
Involve	We will ensure concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how input influenced the decision	<ul style="list-style-type: none"> <li>• Consumer workshops</li> <li>• Focus groups</li> <li>• Conferences</li> <li>• Recruitment panels</li> <li>• Mackay HHS staff training</li> <li>• Patient information, Australian Charter of Health Care Rights and Ryan's Rule.</li> <li>• Discharge planning</li> </ul>
Collaborate	We will develop solutions based on co-design and incorporate advice and feedback into the final decision to the maximum extent possible	<ul style="list-style-type: none"> <li>• Consumer Advisory Partners</li> <li>• Mackay HHS Community Advisory Partner participate on state-wide consumer forums and conferences</li> <li>• Mackay HHS Multi-purpose Health Service Community Reference Groups</li> </ul>
Empower	We will implement what patients, carers and potential patients need to support them to make informed decisions about their own treatment and healthcare	<ul style="list-style-type: none"> <li>• Person-Centred Care</li> <li>• HealthPathways</li> <li>• Mental Health Independent Patient Rights Advisor</li> <li>• Mackay HHS Community Advisory Partner participant in internal Mackay HHS committees and sub-committees</li> <li>• Provide and promote access to interpreter services</li> </ul>

## Engagement outcomes

### Consumer and Community Engagement Implementation Plan 2017-2018

NSQHS Std	Goal and outcome	Engagement action	Responsibility	Timeframe
<b>Governance</b>				
2.1.1	1	Provide quarterly updates to the Mackay HHB and Executive Leadership team on the implementation of the strategy.	Executive Director HR & Engagement	March 17
	1	Provide regular reports to the Mackay HHB on patient feedback relating to issues and solutions.	Executive Director of Medical Service	TBC
	1	Provide opportunities to the CAP to evaluate and monitor the strategies implementation plan.	CaCE Coordinator	February 17
	3	Develop and implement processes to improve Patient Education and Health Literacy with involvement from the CAP.	Executive Leadership Team	November 17
2.1.2	2	Connect with local community groups, including marginalised groups, to seek input into planning and strategic priorities.	CaCE Coordinator, Mackay HHB and Executive Leadership Team	July 17
	2	Publicly promote the Mackay HHS Facebook to increase membership and ensure partnerships are reflective of the regions diverse range of backgrounds in the population served by the HHS.	CaCE Coordinator and the CAP	May 17 ongoing
	4	Continue to include representation from the NQPHN and local councils on the CAP.	Chief Executive	March 17
	4	Complete stakeholder mapping to identify all stakeholders, partnerships and the relationships that exist.	Senior Director Strategy and Planning	January 18
<b>Planning</b>				
2.2.1	1	Identify champions across the Mackay HHS to promote the benefits that consumers and the community can provide to the quality of health care. Provide these champions with Health Consumer Queensland training. Champions can also be members of the Consumer and Community Engagement Sub-Committee.	CaCE Sub-Committee and CaCE Coordinator	June 17
	2	Provide opportunities for consumers and the community to provide feedback into operational planning through surveys and focus groups.	Operations Directors and Rural DON's	May 17
2.2.2	4	Develop a policy which outlines the level of consumer engagement in safety and quality decision making and improvement initiatives	CaCE Coordinator	August 2017
	1	Utilise consumer and community feedback including patient satisfaction surveys, compliments, complaints and suggestions, clinical incidents and open disclosure data to identify opportunities for safety and quality improvements	Executive Director of Medical Service	TBC

NSQHS Std	Goal and outcome	Engagement action	Responsibility	Timeframe
<b>Orientation and training</b>				
2.3.1	1	Provide more advanced training to support CAP representative in fulfil their role requirements and to enable more effective engagement.	CaCE Coordinator	March 17
	3	Provide Patient-Centre Care training to members of the CAP.	CaCE Coordinator	April 17
<b>Patient information and publications</b>				
2.4.1	3	Develop and implement process to improve Patient Education and Health Literacy with involvement from the CAP.	Executive Leadership Team	November 17
2.4.2	3	Establish mechanisms to provide feedback to the consumers and community about how their feedback has been utilised e.g. forums, publications, social media and website.	CaCE Coordinator	September 17
<b>Health service design</b>				
2.5.1	1	Involve consumers in the review of policies and procedures.	CaCE Coordinator and the CAP	June 17
	2	Include consumer representation on focus groups when designing or redesigning health services.	CaCE Coordinator, Operations Directors and Rural DON's	January 18
	3	CAP to participate in the roll-out of the Independent Patient's Rights Advisor position and the HealthPathways Patient Information System through presentations/training at CAP meetings. CAP members will be provided with an opportunity to provide feedback.	CaCE Coordinator, Independent Patient's Rights Advisor and HealthPathways Coordinator	May 17 till September 17
<b>Staff training</b>				
2.6.1	3	Undertake a review of the current Patient-Centred Care and communications training, including training for the management of compliments, complaints and suggestions, with recommendations for future improvements. Involve the CAP in the review of the training.	CaCE Coordinator and the Communication Training Steering Committee	June 17
	4	Provide Health Consumer Queensland training to Mackay HHS staff which are members of the Consumer and Community Engagement Sub-Committee.	CaCE Coordinator	March 17
2.6.2	1	Involve consumers in training the clinical workforce by sharing their own lived-experience about their journey as a patient through the health service.	Executive Director HR and Engagement & Executive Director Nursing	January 18



NSQHS Std	Goal and outcome	Engagement action	Responsibility	Timeframe
<b>Public reporting</b>				
2.7.1	1	Continue to develop, design and distribute print, audio-visual and social media communication to ensure it meets the needs of our consumers and community, whilst ensuring it easy to understand and accessible.	Media and Comms Team	March 17 ongoing
	1	Deliver community sessions across the Mackay HHS.	CaCE Coordinator	January 18
	1	Members of the Mackay HHB and Mackay HHS Executive to participate in community forums and to strengthen meet and greet sessions with MPHS and rural facility community reference groups and the CAP.	CaCE Coordinator	January 18
<b>Safety quality performance information and data</b>				
2.8.1	2	CAP members to participate in reviewing and analysing safety and quality performance where possible.	Executive Director of Medical Service	June 17 ongoing
	2	CAP members to make recommendations and participate in the planning and implementation of quality improvements.	CaCE Coordinator	July 18 ongoing
<b>Patient feedback data</b>				
2.9.1	2	Undertake a review of all existing local Patient Experience Surveys and ensure feedback is recorded in a central location.	CaCE Coordinator	December 17
	2	Undertake a review of the CLO process and make recommendations with input from the CAP and Mackay HHS staff.	Executive Director of Medical Service	TBC
	2	Involve CAP members in reviewing results for Patient Experience Surveys and CLO data and support them to make recommendations for improvements.	CaCE Coordinator	TBC
2.9.2	2	Involve CAP members in the delivery of recommendations from Patient Experience Surveys.	CaCE Coordinator	December 17



## Glossary of terms

The following definitions have been taken from the Health Consumers Queensland (HCQ) Consumer and Community Engagement Framework (2012).

**Carers:** The Carers (Recognition) Act 2008 identifies a carer as an individual who provides, in a non-contractual and unpaid capacity, ongoing care or assistance to another person who, because of disability, frailty, chronic illness or pain, requires assistance with everyday tasks.

**Community:** refers to groups of people organisations with a common local or regional interest in health. Communities may connect through a community of place such as a neighbourhood, region, suburb; a community of interest such as patients, industry sector, profession, environment group; or a community that forms around a specific issue such as improvements to public healthcare or through groups sharing cultural backgrounds, religions or languages.

**Community engagement:** Community engagement refers to the connections between government, communities and citizens in the development and implementation of policies, program, 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, with people being empowered to contribute to decisions affecting their lives, through the acquisition skills, knowledge and experience.

**Consumers:** are people who use, or are potential users, of health services including their family and carers. Consumers may participate as individuals, groups, organisations of consumers, Community Advisory Partners or communities.

**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.

**Consumer Advisory Partner:** A Consumer Advisory Partner is a health consumer, including family members and carers, who are nominated by the Mackay HHS to represent the voice of health consumers. A Consumer Advisory Partner is a member of the Consumer Advisory Partners group.

**Consumer Advisory Partners (CAP):** The Mackay HHS Consumer Advisory Partners was established in March 2016. Membership of the group consists of representation from the Northern Queensland Primary Health Network, Mackay Regional Council, Isaac Regional Council, Northern Australian Primary Health Limited and diverse consumer and community representation.

**Consumer Liaison Office:** The consumer liaison office is responsible for processing and responding to consumer complaints, compliments and suggestions. Feedback from consumers helps shape service delivery and changed the hospital environment and equipment used.

**Community Reference Groups:** The Mackay HHS has a number of small community reference groups which operate at our MPHS and rural facilities. These groups include the Clermont Health Advisory Network Team, Collinsville/Scottville MPHS Auxiliary, Proserpine Maternity Reference Committee, Bowen Community Reference Group and the Mackay Base Hospital Birthing Reference Group. These community reference groups provide input and feedback into service delivery for many of the health services MPHS and rural facilities. In 2017 the conduit between these reference group and the Consumer Advisory Partners will be strengthened.

## Glossary of terms continued

**Consumer and Community Engagement Sub-Committee:** The membership of the Consumer and Community Engagement Sub-Committee consists of various staff from across each division of the Mackay HHS. The sub-committee is responsible for monitoring compliance against NSQHS Standard 2. The sub-committee is a central point for information sharing about engagement initiatives which are happening across the HHS. A Community Advisory Partners, who is also a member of the Consumer Advisory Partners attends the sub-committee meeting to provide consumer input.

**Health literacy:** Health literacy is the extent to which consumers can obtain, process and understand information about health care, services and the health system. It also refers to a consumer's capacity to use that information to make decisions about their health care. (Ref S&Q)

**HealthPathways:** HealthPathways is changing the way patients enter the hospital system and helps to prevent unnecessary referrals to specialist doctors. The project works with GPs and the NQPHN to write referral pathways for all treatment options and services. The project went live in June 2015 and was introduced as a strategy to reduce long waits, reduce patients suffering delays in receiving care, improve health system integration and efficiency and to provide clear guidelines for referrals and prompt return to primary care.

**HealthPathways, Patient Information Portal :** In partnership with the Northern Queensland Primary Health Network the Mackay HHS will launch in 2017 the HealthPathways Patient Information Portal. The Patient Information Portal will be an online information system which will empower consumers to take a more active role in their healthcare. The portal will assist consumers when navigating through local primary care service options and decrease the need for google searches. The portal will have a strong focus on health promotion and health prevention.

**Mental Health Independent Patient Rights Advisor:** The Mackay HHS Independent Patient Rights Adviser (IPRA) commenced in November 2016 and will support consumers and their families which are accessing mental health services at the Mackay HHS. Support includes improving health literacy and providing advice to consumers and their significant others on their rights and responsibilities under the 2016 Mental Health Act which will be rolled out from February 2017.

## Glossary of acronyms

CaCE	Consumer and Community Engagement
CAP	Consumer Advisory Partners
CLO	Client Liaison Office
IAP2	International Association of Public Participation
HHS	Hospital and Health Service
Mackay HHB	Mackay Hospital and Health Board
Mackay HHS	Mackay Hospital and Health Service
MPHS	Multi-purpose Health Service
NQPHN	Northern Queensland Primary Health Network
NSQHS	National Safety and Quality Health Standards

## **Appendix**

**Appendix A – Legislation, policy context and alignment**

**Appendix B – Our local consumer and community profile**

**Appendix C – Our connections**

## Appendix A

### Legislation, policy context and alignment

#### **Hospital and Health Boards Act 2011**

The Hospital and Health Boards Act 2011 (s40) and the Health and Hospitals Boards Regulations 2012 (Part 4) require that each HHS develops and publishes a consumer and community engagement strategy to promote consultation with health consumers and members of the community about the provision of health services.

#### **Accreditation- National Safety and Quality Health Service Standards**

To ensure the highest level of safety and quality for our patient, the Mackay HHS participates in external peer assessments to monitor performance against the ten National Safety and Quality Health Service (NSQHS) Standards. The ten standards were developed by the Australian Commission to drive the implementation of safety and quality systems and to improve the quality of health care in Australia. The Mackay HHS completed a periodic review in November 2016, which included a full assessment against Standard 2, Partnering with Consumers. The HHS passed this assessment with no recommendations. This strategy aligns with the requirements of Standard 2.

#### **Australian Charter of Health Care Rights**

The Australian Charter of Health Care Rights specifies the rights of patients and consumers when seeking to receive healthcare services. The charter allows patients, consumers, families, carers and service providers to have a common understanding of the rights of people receiving health care.

#### Alignment

- Mackay HHS Strategic Plan 2016-2020
- Employee Engagement Strategy 2017-2020
- Communications Strategy 2016-2020

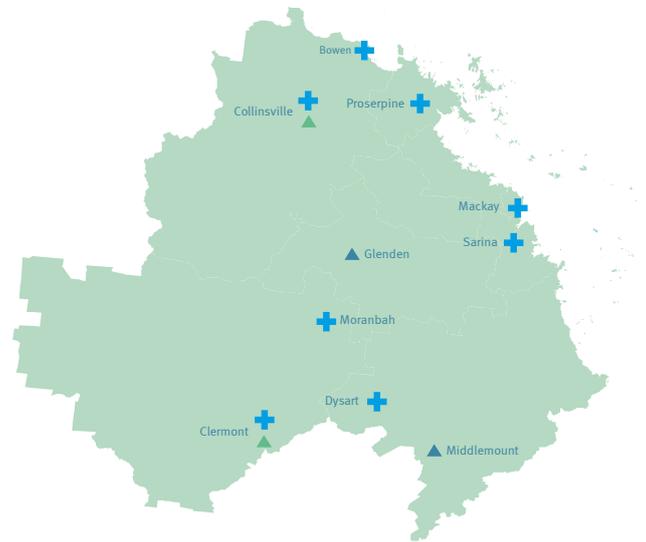
## Appendix B

### Our local consumer and community profile

#### Service profile

Mackay HHS provides services through the following facilities and community health services:

- Mackay Base Hospital
- Bowen Hospital
- Clermont Multi-Purpose Health Service
- Collinsville Multi-purpose Health Service
- Dysart Hospital
- Moranbah Hospital
- Proserpine Hospital
- Sarina Hospital
- Glenden Community Health Centre
- Mackay Community Health
- Middlemount Community Health Centre
- Whitsunday Community Health Centre
- Geographical profile



The Mackay HHS covers the areas of the Mackay, Whitsunday and Isaac Regional Councils. The physical boundary of the health service covers an area of 90,362sq km 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. The geographical catchment area contains both rural and regional populated communities.

#### Current and future population

Mackay HHS provides public hospital and health services to a population of more than 182,000 people. The Aboriginal and Torres Strait Islander population in the Mackay region is 4.1 percent of the overall population (2011 census). This is higher than the 3.6 percent Queensland average. There is also a significant South Sea Islander community in the region.

According to 'The health of Queenslanders 2016' report by the Chief Health Officer the Mackay HHS area is home to 4 percent of the state's population. It also states that the population of the Mackay HHS is projected to grow by 18 percent between 2016 and 2026.

## Appendix B continued

### Cultural and Linguistically Diverse (CALD) groups

The 2011 census identified that 70 per cent of people living in the Mackay HHS catchment area were born in Australia, with 79 per cent of people who live in the area speaking English only. The other top languages identified were Italian, Tagalog, Korean, German, Filipino, Vietnamese, Mandarin and other.

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The Mackay HHS has identified the following languages as being the most frequently accessed through the interpreter service team; Mandarin, Vietnamese, Thai, Cantonese, Korean, Tagalog and other.

The 2011 census identified the religious makeup of the region as predominantly being Catholic, Anglican, United Church, Presbyterian and Reformed, Christian, Baptist, Lutheran, Hinduism, Muslim, Pentecostal or religious affiliation not stated.

### Population health status

The health of Queenslanders 2016 report states that overall the health of Queensland population is improving. The population of the Mackay HHS compares well with other HHS's across the state with either consistent or better results in most areas of the report.

In comparison to Queensland, the Mackay HHS (aged standardised) has:

- excellence attendance at antenatal visits; better than the state average
- excellence participation in BreastScreen program; better than the state average
- good compliance with immunisation rates; consistent to the state average

The report also highlighted the following focus areas for the Mackay HHS population;

- Risks factors such as smoking, obesity and alcohol consumption
- Potentially preventable hospitalisations with the top contributors being diabetes complications, angina and cellulitis

## Appendix C

### Our connections

#### Northern Queensland Primary Health Network

Mackay HHS has a formal partnership with the Northern Queensland Primary Health Network (NQPHN) to work in collaboration to provide consumer input into integrated healthcare across primary and acute health services. A representative from the NQPHN participates on the Consumer Advisory Partners.

#### Our partners and stakeholders

The Mackay HHS has strong partnerships across the region with the following groups and organisations;

#### Consumers and Community Reference Groups

- Consumer Advisory Partners
- Health Consumers Queensland
- Bowen Community Reference Group (to be established in February 2017)
- Clermont Health Advisory Network Team
- Collinsville/Scottville MPHS Auxiliary
- Proserpine Maternity Reference Committee
- Mackay Base Hospital Birthing Reference Group
- Rural hospital volunteers
- Mackay Hospital Foundation Volunteers

\*All rural facilities will eventually have a community reference group established

#### Mackay HHS

- Mackay Hospital and Health Board
- Mackay HHS Staff
- Mackay HHS Mental Health Consumer Companions

#### Inter-Agency Partners

- Department of Communities, Child Safety and Disability Services
- Department of Aboriginal and Torres Strait Islander and Multicultural Affairs
- Queensland Ambulance Service
- Queensland Police Service
- Queensland Fire and Rescue Service

#### Health Service Partners

- Mackay Hospital Foundation
- Other Hospital and Health Services in Queensland
- Northern Queensland Primary Health Network
- External healthcare providers such as local GPs
- Private health care providers in the region
- Residential Aged Care Facilities
- Non-government organisations
- Aboriginal and Torres Strait Islander Community Health
- Numerous mental health community service providers

#### Government

- Local Members of Parliament
- Mackay, Whitsunday and Isaac Regional Councils
- Health Minister
- Department of Health
- Regional Development Australia

#### University and Research Partners

- Central Queensland University
- Australian Institute of Tropical Health and Medicine
- Tropical Australia Academic Health Centre
- James Cook University

#### Media organisations

#### Unions

- Queensland Nurses Union
- Together Union
- Australian Workers Union
- United Voice Union