



## CHQ Consumer and Community Engagement Strategy 2016–2020

### The CHQ Consumer and Community Engagement vision is:

We will place the child and family at the heart of all we do, working collaboratively with partners and the community to improve child and youth health outcomes.

### The CHQ Consumer and Community Engagement objective is:

We will build knowledge, confidence and lead innovation with our partners as we develop family-centred, community-focused approaches to service development and delivery.

This strategy sets out our direction for deepening engagement with consumers and the community to fulfil our commitment of providing the best possible, safe, child and family-centred care.

The consumer and community engagement objectives are aligned with CHQ's *Strategic Plan 2016-2020*, vision, commitment and values:

### CHQ vision

Leading life-changing care for children and young people – for a healthier tomorrow

### CHQ commitment

To offer the best: safe, expert, accessible child and family-centred care for children and young people

### CHQ values

**Respect:** teamwork, listening, support

**Integrity:** trust, honesty, accountability

**Care:** compassion, safety, excellence

**Imagination:** creativity, innovation, research



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## Who are our consumers and community?

### Consumers and families

Consumers (patients and their families) 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, consumer representatives or communities.

A carer is 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

Community refers to groups of people or organisations with a common local, regional or national interest in health, health care and improving health outcomes. Communities may connect through a community of place such as a neighbourhood, region, suburb; a community of interest such as patients, industry sector, profession or 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.

## What is consumer, family and community engagement?

**Consumer and family engagement** informs broader community engagement. Health consumers and their families actively participate in designing and managing 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, with people being empowered to contribute to decisions affecting their lives, through the acquisition of skills, knowledge and experience.

## Our Enablers

CHQ engages in a number of external assessments to provide quality assurance, including National Quality and Safety Standards (Accreditation) and membership with Planetree.

### National Quality and Safety Standards (Accreditation)

CHQ participates in an accreditation process of the National Safety and Quality Service (NSQHS) through an independent external peer assessment of that organisation's level of performance in relation to the standards. In undertaking our work, the Health Service's priority is to provide safe and family centred care and for continuous improvement of clinical and non-clinical outcomes.

### Planetree

Planetree is a not for profit organisation that partners with healthcare organisational worldwide with the aim of promoting evidence informed patient and family centred care strategies and promoting transformation of organisations into centres that provide excellence in patient and family centred care. Planetree provides the Health service with a roadmap for change, a structured methodology for humanising, personalising, and demystifying patient experience. More information can be found at <http://planetree.org>.

## Our priorities

Child and family-centred care	Partnerships	People – Working, Learning, Growing	Performance
<p><b>Objective 1:</b> Be a listening organisation which engages in two-way communication and builds productive relationships with consumers, families and communities</p>	<p><b>Objective 2:</b> Build trust in CHQ by partnering with consumers and communities in the design, evaluation and delivery of services</p>	<p><b>Objective 3:</b> Build the capacity of staff, volunteers and consumers to create a health literate environment</p>	<p><b>Objective 4:</b> Improve consumer and community satisfaction with CHQ services</p>
<p><b>We will achieve this by:</b></p> <ul style="list-style-type: none"> <li>Encouraging consumer, family and staff understanding of consumer rights and responsibilities and the mechanisms for engagement, using a social contract model.</li> <li>Implementing an integrated Communications and Media plan which builds confidence in, and positive awareness of the CHQ brand and services among staff, consumers, the wider community and the media.</li> <li>Ensuring the CHQ digital strategy is implemented to improve the quality and delivery of information and interactions with consumers, families, partners and the community.</li> <li>Maintaining and improving the Patient Story Program, and providing further opportunities for the voice of the child and family to be heard across CHQ.</li> <li>Implementing an Arts in Health Program across CHQ.</li> </ul>	<p><b>We will achieve this by:</b></p> <ul style="list-style-type: none"> <li>Reviewing and developing a governance structure, policies and framework for consumer engagement to ensure the diversity of consumers is represented, including the voice of families, children and young people.</li> <li>Developing a Consumer Engagement Register which lists the interests and skills of all consumer representatives, records engagement activities and measures outcomes.</li> <li>Partnering with Aboriginal and Torres Strait Islander and Culturally and Linguistically Diverse consumers and communities.</li> <li>Partnering with families and other HHSs to ensure that families in regional and rural areas receive co-ordinated care.</li> <li>Implementing processes to support effective collaboration with government non-government organisations and private providers to optimise consumer partnerships and deliver safe, seamless services.</li> </ul>	<p><b>We will achieve this by:</b></p> <ul style="list-style-type: none"> <li>Establishing a Health Literacy Panel to review patient and family resources in partnership with consumers, built on common language and a collaborative approach, to improve consumers' health literacy.</li> <li>Developing a Roadmap for Excellence in patient and family-centred care, using the Planetree model.</li> <li>Supporting capacity building, learning and development of staff so that meaningful consumer engagement is embedded in all CHQ practices and services, including advancing understanding and support for health literacy.</li> <li>Supporting the capacity building, learning and development of consumer representatives, to empower them to contribute and partner with service providers in the planning, development and implementation of improved services.</li> </ul>	<p><b>We will achieve this by:</b></p> <ul style="list-style-type: none"> <li>Demonstrating improvement against Planetree criteria, as CHQ journeys towards excellence in patient and family-centred care at all levels.</li> <li>Developing and evaluating systems to gather feedback on the consumer experience, and provide relevant information to key stakeholders.</li> <li>Developing strategies to share information on learnings and outcomes associated with consumer feedback with consumers and to inform relevant research.</li> <li>Delivering the requirements of the National Safety and Quality Healthcare Standard 2: Partnering with Consumers.</li> </ul>
<p><b>We will measure this through:</b></p> <ul style="list-style-type: none"> <li>Implementation and evaluation of a Charter of Engagement setting out roles and responsibilities of patients, families and staff across CHQ.</li> <li>Monitoring of awareness and confidence in CHQ against specific measures of engagement.</li> <li>Monitoring of consumer experience metrics related to digital engagement and access to information and services.</li> </ul> <p>Peoples experience of:</p> <ul style="list-style-type: none"> <li>Involvement in decision making</li> <li>Well-being and confidence to manage</li> <li>Feeling supported</li> </ul>	<p><b>We will measure this through:</b></p> <ul style="list-style-type: none"> <li>Implementation and evaluation of a CHQ and statewide consumer partnership model, which places the child and family at the heart of care.</li> <li>Evaluation of the effectiveness of consumer engagement procedures, guidelines and tools.</li> <li>Regular feedback to consumers on how their participation has positively contributed to CHQ service improvement.</li> <li>Evaluating the membership of consumer groups and committees to ensure they are reflective of the diversity of CHQ consumers and families and consider cultural, linguistic and diverse backgrounds including youth and Aboriginal and Torres Strait Islander groups representatives.</li> <li>Implementation and evaluation of the Community of Interest Network.</li> <li>Improved access, outcomes and experiences of Aboriginal and Torres Strait Islanders and Culturally and Linguistically Diverse consumers and communities.</li> </ul>	<p><b>We will measure this through:</b></p> <ul style="list-style-type: none"> <li>Continually monitoring and evaluating the effectiveness of the Health Literacy Panel</li> <li>Developing processes to ensure health literacy is considered and embedded in key information to patients and families.</li> <li>Evaluating the Roadmap for Excellence against Planetree designation criteria.</li> <li>Developing, implementing and evaluating training resources and programs for staff which contribute to improved consumer engagement and partnerships.</li> <li>Developing, implementing and evaluating training resources and programs for consumers which contribute to improved consumer engagement and partnerships.</li> <li>Health Professionals knowledge, confidence, and skills in undertaking patient and family centred care.</li> </ul>	<p><b>We will measure this through:</b></p> <ul style="list-style-type: none"> <li>Active engagement with Planetree as an affiliate organisation towards Planetree designation by 2020</li> <li>Consumer engagement activities are evaluated to inform continuous improvement</li> <li>Measurable improved service delivery and higher levels of consumer satisfaction through patient and family satisfaction survey results</li> <li>Innovation, Change and Redesign Excellence (iCARE) innovations are designed with consumer input</li> <li>CHQ fulfils all the requirements of National Standard 2: Partnering with Consumers</li> </ul>

Foundation documents/policies: National Safety and Quality Healthcare Standard 2: Partnering with Consumers. Integrated Communications and Media Plan. Consumer Engagement Working Group Terms of Reference. CHQ Consumer Engagement Action Plan; Planetree; IAP2; Charter of Health Care Rights; Excellence Framework; Patient Quality and Safety Improvement Strategy

<sup>1</sup> Modified from *Health Consumers Queensland Consumer and Community Engagement Framework*  
<sup>2</sup> Modified from *Health Consumers Queensland Consumer and Community Engagement Framework*

