

# Using a Co-Design Approach with Consumers

## *Developing a Consumer Participation Framework*

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## Alone we can do so little, together we can do so much

‘When people see their efforts contributing to the advancement of the aim the more likely they are to want to fully participate. They share ownership which in turn generates motivation and a sense of commitment.’

Hannah S, Avolio B. Moral potency: Building the capacity for character-based leadership. Consulting Psychology Journal: Practice and Research. 2010;62(4):291-310. cited in Hilton K, Anderson A. IHI Psychology of Change Framework to Advance and Sustain Improvement. IHI White Paper. Boston, Massachusetts: Institute for Healthcare Improvement; 2018. (Available at [ihi.org](http://ihi.org))



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# Central Coast Local Health Consumer Participation Framework

*written with consumers  
for consumers*



## The start of our journey



## How we did it

- Developing a shared vision
- Building on all comments and ideas
- Being - Inclusive
  - Open
  - Spontaneous

*'written with consumers for consumers'*



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## Our experience

Shared  
goals

Shared  
purpose



Working  
together

Joint  
decisions

Open and supported



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# Health literacy principles

Proof reading

Target audience

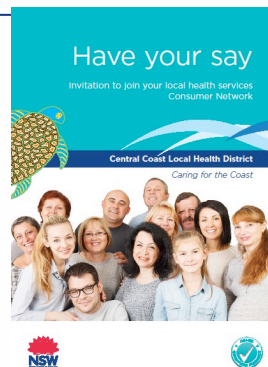
Tested again  
and again



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# Our achievements

*Developing a consumer network*

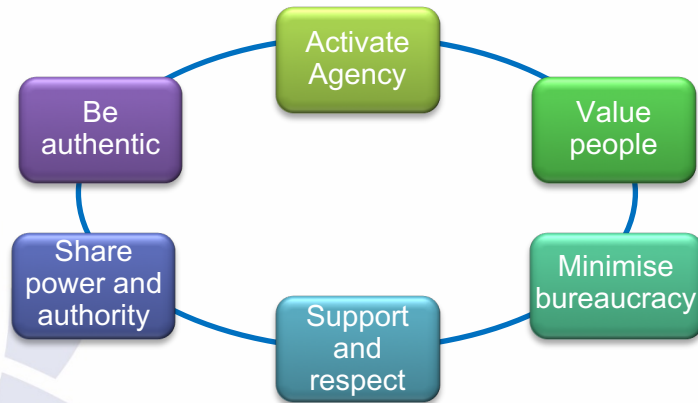


Resulted in an increase in numbers and diversity of the network in last 12 months (exceeding our annual goal of 5%)



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# Create the right conditions



Hilton K, Anderson A. IHI Psychology of Change Framework to Advance and Sustain Improvement. Boston, MA: Institute for Healthcare Improvement; 2018. [ihi.org/psychology](http://ihi.org/psychology)



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## Key message



*The whole is greater than the sum of its parts*

- There is no 'one size fits all' method of co-design
- Trial and error – your co-producers will tell you what works well for them
- Requires and investment in time



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