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The Shared Value of Consumer Engagement: How we have applied this in the NSW Statewide Burn Injury Service

NSW Statewide Burn Injury Service

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HELLO, DO YOU HAVE ANY
OPINIONS THAT FIT INTO
OUR PRECONCEIVED
QUESTIONS?

THANK
YOU!

YES AND NO...

WWW.DOUT.IT

ASCQHC Standard 2: Partnering with Consumers

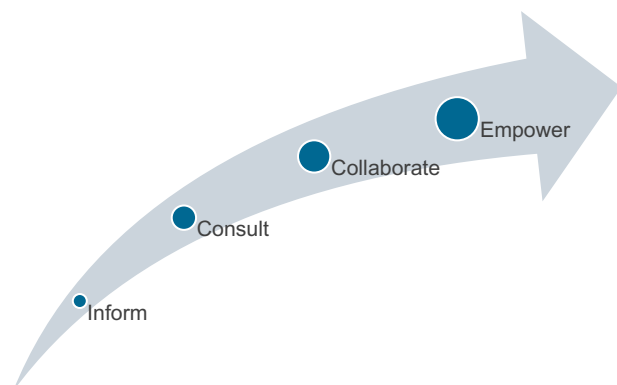
“There is evidence to show that the involvement of consumers in service planning, delivery, monitoring and evaluation is more likely to result in services that are more accessible and appropriate for users”.*

Australian Commission on Safety and Quality in Health Care.
2012. *Standard 2: Partnering with Consumers*. Sydney.
2012.p.6



Partnering with Consumers:

- At the level of the individual
- **At the level of a service, department or program of care**
- At the level of the health service



Adapted from Carman, K. L. et al. (2013). Patient and family engagement: A Framework for understanding the elements and developing interventions and policies. *Health Affairs* 32(2): 223-231.

The Value of Consumer Engagement

strengthening relationships
between staff and consumers

helping to reorient services to
the needs and preferences of
the consumer.

improved clinical outcomes

decreased re-admission rates

decreased rates of healthcare
acquired infections

improved delivery of preventive
care services

improved adherence to treatment
regimens



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Some practice examples:

Engage consumers in the
health services' review of
feedback

Engage consumers in
governance

Engage consumers in
developing health information

Engage consumers in areas of
service provision (e.g. mental health)



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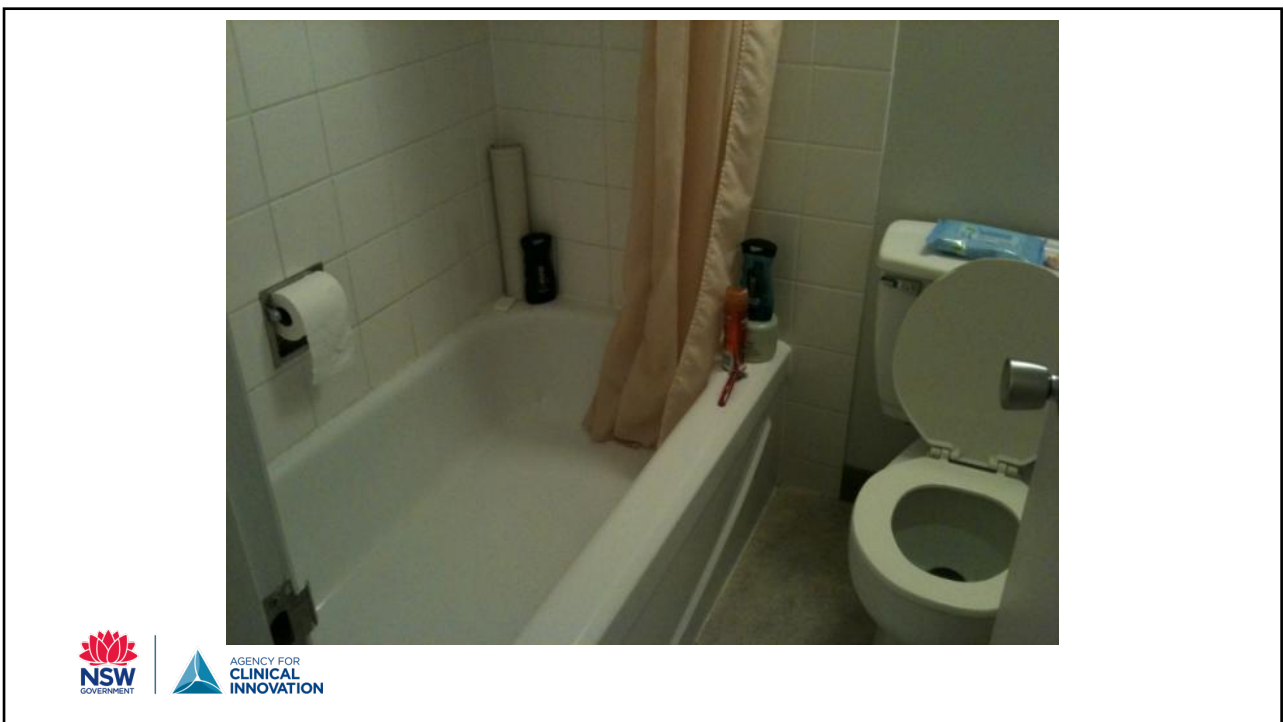
Why you shouldn't cut corners:



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Or make assumptions about how consumers will think, feel or act



Consumers speak from their experiences of health systems and when they are able to offer views based on these experience... it becomes the “consumer perspective”.

Epstein M & Shaw J (1997)



Consumer engagement in NSW Burn Services



S.H.A.R.E.
A Burns Peer Support Program
Sharing Hope, Acceptance, Resilience & Experience

Talking with someone who has been affected by a burns injury can help to reduce isolation by knowing that you are not alone.



S.H.A.R.E. Burn Peer Support Program

S.H.A.R.E. stands for:

**Sharing
Hope,
Acceptance,
Resilience and
Experience**

Capturing the essence of the peer support relationship



Peer support and community engagement

- By virtue of its nature, peer support is a consumer focused initiative which engages a niche community (burns) to work in equal partnership to support and empower those within it



S.H.A.R.E.

- Support is offered face to face in a hospital environment for adult patients



- Operates across three NSW Health sites:

- Concord Repatriation General Hospital
- Royal North Shore Hospital
- Graythwaite Rehabilitation Centre



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S.H.A.R.E.

- S.H.A.R.E.'s focus is to:

- ▲ assist the patient with coming to terms with a severe burn:
understanding scarring, altered self-image
- ▲ promote independent living skills, treatment compliance and motivation
- ▲ promote re-integration to pre burn life: social participation, re-integration to community, work, leisure, home, life roles



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S.H.A.R.E. training program

- The S.H.A.R.E. burns peer support education and training program is designed to equip individuals with the knowledge and skills needed to undertake their peer support volunteer role with confidence
- Delivered over two consecutive days
- Facilitated by the Peer Support Co-ordinator Social Worker and supported by a burns unit social workers



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*'Helped inspire me to heal and look at life
again'*

In the words of a female burns survivor who was a recipient of S.H.A.R.E. peer support



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Peer impact as reported by patients

75 % of patients who completed the evaluation form (61.5% response rate) reported that the Peer Support Volunteer:

- provided **hope**
- helped to **motivate**
- helped improve their **self esteem**



In their words

‘because it is always nice to know you are not alone and someone is going through the same thing’ *female burns survivor and S.H.A.R.E. recipient*

‘[peer support] really helped me because I was afraid, scared of what will happen. But [peer support] made me believe that maybe everything is going to be okay’ *female burns survivor and S.H.A.R.E. recipient*



Burns survivors need not be pitied...

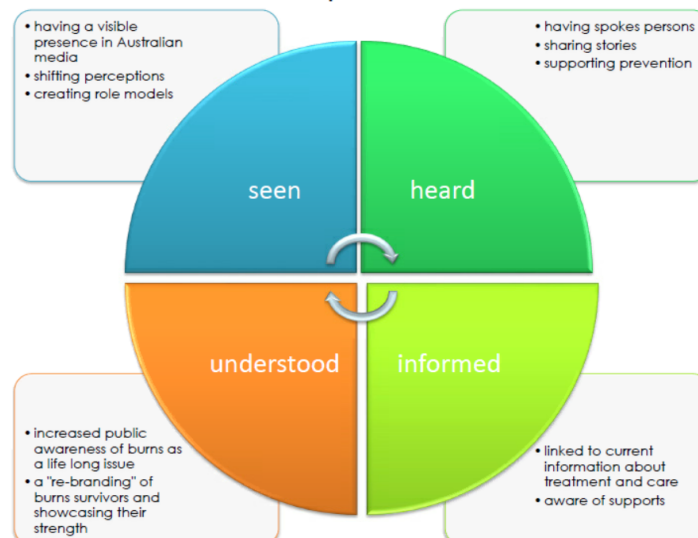
...but admired...

We have strength, courage and
perseverance all can learn from.

Will you take the time to listen and
understand our life long journey?



We aspire to be



Our current challenges are

a lack of awareness

isolation

stigmatisation

judgement

funding

education



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What we need is



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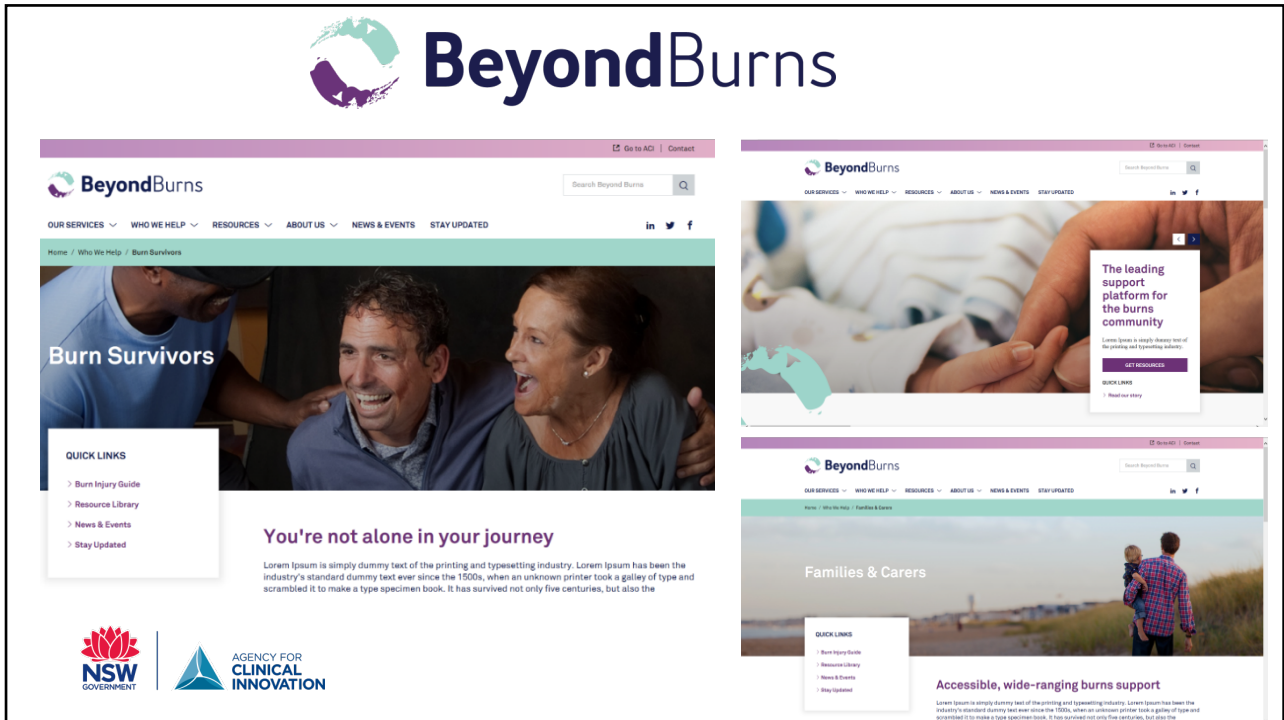


BeyondBurns

What do our burn survivors want?

- To know what is next after leaving hospital
- How to cope with the demands of every day life
- Access to the right information at the right time
- A good support network around
- Hub – one stop shop trustworthy online support and information that is Safe Trustworthy and provides Support and Ongoing Engagement





Key Challenges

The Shared Value:



**Health Services
and Clinicians**



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The Shared Value:

**Consumers and
Community**



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Thank you

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