

West Moreton Health Consumer and Community Engagement Strategy 2018-2021 (2020 Update)

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Foreword

We are delighted to present the West Moreton Health Consumer and Community Engagement Strategy 2018-2021 (2020 Update).

Our vision at West Moreton Health is to create a West Moreton Community which is thriving and well. The West Moreton Health Strategic Plan 2017-2021 has four priorities: person-centred care, caring for our teams, interconnected care and better care. We can only be successful in achieving these priorities if we join with consumers and our community in true partnerships.

Every day our staff engage with consumers and carers to involve them in decisions about their healthcare. We want to keep improving how we engage.

The West Moreton Health Consumer and Community Engagement Strategy provides a way to gather feedback, including listening to individual patient experiences and working with consumers, to plan, design and evaluate our services. We are determined to co-design with our consumers and community, and staff, to develop services, programs and a change agenda for the health benefit of West Moreton people. This is expressed at West Moreton as our promise of *Caring Better Together*. Our values of Connect, Respect and Excel sustain that promise.

We have many challenges in West Moreton, including high rates of chronic disease, growing populations and demand, a high number of disadvantaged people, with Indigenous people still having a significant gap in life expectancy compared with non-indigenous people. We also have many patients from diverse backgrounds living in West Moreton.

We will engage with consumers and the community in a respectful and purposeful way to deliver safe, excellent health care here in West Moreton.

West Moreton consumers have been involved in drafting this work and we thank them for their time, energy and investment in our health service.

Dr Kerrie Freeman
Health Service Chief Executive

Michael Willis
Board Chair

Introduction

West Moreton Health is committed to person-centred care, which is at the heart of our Strategic Plan.

Person-centred care is being respectful and responsive to the preferences, needs and values of patients, consumers, colleagues and community. Person-centred care has its focus on the whole person, not just the physical aspects of their health. It's the provision of care that is informed by each individual situation and the needs of consumers.

Care is person-centred when people are treated with dignity and respect, when information is shared with them, and participation and collaboration in healthcare processes is encouraged and supported to the extent which the individual chooses to engage.

Delivering person-centred care benefits patients, consumers, clinicians, health service organisations and the health system. There is demonstrated evidence of clear links between good consumer experience, and high-quality health care with improved clinical outcomes for patients.

As a health service we listen, and we use appropriate tools and techniques to encourage the two-way communication that is necessary for the provision of person-centred care. We form genuine partnerships with consumers and the West Moreton community to plan, develop, implement and evaluate service planning, service delivery, and service improvement.

The West Moreton Health Consumer and Community Engagement Strategy 2018-2021 (2020 Update) will provide direction for staff to partner with consumers and community to drive better health outcomes. This strategy aligns with the National Safety and Quality Health Service (NSQHS) Standard Two – Partnering with Consumers by engaging with consumers and community as partner in healthcare:

- Clinical governance and quality improvement systems to support partnering with consumers
- Partnering with patients in their own care
- Health literacy
- Partnering with consumers in organisational design and governance.

Who we are

West Moreton Health provides preventative and primary care services, ambulatory services, acute care, subacute care and oral health, mental health and other specialised services such as prison health services and alcohol and other drugs services to the region.

In addition to providing complex acute inpatient and community mental health services, we provide Queensland's only forensic mental health service – the High Security Inpatient Service and the Extended Forensic Treatment Rehabilitation Unit as well as a Secure Mental Health Rehabilitation Unit. We also lead mental health research internationally through the Queensland Centre for Mental Health Research and statewide mental health learning through the Queensland Centre for Mental Health Learning and the Queensland Mental Health Benchmarking Unit. West Moreton Health also provides a range of primary care services to prison facilities in South East Queensland caring for almost 50 per cent of Queensland's prisoner population in 6 adult correctional centres and 1 youth detention centre.

The West Moreton region has the fastest growing population in Queensland in relative terms, which is expected to double to 587,600 by 2036.

ACKNOWLEDGEMENT OF COUNTRY

West Moreton Health acknowledges the traditional owners and caretakers of the land in which our services are located and operate. We pay our respects to their ancestors and Elders past, present and emerging and pay tribute to their ongoing connection to land, wind and water.

West Moreton demographics are diverse and include both metropolitan and rural settings. The strength of West Moreton Health as a health service lies in this diversity. In our health service over 17% of the total population were born outside Australia, 8% speak a language other than English at home and 4.1% are Indigenous Australians. In addition, the COVID-19 pandemic of 2020 will have an ongoing effect on the region and on delivery of health services. West Moreton has deeply connected local communities and West Moreton Health has forged strong networks and relationships with communities and partners.

We are committed to investing in the local community, this investment will be achieved by valuing the strengths that this community, and its healthcare consumers can contribute, in the form of feedback, suggestions and ideas that will inform and improve health outcomes for patients.

Our values

West Moreton Health's values support our commitment to genuine engagement:

Connect: We are part of the community, empathetic with consumers and each other.

Respect: We are accepting, genuine and fair to one another.

Excel: We are innovative and work together, giving our best for all.

West Moreton Health is fortunate to have strong networks and relationships with our community partners to support our promise of Caring Better Together.

Engagement principles

West Moreton Health plans and provides health services by engaging with stakeholders. We see engagement as involving our stakeholders in the decision-making process, drawing on the International Association of Public Participation (IAP2) model (<https://iap2.org.au/about-us/about-iap2-australasia/core-values/>). West Moreton stakeholders include consumers such as patients and their families and carers, the broader community, clinical and non-clinical staff and partner organisations.

In addition to the IAP2 model, we are guided by the Health Consumer Queensland (HCQ) principles of consumer engagement:

Participation: Consumers participate and are involved in decision making about the healthcare system.

Person-centered: Consumer engagement processes are consumer-centered.

Accessible and Inclusive: The needs of those who may experience barriers to engage effectively are considered to enhance their accessibility and inclusion.

Partnership: Consumers, community, staff and partner organisations work in an effective partnership.

Mutual respect and value: Consumer engagement is undertaken with mutual respect and valuing of each other's experiences and contributions.

Diversity: The consumer engagement process values and supports the diversity of all those involved.

Support: Consumers are provided with the support that they need to engage meaningfully with the healthcare system.

Influence: Consumer engagement influences health policy, planning and system reform, and feedback is provided about how this engagement has influenced outcomes.

Continuous improvement: Consumer engagement is reviewed and evaluated to drive continuous improvement throughout the organisation.

Elements of engagement – the engagement spectrum.



The level of consumer involvement in health service planning, design, delivery and improvement will vary depending on the specific activity or service, and the individual's preferences. This involvement will range from the collection of patient experience information that informs immediate bedside practice change through to co-designed projects, where direct consumer advice is used in formulating ideas and solutions to address systemic issues. At West Moreton Health, we use the HCQ elements of engagement to describe the varying elements of consumer engagement.

These elements, consistent with the IAP2 model, are:

- **Inform:** We will keep you informed.
- **Consult:** We will keep you informed, listen to and acknowledge concerns and provide feedback on how your input influenced any decision taken.
- **Involve:** We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and we will provide feedback on how your input influenced the decision.
- **Collaborate:** We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.
- **Consumer-led (Empower):** We will implement what you decide, utilising a co-designed project approach to the change.

We will work with consumers at the involve, collaborate and consumer-led levels wherever we can.

Our Equity Framework sets out our vision and values for providing an accessible, equitable workplace for staff and accessible, equitable services for the community. The framework will help us deliver on our strategic goal of person-centred care by:

- Driving improvements to health care delivery for the most vulnerable consumers
- Encouraging and supporting staff to identify how we can be more inclusive
- Equitably catering for the diversity of staff and the community.

The Equity Framework is an overarching vision that supports our strategies and action plans, including the Aboriginal and Torres Strait Islander Closing the Gap and the Cultural Diversity action plans. The framework was developed after extensive engagement across West Moreton Health, during which staff confirmed the importance of working in an equitable organisation and providing equitable health-care. Implementation of the framework will contribute to meeting our obligations under the *Human Rights Act 2019 (Qld)*, the Australian Charter of Healthcare Rights and the National Safety and Quality Health Service Standards.

Alignment with West Moreton Health Strategic Plan

Our consumer and community engagement is directly linked to the West Moreton Health Strategic Plan 2017-2021, which aligns the work to the future community we wish to help create. The Strategic Plan, along with other key documents, provides key performance indicators to measure whether we are achieving our objectives.



Our promise

The West Moreton Health Consumer and Community Engagement Strategy ensures that consumers, carers and the community are partners in their healthcare. The Strategy provides a framework for us to gather feedback from across the system, from the collection of individual patient experiences, through to system level participation by consumers to ensure the consumer's journey is appropriate and of a high standard of care.

Our engagement with consumers and community is actioned through five steps of participation from inform, consults, involve, collaborate and empower. Our objectives and measures are listed below, and we will report back to consumers and community annually.

Our actions

Inform	How will this be measured?
<ul style="list-style-type: none"> We will implement systems and processes to ensure consumers, carers, families and community have access to information about their healthcare rights at all stages of their journey through our health service. We will implement systems and processes to ensure patients and consumers understand their treatments, including treatment risks, benefits, and alternatives so they can give informed consent to any treatment provided. We will share decision making in care; provide education to patients and consumers regarding clinical status, progress and prognosis; update them on changes to care processes; and give them any other information; process of care; and information to help ensure autonomy and ability to promote and self-manage their own health care. We will ensure that patients, and/or carers are involved in care planning, setting goals and making decisions about their current and future care to the fullest extent possible. We will ensure that Charter of Healthcare Rights are available for all patients and consumers, in formats that they understand. 	<ul style="list-style-type: none"> Improved consumer survey tools and results. Completion of audit of Consumer Reviewed information distributed across the health service and on our website. Charter of Healthcare Rights (in multiple translations) are accessible via the WMH website.
Consult	How will this be measured?
<ul style="list-style-type: none"> We will partner with consumers, carers, families and community in a manner that is respectful of, and responsive to, their preferences, needs and their values. We will provide and communicate mechanisms for consumers and the community to bring ideas forward and put processes in place to explain how that information has been used to improve how we deliver care. We will improve the identification and recruitment of consumers interested in participating in and co-designing our health service. Consumers and community members will have opportunities to be involved as representatives in their area of interest and will have access to information that is accessible and easy to understand. 	<ul style="list-style-type: none"> As above and: Consumer Representative numbers are current and published on the WMH website along with key feedback. Increased diversity of Consumer Representatives and Community Reference Group Members to increase equity in our consultation processes.

Involve	How will this be measured?
<ul style="list-style-type: none"> We will partner with consumers and community in West Moreton to design our services (including governance) in a way that acknowledges and supports their contribution. This process will help ensure we understand the concerns and aspirations of consumers and community. Our Consumer Representatives and West Moreton Health staff who participate in external community groups will be encouraged to share their learnings to further improve West Moreton Health services. We will support the learning and development of Consumer and Community Representatives so they can confidently provide the perspectives of themselves and others in the planning, development, implementation and review of improved health services. We will enable Consumer and Community Representatives with support resources needed to maximise their ability to engage with us. This may include translator services, planning of engagement activities to accommodate accessibility needs etc. We will co-design ways to engage with culturally and linguistically diverse people and Aboriginal and Torres Strait Islander peoples. We will partner with Aboriginal and Torres Strait Islander people within the community, so that Aboriginal and Torres Strait Islander people have equitable access to health services within WMH that are culturally appropriate and safe. We will train our workforce in the community and individual benefits that come from having consumers actively engaged as health care partners. We will partner with Health Consumers Queensland on staff training opportunities. We will develop a workforce that has a strong appreciation for diversity including diversity of culture and language and of the need to ensure that both are accommodated in the delivery of inclusive services. 	<ul style="list-style-type: none"> As above and: The development of annual learning and development initiatives for Consumer Representatives and Community Reference Group members. A minimum of four engagements annually with the West Moreton Aboriginal and Torres Strait Islander Elders. Completion of four cultural diversity training sessions annually through West Moreton Learning OnLine and face-to-face sessions (in line with the WMH Cultural Diversity Action Plan). Development and implementation of a Consumer Representative and Community Reference Group induction process which identifies areas where support is needed to enable effective engagement. Quarterly reporting, through WMH Website and Facebook pages, on collaborative projects, celebrating and showcasing consumer and community engagement. This will include examples of where consumers have provided input back to WMH from other external community groups.
Collaborate	How will this be measured?
<ul style="list-style-type: none"> We will communicate with consumers and the community in a way that supports effective partnerships, and to ensure that WMH provides information about care, treatment and health that consumers can understand (health literacy). We will refer to consumers and the community for advice on community health issues and will incorporate consumer and community recommendations into the decision-making process. 	<ul style="list-style-type: none"> As above and: Evidence of when consumer input has influenced a decision (to be reported through quarterly report).
Empower	How will this be measured?
<ul style="list-style-type: none"> Our systems and committees (clinical and consumer governance) and quality improvement systems will support partnering with consumers, carers and the community in healthcare planning, design, measurement and evaluation. 	<ul style="list-style-type: none"> As above and: Increased number of Consumer Representatives and community members involved in committees and key projects annually.

Yarning Circle

Conversations about care and treatment can now take place beyond the clinical space at Ipswich Hospital following a project that was set up to better meet the needs of West Moreton's Aboriginal and Torres Strait Islander communities. A Yarning Circle, created outside the hospital's East Street entrance, is a collaboration between West Moreton Health and Traditional Owners and Indigenous Elders, supported by Ipswich City Council and the Darling Downs and West Moreton Primary Health Network.

The Yarning Circle is a culturally safe and appropriate place where Indigenous patients and their families can meet with Elders or Indigenous Hospital Liaison Officers to discuss any concerns and help make a decision that will lead to better health outcomes. It was created using sandstone and granite rocks and ironbark timber donated by West Moreton Health project manager Justin Bowman from his own Bowman Park pastoral property.

Traditional Owner and Ugarapul Elder Uncle Ross Anderson said the Yarning Circle would provide a place for Elders to sit and talk and share their wisdom and knowledge with patients and their families. "It will be a place of emotional, spiritual and social healing and by connecting with others, we hope Aboriginal and Torres Strait Islander patients will find comfort at a time when they are away from their families and homes."

Engaging with the community

West Moreton Health engages with the community by listening to and collaborating with consumers, carers, families and the broader community.

Our five community reference groups are a vital means of connecting with community members to hear their views on local health services and to receive their input on health initiatives for the future. Through them, we engaged with people in Ipswich, the Springfield/Ripley area, Fassifern, Somerset and Lockyer Valley.

For the past 18 months, we have partnered with local communities, local governments and the Darling Downs and West Moreton PHN on three programs to address priority health issues. The issues were chosen after community consultation and the programs were jointly designed by all partners. They have been working to overcome social isolation in the western Scenic Rim, improve youth mental health and wellness in Lowood, and reduce obesity rates in the Lockyer Valley region. Together, we aim to achieve sustainable, improved health outcomes for local communities. Communities showed strong interest in partnering on these initiatives and took responsibility for finding solutions. For example, in Lowood, as a result of feedback from young people, the PHN agreed to fund a Headspace service based at Lowood State High School. This is the first place-based service to be established outside of the Ipswich city area. We have received favourable feedback from communities about our involvement in these population health initiatives at a local level.

Appendix 1: Definitions

The following definitions have been taken from the Health Consumers Queensland (HCQ) Consumer and Community Engagement Framework and the Agency for Healthcare Research and Quality (AHRQ).

Consumers

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, consumer representatives or communities.

Consumer Representative

A Consumer Representative is a health consumer who has taken up a specific role to advocate on behalf of consumers, with the overall aim of improving healthcare. A Consumer Representative is someone who voices consumer perspectives other than their own and takes part in decision making on behalf of consumers.

Carers

Carers are people who provide care and support to family members and friends who have a disability, mental illness, chronic condition, terminal illness, an alcohol or other drug issue or who are frail aged.

Community

Community refers to groups of people or 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 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.

Consumer engagement

Processes through which consumers and carers actively partner with health organisations in their own healthcare and in health policy, planning, service delivery and evaluation at all levels of the health system.

Community engagement

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.

Patient experience

Patient experience encompasses the range of interactions that patients have with the health care system, including their care from health plans, and from doctors, nurses, and staff in hospitals, physician practices, and other health care facilities.

Appendix 2: References

- Institute for Patient- and Family-Centered Care (US). Advancing the practice of patient- and family-centered care in primary care and other ambulatory settings: how to get started. Bethesda (MD): IPFCC; 2008.
- Australian Commission on Safety and Quality in Health Care. Patient-centred care: improving quality and safety through partnerships with patients and consumers. Sydney: ACSQHC; 2011.
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