Partnering with Community
A Consumer and Community Engagement Model for Health Services

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Acknowledgements

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• Consumer and community leaders
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Health Consumers NSW is a membership-based, independent, not-for-profit charity.

We create meaningful partnerships between consumers, communities and health services in NSW.

www.hcnswnsw.org.au

Consumers shaping health in NSW
Partnering with Communities

• Why?
• Who?
• How?
• Model for consumer and community engagement

Working with communities is messy!
Integrated Care

Achieving integrated care requires those involved with planning and providing services to impose the patient’s perspective as the *organising principle* of service delivery

(Shaw et al 2011)

How well do we involve patients, health consumers and communities in the *design* of services?
Experience v. Planning

User experience

Design
Engagement

Processes by which people who are IMPACTED by services and programs and services have a say in designing and implementing those services and programs

**Consumers**
People who use the service (patients, carers and families)

**Community**
Groups of people who the service or program seeks to serve – geographic, population, diagnostic

Consumers and community members bring different and complementary perspectives of your service.

Different strategies and processes are needed to engage each.
Why engage?

**Top Down engagement**: Partnering with consumers to design new or to improve existing services, meeting known health needs

Making care more *person-centred care* is at the heart of consumer and community engagement

**Ground Up engagement**: Partnering with communities to better understand gaps, access issues and unmet health needs

And to respond to what is important to communities!

www.hcnsw.org.au/ccemodel
Critical Inputs

Internal Capacity
• Can we do this?
• Do we have the necessary skill, staff, time and resources?

Partnerships and Integration
• Who do we need to connect with?
• Who are our existing partnerships and connections?
• Do we need to build new relationships?
• Go to where people are

Community Capacity
• Does the community have the skills, time and resources to work with us in the way we need?
• How do we build the capacity of the community to work with us?
Key Outcomes

Evaluation and Evidence
• What do we want to change?
• How do we measure it?
• How do we know this engagement contributed to the change?

Improved Health Outcomes
• Defining desired outcome – population health change, system change – and measuring and recording unexpected outcomes?
• How do we measure it? And how do we know this engagement contributed to the change?
• Did we improve something the community saw as important?

Increased Capacity
• The skills, knowledge and resources we left in the community
• Did we communicate the outcomes to stakeholders?
• Created or strengthened partnerships and relationships between services and communities
• The capacity of all stakeholders has increased for future engagement
Evidence-based strategies

1. Ensure engagement is a priority
2. Address organisational factors
3. Actively include rarely engaged groups
4. Build the capacity of consumers and communities to engage
5. Build the capacity of staff to support engagement
6. Focus on outcomes and evaluation

Recognise that the answers and solutions will come from the community - *Assets Based Community Development (ABCD)*
Tips for successful engagement

1. Clarify and communicate purpose
2. Meet people where they are
3. Orientate and prepare consumers and community members for success
4. Acknowledge and mitigate power differentials to ensure fair treatment
5. Facilitate inclusivity
6. Allow for some steam to blow

Community Engagement Toolkit (V2.2), Collective Impact Forum
Principles for engaging with seldom listened to people

- Move to the margins
- Internal diversity
- Self-representation
- Accessibly and flexible responsiveness
- Trauma-informed
- Fair compensation
- Action-orientated focus
Stakeholders

I love it!

Me too!

Users
www.hcnsw.org.au/ccemodel

1. Report – background and evidence
2. A3 Poster
3. Webinar – detailed explanation
4. Info about original project

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Community Engagement Resources


Australian Institute of Family Studies

Collective Impact Forum:
https://www.collectiveimpactforum.org/

Australian Centre for Health Engagement Evidence and Values (ACHEEV) University of Wollongong: