

# Consumer and Community Engagement Strategy 2020 - 2024

*Our Consumer and Community Engagement Strategy provides direction to our staff and informs our community about how we partner to achieve our strategic objectives.*

## Our vision

Delivering Queensland's Best Rural and Regional Health Care

## Our purpose

To deliver outstanding health care services to our communities through our people and partners

## Our values

Collaboration · Trust · Respect · Teamwork

## Message from the Board Chair and Chief Executive

It is with great pleasure we present the 2020-2024 Mackay Hospital and Health Service Consumer and Community Engagement Strategy. The Strategy is more than words on a page; it details our actions to improve the experience and health outcomes of patients and community members. Importantly the Strategy holds us accountable to deliver on these goals. It is focused, measurable and has been developed in partnership with consumers, community and staff.

The 2020-2024 Strategy details our plans for the next four years to break down barriers preventing people from taking actions to improve their health. We know that individuals and community groups can live healthier and longer lives if they improve their knowledge and understanding of their health condition.

We recognise our local community diversity and cultural diversity, having the largest Australian South Sea Islander population in Australia and almost 8,300 Aboriginal and Torres Strait Islander people who call the region home. This Strategy enhances the health service's commitment to partnering and building stronger relationships with First Nations people to provide culturally safe and appropriate care, as further set out in the HHS Cultural Capability Plan.

We offer our gratitude to consumers, community members, community organisations and health service staff who contributed to the consultation process and development of this Strategy. In particular, the Consumer Advisory Partners played a pivotal role in reaching stakeholder and community representatives.

The Strategy aligns to the Mackay HHS Strategic Plan 2020-2024 and supports our commitment to delivering exceptional patient experiences. It is further underpinned by the Employee Engagement Strategy 2020-2024 and organisational values of collaboration, trust, respect and teamwork. These values shape the health service's culture of putting the voice of consumers and community at the heart of what we do.

The Mackay Hospital and Health Board and Executive Leadership Team is proud to play a leading role in enhancing the health service's capacity to partner with consumers at every level of the organisation as we deliver our new Strategy.

Mackay Hospital and Health Acting Board Chair, Darryl Camilleri

Mackay Hospital and Health Service Chief Executive, Lisa Davies-Jones



## Indicators of success

### Broadly

- Improved community satisfaction and patient experience
- Enhanced capability to engage with community and consumers
- Increased consumer engagement in shaping healthcare
- Greater health literacy and health outcomes for the community
- Increased ownership of one's own health
- Enhanced quality and safety of health care services

## Principles of engagement

**Participation and partnership · Person-centred and meaningful engagement · Transparency and trust · Accessible and inclusive**



# Consumer and Community Engagement Strategy 2020 - 2024

<p>Enhance communication and patient engagement</p> 	<p><b>STRATEGIES</b></p> <ul style="list-style-type: none"> <li>• Embed health literacy into organisational policies and staff training to build a health literate environment.</li> <li>• Build capacity for patients to partner in their own care.</li> <li>• Respond to the individual values, preferences and cultural needs of our consumers.</li> <li>• Involve carers, family members and significant others in the consumers care, as appropriate.</li> <li>• Provide accessible information consumers and community members can understand and act on effectively.</li> <li>• Work in partnership with consumers to develop resources and increase reach, to keep our community informed.</li> <li>• Enhance mechanisms to receive patient reported experience and co-design solutions.</li> <li>• Implement flexible approaches to actively engage and seek patient experience feedback from our diverse communities and those with specific health needs.</li> </ul>	<p><b>MEASURES</b></p> <ul style="list-style-type: none"> <li>• Improved workforce capability to partner with consumers through training compliance.</li> <li>• Reported positive growth in social media interactions.</li> <li>• Number of HHS engagement initiatives documented and evaluated.</li> <li>• Monitor compliance with National Safety and Quality Standard 2.</li> <li>• Number of improvements to health publications.</li> </ul>
<p>Build a culture of person, family and community-centred care</p> 	<p><b>STRATEGIES</b></p> <ul style="list-style-type: none"> <li>• Establish performance accountability with senior leaders by including commitment to partnering with consumers in professional performance and development plans.</li> <li>• Bring the organisational values to life when delivering engagement activities.</li> <li>• Build workforce capability to engage, understand and respond to diversity of people's values, perspectives and cultural needs.</li> <li>• Involve consumers in training and recruitment of the clinical workforce, including using consumer stories.</li> <li>• Support an organisational culture placing 'partnering with consumers' at the forefront, across every level of the organisation.</li> <li>• Create welcoming and culturally safe environments where people feel comfortable and confident to share feedback about their experience.</li> </ul>	<p><b>MEASURES</b></p> <ul style="list-style-type: none"> <li>• Analysis and trending of patient experience and feedback.</li> <li>• Principles of engagement embedded in organisational culture through procedures, training and staff resources.</li> <li>• Number of staff accessing the Toolkit for Partnering with Consumers.</li> <li>• Increased opportunities for consumers to participate in staff education.</li> </ul>
<p>Strengthen diverse connections and collaborations</p> 	<p><b>STRATEGIES</b></p> <ul style="list-style-type: none"> <li>• Maintain a suite of engagement mechanisms to effectively partner with consumers.</li> <li>• Implement targeted engagement activities which support organic and authentic relationships with diverse population groups.</li> <li>• Expand formal connections with community organisations, monitoring and reporting the outcomes.</li> <li>• Partner across sectors embedding the three-tiered engagement model of inform, consult and co-design to enhance connected care and the health journey for individuals and their families.</li> <li>• Enhance integrated connections across the levels of the organisation from consumers and community through to Board with two-way communication.</li> <li>• Partner with Mackay Hospital Foundation to improve patient experience.</li> </ul>	<p><b>MEASURES</b></p> <ul style="list-style-type: none"> <li>• Number of community events and expos with HHS participation.</li> <li>• Number of system changes co-designed with community sector partners.</li> <li>• Increased stakeholder engagement.</li> <li>• Improved attraction and retention of consumer representatives on Community Reference Groups.</li> <li>• Number of partnerships in place with service delivery partners.</li> </ul>

**Inform:** One-way relationship. Active, where information is disseminated, and passive, where consumers and community members can access it upon demand.

## How we engage

**Consult:** Two-way relationship. An issue is defined by the organisation and consumers and others are invited and consulted.

**Co-design (participation):** Consumers and community members are more actively engaged to define the issues and parameters of the issue(s) and how the participation is to occur. Input can be in setting the agenda, proposing options and sharing the overall dialogue.

*\*For more information please see the full version of the Strategy which is available from the Mackay HHS Community Engagement Team*