

Consumer and Community Engagement Strategy 2014-2018

Vision

Changing lives for the better

Mission

Delivering quality, evidence-based integrated health services focused around the patient's journey that are effective, efficient and meet the needs of the community.

Values

Central Queensland Hospital and Health Service is committed to its guiding values:

- Commitment
- Care
- Collaboration
- Innovation
- Integrity
- Respect



Objectives:

1. Support meaningful engagement to ensure safe, reliable services

- 1.1 Involve trained consumers in the planning, design and evaluation of health services.
- 1.2 Implement patient-led safety program
- 1.3 Implement Speaking up for Safety campaign
- 1.4 Ensure engagement is inclusive of indigenous and CALD communities

2. Foster great patient experience

- 2.1 Implement Patient First campaign
- 2.2 Actively engage patients to monitor and improve patient journey
- 2.3 Encourage feedback through the Have Your Say campaign
- 2.4 Support delivery of effective front-line engagement

3. Build a strong reputation

- 3.1 Use consumer and community input to develop policy, governance and information for patients.
- 3.2 Actively report and promote performance
- 3.3 Use expert knowledge to build health awareness
- 3.4 Increase visibility in the community

4. Develop effective partner relationships

- 4.1 Develop and implement Coalition for Health communication plan
- 4.2 Partner with primary care providers
- 4.3 Foster relationships with Community Advisory Networks
- 4.4 Instigate effective volunteer program

These objectives align with CQHHS's strategic objectives to provide safe, reliable services, excellent patient experience and healthcare outcomes, build a strong reputation and to develop effective partner relationships

Measures:

1. Patient and carer satisfaction.
2. All relevant governance (plans, policies and procedures) are in place to allow effective consumer and community engagement.
3. Number of visits to Consumer and Community Engagement website.
4. Increased consumer and community participation in engagement activities.
5. Decrease in patient complaints regarding communication.
6. Improved responses from the patient bedside audit.
7. Increased number of community presentations by HHS representatives.
8. Increase in the influence of feedback.
9. Participation in Coalition for Health.
10. Number registered on CQHHS Community of Interest.
11. Improved ability to access consistent engagement opportunities

The effectiveness of CQHHS's Consumer and Community Engagement as reported against the above measures will be published to CQHHS's website at www.health.qld.gov.au/cq

Consumer and Community Engagement Strategy 2014-2018

Policy and Legislative Context

Legislation

Hospital and Health Boards Act 2011 Sections 40 and 41 require each HHS to develop and publish a Consumer and Community Engagement Strategy.

National Safety and Quality Health Service Standards

National Safety and Quality Health Service Standards in 2011, specifically Standard 2: Partnering with Consumers acts as a mechanism to drive stronger engagement with consumers at hospitals, day surgeries, community health services and dental practices and provides a framework for active partnership with consumers by health service organisations.

Boards and Executive committees

As is required by the *Hospital and Health Boards Regulation 2012* the board will make a summary of the key issues discussed and decisions made in each board meeting available to consumers and the community, subject to the board's obligations relating to confidentiality and privacy.

Relationship to CQ Health Clinician Engagement Strategy

The CQ Health Clinician Engagement Strategy is a core engagement process required by the *Hospital and Health Boards Act 2011* and is being developed alongside the review of CQHHS's Consumer and Community Engagement Strategy.

The outcomes of protocols between CQHHS and other service providers will inform the strategy and future engagement activities with their communities.

Continuous improvement

- To evaluate and report on the consumer and community engagement activities and initiatives within CQ Health, evaluation measures and reporting requirement will be established and linked to the National Safety and Quality Health Standards.
- This system will be used to monitor the outcomes of engagement activities and allow CQHHS to monitor how feedback gathered has been utilised by the health service and how consultation practices can be improved.



Identifying key issues

CQHHS is committed to engaging with consumers across the three key domains of organisational operation:

- Service planning and design
- Service delivery
- Service monitoring and evaluation

CQHHS will engage at the individual, service, network and system levels across the five elements of engagement to inform, consult, involve, collaborate and empower our consumers and community.

Engagement will consider the Health Consumers Queensland (HCQ) Consumer and Community Engagement Framework.

For more information on CQHHS's approach to engagement visit www.cqhealthhub.qld.gov.au/how-we-engage

Engaging with diverse communities

To ensure meaningful and accessible engagement with the culturally and linguistically diverse population in Central Queensland, CQHHS will follow the below protocols:

- Provide staff with access to adequate training to ensure cultural competence
- Provide effective language support services and interpreters for consumers and community members where required
- Maintain community profiles and demographic data
- Provide engagement arrangements that are flexible and responsive to community needs
- Utilise inclusive language, branding and imagery when promoting health services and engagement activities.



sign and date here

Approved by Charles Ware
Central Queensland Hospital
and Health Board Chair
Version 1.0 21 November 2014 P0797