



Consumer + Community Engagement Strategy 2020-25

Compassionate care, exceptional people



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Acknowledgement

Northern Adelaide Local Health Networkrlu tampinthe Kurna miyurna yaitya yarta-mathanya Kurna yartarna-arra ngadlu warpulayinthe. Ngadlu tampinthe purkarna pukinangku, yalaka, tarrkarriya. Ngadlu tampinthe yaitya mathanya kuma parnaku tuwila yartangka.

The Northern Adelaide Local Health Network acknowledges the Kurna people as the traditional custodians of the land on which we proudly deliver health and wellbeing services. We honour Kurna Elders past, present and emerging. We recognise Aboriginal cultural authority, and the ongoing spiritual connection the Kurna people have to country.

Terminology

Throughout this document we use the term Aboriginal to refer to people who identify as Aboriginal, Torres Strait Islander or both Aboriginal and Torres Strait Islander.



Message from the NALHN Governing Board Chair

The Board is committed to working with consumers, staff and key community partners



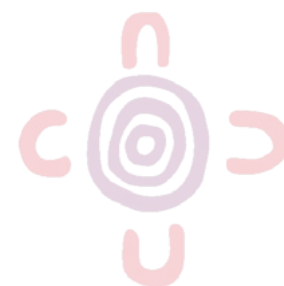
The Northern Adelaide Local Health Network Governing Board was established in July 2019, strengthening the input of consumers and the community in the design, delivery and evaluation of our health services. This input is vital for us to meet community expectations and to achieve National Safety and Quality Health Service standards.

This Consumer and Community Engagement Strategy underpins our commitment to engaging with those we serve and the community in which we operate. It confirms the Board's commitment to working with consumers, staff and key community partners. Together we can build a healthier, stronger community for today and tomorrow.

Ray Blight
Governing Board Chair
Northern Adelaide Local Health Network



Message from the Chief Executive Officer



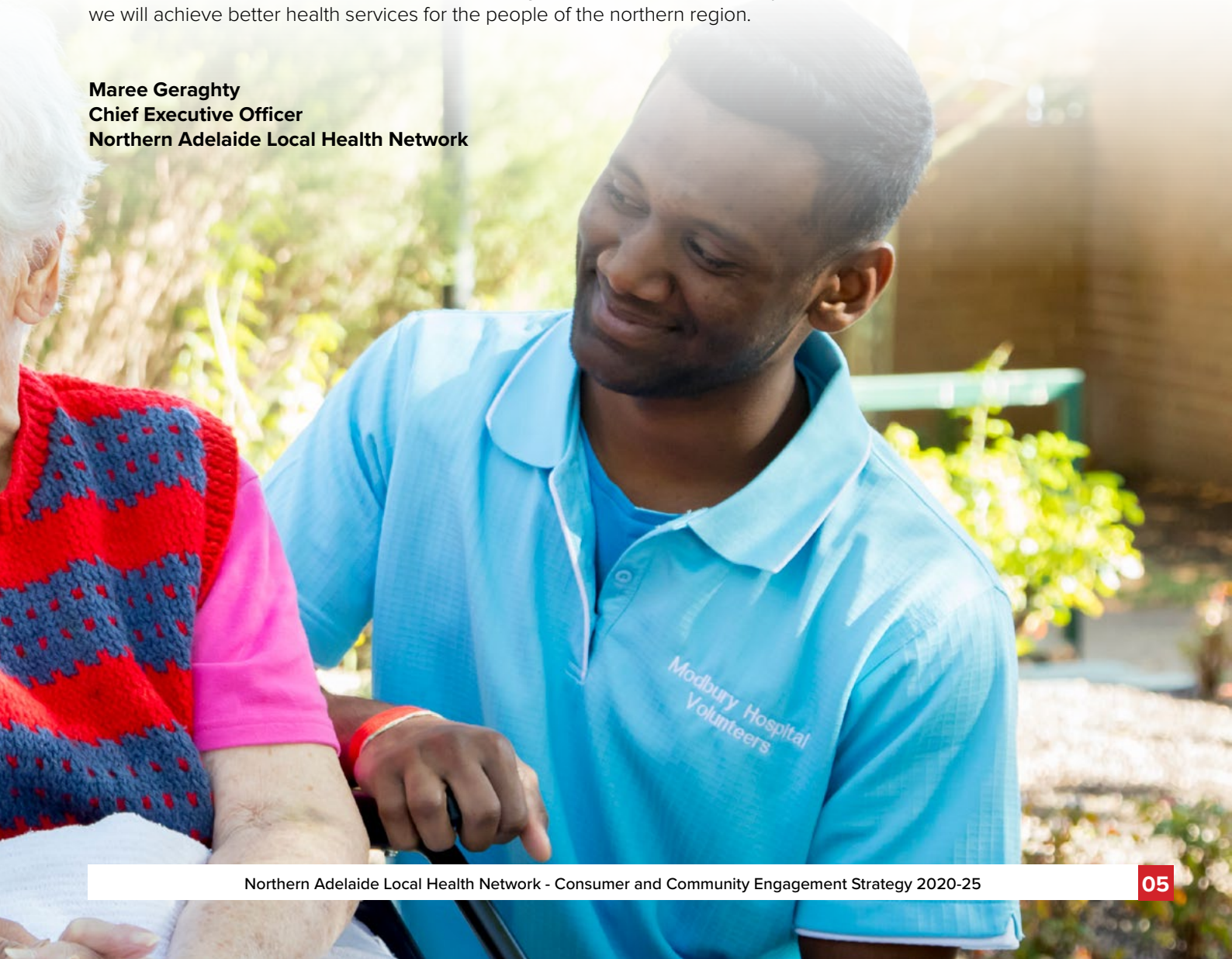
As Chief Executive Officer of the Northern Adelaide Local Health Network, I am honoured to share NALHN's Consumer and Community Engagement Strategy

NALHN has a long history of working alongside consumers and the community in Adelaide's northern region. During the development of this strategy, consumers and the community emphasised the importance of not only being informed about NALHN's activities but of being part of our decision-making. NALHN has heard this message.

NALHN staff will partner with consumers in their individual care and respond to their individual needs. Our staff will also continue to work with consumers and the community on strategic issues which affect the overall delivery of our services – where we have done well, where we need to improve, and how to ensure safety and quality in all aspects of our work.

This strategy outlines what consumers and the community can expect from their partnership with NALHN. I am confident that through consumer and community input we will achieve better health services for the people of the northern region.

Maree Geraghty
Chief Executive Officer
Northern Adelaide Local Health Network





Message from the Consumer Advisory Council Co-chairs

Since its inception, the Northern Adelaide Local Health Network has successfully embodied its motto Compassionate care, exceptional people



Our NALHN staff and community, including our newly formed Board, face many challenges. By focussing on patient-centred care and listening to the community, NALHN has positioned itself well to meet these challenges now and into the future.

Consumers will remain embedded at all levels in the organisation where they can assist in care planning, care delivery, service design and service delivery. The Consumer Advisory Council's membership is drawn from a diverse background and, having recently undergone successful accreditation, is primed to lead this Consumer and Community Engagement Strategy.



Allan Patching and Adrienne White
Co-Chairs
Northern Adelaide Local Health Network



Message from the Executive Director Aboriginal Health Services



Aboriginal and Torres Strait Islander people are Australia's first people and suffer greater disadvantage and poorer health outcomes than non-Aboriginal Australians

Consistent with the vision set by Reconciliation Australia, ongoing meaningful engagement with Aboriginal consumers and community members supports the Northern Adelaide Local Health Network to:

- understand and accept the wrongs of the past, and lead a service which makes amends for these wrongs
- value Aboriginal and Torres Strait Islander culture and lived experiences, and deliver a health service free of racism
- ensure Aboriginal and Torres Strait Islander consumer and community voices are reflected in service design and delivery
- proudly unite with Aboriginal and Torres Strait Islander stakeholders to reflect culture and heritage within NALHN.



Kurt Towers
Executive Director Aboriginal Health Services
Northern Adelaide Local Health Network





Executive Summary



The strategy provides a clear direction on how we will engage with consumers and the community over the five years from 2020-25

The Northern Adelaide Local Health Network (NALHN) Consumer and Community Engagement Strategy has been designed and developed through an extensive process of consultation with consumers, the community and NALHN staff.

The strategy provides clear direction on how we will engage with consumers and the community over the five years from 2020 to 2025. It outlines our commitment to building stronger relationships through working in partnership. It recognises that consumer and community engagement is key in helping us determine the services we deliver, how we deliver them, and how we can improve.

A genuine and effective partnership with all our consumers and community will ensure NALHN's services remain at the heart of our local community.

Introduction

NALHN provides a range of health care services to a population of more than 400,000 people living primarily in Adelaide's north and north-eastern suburbs

NALHN provides a range of health care services to a population of more than 400,000 people living primarily in Adelaide's north and north-eastern suburbs, the fastest growing region in South Australia (DPTI, 2019). Our service includes the Lyell McEwin and Modbury Hospitals and a number of primary health, Aboriginal health and mental health services.

An intensive, 12-month consultation process was undertaken during 2018 to enhance NALHN's consumer and community engagement and to support the development of this strategy. With the support of Health Consumers Alliance SA, we consulted with more than 300 community members through a range of activities such as focus groups and community events.

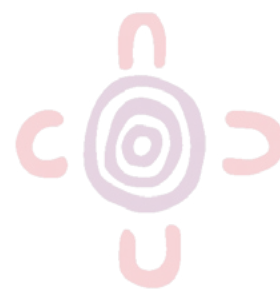
NALHN recognises people's health needs vary across their lives and their diverse backgrounds. We understand that listening to those we serve and collaborating with them will help us deliver more relevant and responsive services.

Consumer and community engagement provides consumers and the community with meaningful opportunities to actively engage in the planning and evaluation of health services. Consumer and community voices are heard and have impact. The result is the delivery of care that is comprehensive, patient-centred and compassionate – and that values people's dignity.

This strategy aligns with the NALHN Strategic Plan 2020-25. In particular, it supports the strategic plan's principle of Partnering: We create strategic collaborative partnership to maximise and leverage opportunities to support our growing community.



Definitions



These interpretations enable everyone to share a common understanding and ensures we are all on the same page

Consumers

Consumers are recognised as users or potential users of health services and may be referred to as patients, clients and, by association, families, carers and other members of the user's support network. NALHN consciously uses the term consumers.

Community

Community refers to any group of people or organisations that represents or brings a collective voice of health consumers or specific health communities.

Consumer Engagement

Consumer engagement refers to health consumers, their families and carers actively participating in their own health care – including individual care (point of care), service delivery, and planning, design and evaluation of services.

Strategic Context

The NALHN Consumer and Community Engagement Strategy outlines NALHN's commitment to engaging with its consumers and community

It also responds to the Health Care (Governance) (No 2) Amendment Bill 2019 and amendments to the Health Care Act 2008. These require local health network governing boards to develop, publish and implement consumer and community engagement strategies. Boards are required to:

- consult with consumers and the community in developing an engagement strategy
- publish the strategy so that it can be easily accessed by members of the public.

This strategy is informed by national and international standards including:

- the World Health Organisation's Framework on Integrated People-centred Health Services (WHO, 2018)
- the International Association for Public Participation's Public Participation Pillars (IAP2, 2018)
- the Australian Charter of Healthcare Rights (ACSQHC, 2008)
- the National Safety and Quality Health Service Standards (ACSQHC, 2017)
- the South Australian Charter of Health and Community Services Rights (HCSCC, 2020)
- the South Australian government's Better Together: Principles of Engagement (2018)
- SA Health's A Framework for Active Partnership with Consumers and the Community 2013 (2012).



Consumer and Community Feedback

Consumers and the community were consulted on this strategy over a 12-month period



The message was clear. Consumers and community groups are keen to be more involved in matters of interest to them.

A number of key themes arose.

Consumers want to be informed about NALHN's activities. A variety of avenues was identified: social media platforms, dissemination through community service networks, newsletters, and direct promotion through cinema or bus-shelter advertising. Face-to-face meetings are a high priority for all age and population groups.

Consumers want to be involved and consulted. Preferences were identified for smaller focus group discussions and electronic or phone surveys. The best consultation:

- engages consumers appropriately and provides clear understanding of consumers' roles
- is targeted and strategic, and avoids consultation fatigue.

Consumers want to collaborate and work in partnership with NALHN.

- The Aboriginal Consumer and Community Forum was cited by many as an example of effective collaboration. The forum engaged multiple key stakeholders in a World Café event to hear people's views and garner feedback.
- The NALHN Consumer Advisory Council is seen as a legitimate representative body for community organisations and consumer cohorts. It offers a platform for co-designing services and identifying consumers to be involved in NALHN meetings and decisions. Some feedback suggested the role of the council needed further clarification.

Consumers want feedback on their involvement. They want to be kept informed about how their input has been included, considered and incorporated into NALHN's services.



NALHN's Commitment

NALHN acknowledges that sustainable and excellent health services depend on engagement with consumers and the community

Consumer and community input provided in the consultation for this strategy has given us valuable insight into how we can improve this engagement in the future.

NALHN commits its staff to work in partnership with consumers and the community to improve the design, delivery, evaluation and overall quality and safety of our health services.

NALHN will support consumers and the community to provide feedback, offer new ideas, and become part of our decision-making. We will:

- consistently apply the engagement principles of this strategy (outlined below)
- ensure our engagement is meaningful, appropriate and targeted
- make clear to all participants what input is required, why, and how it will be used
- monitor and report annually on how we meaningfully engage with and involve consumers, the community and the Consumer Advisory Council
- clarify the role of the Consumer Advisory Council.

The Aboriginal and Torres Strait Islander Community

NALHN recognises the experiences and health needs of the Aboriginal and Torres Strait Islander community within the northern region.

NALHN acknowledges that Aboriginal and Torres Strait Islanders are the first peoples of Australia. NALHN accepts the wrongs of the past. We understand that past government policies and practices negatively impact on Aboriginal and Torres Strait Islander health. NALHN will work to ensure that these wrongs are never repeated.

NALHN is committed to collaborating with Aboriginal and Torres Strait Islander people to maximise their lifelong health outcomes. The voice of the Aboriginal and Torres Strait Islander population will be reflected in our consultations and services. It is also incorporated into our governance structure and through direct reporting to the NALHN Chief Executive Officer.

The Consumer Advisory Council

The Consumer Advisory Council (CAC) supports active consumer engagement and input into decisions about NALHN's health services.

The CAC is the key interface between NALHN and its consumers and community. It undertakes this role through:

- establishing a council that has active connections to consumers and community groups
- representing the diverse population needs of the northern Adelaide region
- attending key meetings and linking into consumer or community groups to share information and receive feedback
- working with the community to identify appropriate consumers to be included in NALHN's governance and in service design and development
- training and developing representatives to support maximum input and value
- through community connections, creating a register of consumers and community groups with specific areas of interest to be included in targeted consultations
- working with NALHN to meet the requirements for the National Safety and Quality Health Service Standard: Partnering with Consumers
- holding NALHN accountable for appropriate inclusion of consumers and community members across the organisation reporting on NALHN's achievement of this strategy to the NALHN Governing Board and the community.





Principles of Engagement

The South Australian government's six Better Together principles of engagement provide a basic reference to good engagement (SA Government, 2018)



These principles underpin NALHN's engagement with consumers and the community. We can have confidence in our interaction with stakeholders and communities if we consider each principle when we plan and implement an engagement.

Better Together: Principles of Engagement

We know why we are engaging

We are clear about what consumers and the community are being asked to consider and the extent to which they can influence the decision or outcome. We can thus avoid raising unrealistic expectations. We clearly articulate timeframes, processes and how decisions will be communicated.

We know who to engage

We identify stakeholders using a transparent process to ensure we promote trust in the engagement process. We ensure that consumers and the community have opportunities to contribute their opinions and expertise.

We know the history

We determine what we already know and research background information. Where possible, we build on previous engagement activities and identify opportunities to coordinate current engagement activities. If a new process is required, we explain why.

We start together

Meaningful engagement takes time and continued effort. We start together to build a sense of ownership and to save time and resources down the track. Consumer and community engagement is considered in the decision-making process.

We are genuine

We are honest about our intent and clear about our purpose and level of engagement. Our commitment to considered communication and engagement is reflected within our plans and actions. We listen to understand. We close the feedback loop and let consumers and the community know how they contributed to and influenced outcomes and how their voice has been heard.

We are relevant and engaging

We put our consumers and community at the centre of the engagement process and make it relevant, accessible and interesting. We are creative, innovative and responsive in the various ways we engage.



Levels of Engagement

NALHN supports the use of the globally recognised IAP2 Public Participation Spectrum (2018)

NALHN supports the use of the globally recognised IAP2 Public Participation Spectrum (2018) to determine the appropriate level of consumer and community engagement for different activities, purposes and stages of engagement.

The IAP2 spectrum of public participation is outlined below, detailing the increasing level of influence consumers have on decisions and outcomes.

IAP2 Spectrum of Public Participation

Increasing Level of Influence				
Inform	Consult	Involve	Collaborate	Empower
To provide information about something that is going to happen or has happened to assist consumers and the community to understand issues, alternatives and solutions.	To have a two-way communication process aimed at obtaining feedback which informs decision-making.	To facilitate active participation aimed at identifying issues and views from a range of perspectives.	To work together in partnership to identify alternatives and preferred options and to support decision-making.	To provide opportunities and resources to directly contribute to determining the final outcome.

Techniques of Engagement



NALHN will use a range of consumer and community engagement techniques. Our aims, audience, timeframe and resources will inform our choices, as will the six Better Together principles

Different techniques may be more appropriate for different levels of the IAP2 spectrum, as outlined below.

Engagement Techniques and the IAP2 Public Participation Spectrum

Inform	Consult	Involve	Collaborate	Empower
<p>Regular written communications, eg soft and hard copy newsletters, intranet, internet Social media, eg Facebook, Instagram, Twitter</p> <p>Face-to-face meetings</p> <p>Dissemination through local council networks</p> <p>Advertising at bus shelters, the cinema and on TV</p> <p>Information booths at shopping centres, schools, fairs</p>	<p>Small focus groups</p> <p>Surveys – soft and hard copy</p> <p>Workshops and discussion forums</p> <p>Telephone apps</p> <p>Leveraging local council and other service initiatives</p>	<p>Small focus groups</p> <p>Surveys – soft and hard copy</p> <p>Involvement in NALHN committees and meetings</p> <p>Involvement in other NALHN activities, eg PARTY program</p>	<p>Focus groups</p> <p>NALHN consumer register</p> <p>Advisory committees</p> <p>Active feedback from stakeholders such as nursing homes</p>	<p>Increase visibility of NALHN in the community</p> <p>Bring the community into NALHN</p> <p>Representation on the Consumer Advisory Council</p>





Continuous Improvement

NALHN will regularly evaluate and report on our consumer and community engagement to identify areas for improvement



We will do so in partnership with consumers and the community. Our approach is to listen and to adjust our path so we continually improve.

We will use a range of evaluation methods, selecting the most appropriate for each activity.

NALHN will monitor and report annually on how we meaningfully engage with and involve consumers, the community and the Consumer Advisory Council.

The Consumer Advisory Council will report on consumer and community engagement in biannual progress reports to the NALHN Governing Board, which will be published in the NALHN annual report.

We welcome all feedback on this strategy and its implementation. We understand that the better our engagement, the better our services.



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