

Rural Health and Research Congress

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PARTNERS IN HEALTH

# Building a community engagement framework



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## About NNSW LHD

20,732 square kilometres from Tweed Heads to Grafton

- 7 Local Government Areas
- 8 Hospitals
- 4 Multi-Purpose Services
- 2 HealthOne services
- 20 Community Health Centres
- 5500+ employees

Serving a population of 301,600

- Large, ageing and growing population



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## Background

- *NNSW LHD has a long history of engagement*
  - *Advisory committees since 2011*
  - *Framework previously reviewed 2015*
  - *Poor accreditation outcomes for Standard 2: Partnering with Consumers*
- *In October 2018 Board and Chief Executive requested review of community engagement framework and advisory council*



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## Review process



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## Engagement drivers

*Legislative, policy and strategic context:*

- National Safety and Quality Health Service Standards (NSQHS) Standard 2 – Partnering with Consumers
- NSW State Health Plan: Towards 2021
- NSW Health Corporate Governance & Accountability Compendium
- Australian Charter of Healthcare Rights
- Health Services Act 1997
- NNSW LHD Strategic Plan 2019–2023



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## Enablers for effective engagement

- Board and executive buy-in
- Genuine commitment
- Values-based engagement
- Supporting processes
- Resourcing



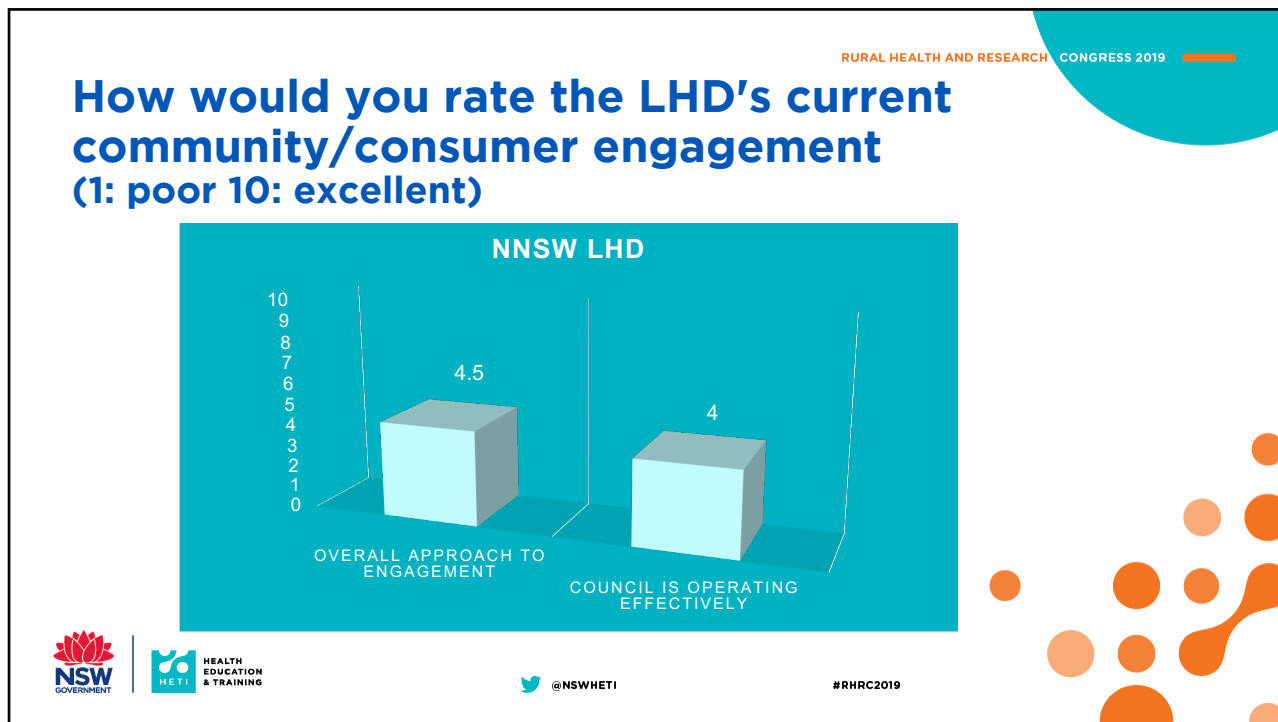
Source: Health Consumers Queensland



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*not meaningful* **very** tokenistic **patchwork**  
**broken** *not* coordinated **irregular**  
**ad-hoc** passive **needs a cultural shift**  
**hotch-potch** *ineffective*  
**frugal inconsistent**  
**scatter-gun** **outdated**  
**disjointed** *not standardised* **lacks visibility**  
**driven by accreditation**  
**tick-a-box** *needs refreshed approach*

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## Key messages from review

- *Current approach viewed negatively*
- *Isolated pockets of excellence*
- *Appetite for change and desire to:*
  - *achieve broader community participation*
  - *implement refreshed, more meaningful approach*
- *Need more "how" (equip staff and consumers)*
- *Need a cultural shift to embrace consumer participation*



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## New framework and structure

*The framework addresses key areas for improvement identified during the consultation process:*

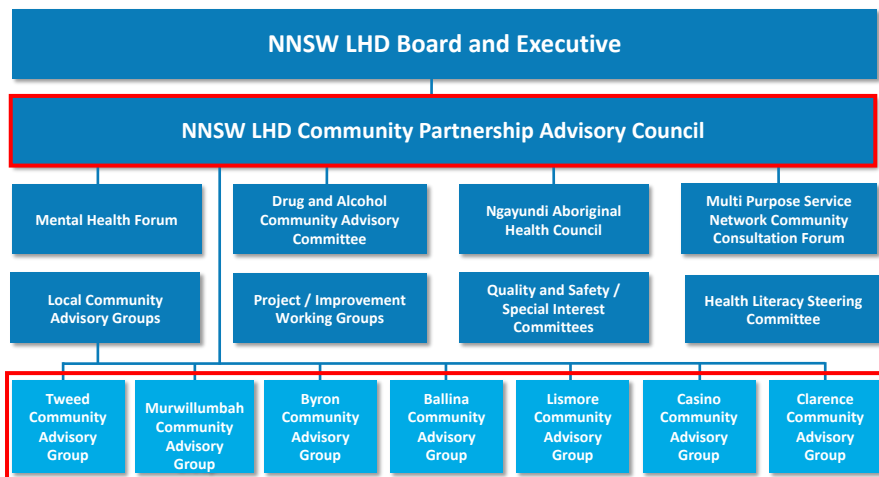
- *Engagement structure*
- *Community engagement strategy*
- *Processes*



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# NNSW LHD Community Engagement Structure



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**YOUR INPUT MATTERS**

Use your experience as a patient, carer, or health consumer to improve your local health services

**Northern NSW we need your input**

Would you like to use your experience as a patient, carer or health consumer to improve health services in Northern NSW?

**Media Release**

**Volunteering at the heart of health care**

**Make a difference**

Use your experience as a patient, carer or health consumer to improve your local health services

**Northern NSW Local Health District**

**Volunteer Opportunities: Northern NSW we need your input**

Would you like to use your experience as a patient, carer or health consumer to improve health services in Northern NSW?

Northern NSW Local Health District is seeking expressions of interest from individuals living in Northern NSW for appointment to local community advisory groups at Tweed, Murwillumbah, Byron, Ballina, Lismore, Casino and Clarence.

These groups will provide important advice, feedback and guidance to the health service.

**How to apply**

If you are an interested patient, carer or community member, please complete the expression of interest available on the Northern NSW Local Health District website at [www.nswlhd.health.nsw.gov.au](http://www.nswlhd.health.nsw.gov.au) or on the NNSWLHD Facebook page.

Expressions of interest must be received by Friday 21 June 2019.

For more information or if you wish to be contacted, please contact Gerald May, Community Engagement Manager on (02) 4624 0333 or [Gerald.May@nswlhd.health.nsw.gov.au](mailto:Gerald.May@nswlhd.health.nsw.gov.au)

**Volunteering at the heart of health care**

When Council member, George Thompson, started to have a voice in the future of health services in his local community, he joined the Northern NSW Local Health District (NNSWLHD) as a community representative.

After he suffered a stroke, George also saw an opportunity to contribute to building better health services for his community.

Representative because of the interest I have in my experiences with health services, I was able to contribute to the health service in a meaningful way.

Areas of government would enable me to contribute to the health service in a meaningful way.

During National Volunteer Week, from 20-26 May, NNSWLHD is inviting community members interested in sharing their experiences and helping improve health services established across the region.

The new groups will provide advice, feedback and guidance to the health service on a range of plans and initiatives.

**For further information, visit the Northern NSW Local Health District website or the NNSWLHD Facebook page or contact Gerald May, Community Engagement Manager on (02) 4624 0333 or [Gerald.May@nswlhd.health.nsw.gov.au](mailto:Gerald.May@nswlhd.health.nsw.gov.au)**

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## Where are we at...

- Seven new local CAGs established since August
  - 65 community reps
  - TOR endorsed, elected chairs, Council reps
- New district-wide Council meets 21 October
- Strategy roadmap for consumer engagement
- New processes/templates in place
- New staff Engagement Collaboration Group (ECG)
- Intranet site for consumer engagement
- Better equipped to meet national standards
  - Clarence accreditation assessment 14-18 October



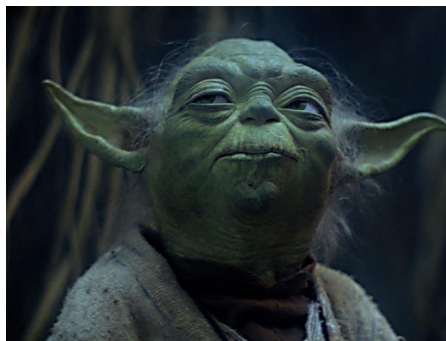
## What we hope to see...

*Involving patients, carers and community members in decisions around health services contributes to:*

- improved patient experience
- services based on local experience and needs
- improved communication between patients and staff
- increased community understanding of the health service
- strengthened community connections
- greater staff satisfaction

## Lessons learnt

- *Let the data be your guide*
- *Find an executive champion*
- *Engage everyone (try) who has a role in consumer participation*
- *Get the architecture right*
- *Patience you must have*



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*“The framework is excellent and should contribute to more meaningful community engagement and improved health service outcomes”*

**George Thompson, Coraki**  
NNSW LHD health consumer



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