



Consumer and Community Engagement Strategy

Our vision

To be a trusted and valued leader in the delivery of health services to rural and remote communities

Our purpose

To provide safe, effective, responsible and sustainable rural and remote health services that people trust and value

OUR VALUES



Quality

Striving for excellence and the highest standards of care



Compassion

Treating people with kindness, respect and dignity



Accountability

Showing reliability and taking ownership



Engagement

Connecting with others to work effectively and inclusively



Adaptability

Constantly learning, changing and growing

Why do we engage?

Put simply, we engage so we can understand how best to meet the healthcare needs of the people we serve. By actively listening, understanding and responding to those who use our services, we can form the foundation of safe, responsive, person-centred healthcare that our consumers and communities need and expect.

Who are our consumers and community?

South West Hospital and Health Service consumers and communities include the people and groups living within our catchment area who use our health services.

They include patients and clients as well as their families, friends and carers.

- Our catchment is a geographical area of 319,000 square kilometres (17 per cent of Queensland)
- Our 3 hospitals, 8 multipurpose health services, 4 community clinics, 9 general practice services and 2 residential aged care facilities serve a population of 26,000 across 6 local government areas
- 13.4 per cent of our community members are First Nations people.

How can consumers and community members engage with us?

- Talk to us – at the patient's bedside, in the hallway, or anywhere within our facilities
- Join our Community Partner and Community Volunteer programs
- Submit feedback and ideas on to our patient and Consumer Feedback Service on SWHHS-Consumer_Feedback@health.qld.gov.au
- Complete surveys or patient experience questionnaires
- Participate in our Community Advisory Network (CAN)
- Join us on social media by searching South West Hospital and Health Service
- Register your interest on our Consumer Interests Register.

Our challenges

- Community uncertainty around local health service availability and capability
- High levels of chronic disease and poor mental health, and social disadvantage
- Low levels of health literacy
- Significant numbers of people who rarely engage with the health service.

Our opportunities

- Partnering with patients, their families and carers, and with our communities to identify and act on ways to improve health service delivery
- Collaborating and learning from our staff and consumers to deliver better health outcomes
- Evaluating what we do to ensure improvements are fully embedded
- Connecting with community groups to integrate and celebrate the diversity of our workforce and communities.

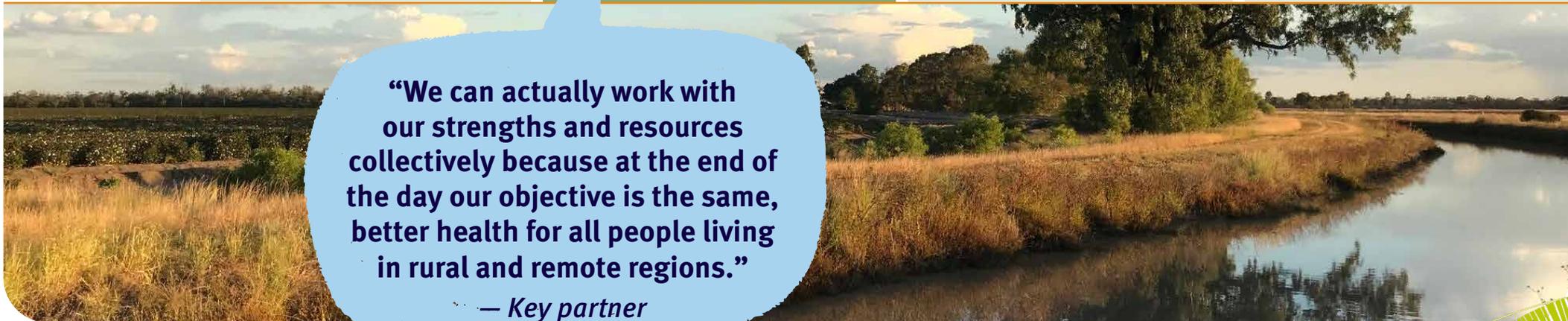


OUR PROMISE

Objectives	What we will do	How we will do it	How we will measure it	Measures <i>(from 30 June 2022 baseline)</i>
<p>Consumers are actively involved in decisions about their care</p>	<ul style="list-style-type: none"> Partner with patients in their healthcare Provide consumers with clear, easy-to-understand information about services, treatments and their healthcare rights Ensure consumers know what opportunities are available for providing feedback Respond to consumers' preferences and cultural needs including for First Nations people and vulnerable populations Involve families or significant others at the patient's request in discussions about their care. 	<ul style="list-style-type: none"> Actively listen to community members and respect their ideas and solutions Train and support our workforce in the delivery of person-centred, compassionate care Recognise and celebrate the contributions of unpaid carers and volunteers Ensure the information we give patients and carers meets health literacy standards and considers cultural differences and diversity Support patients and consumers to access new technologies and health services Acknowledge compliments and resolve complaints within defined timelines. 	<ul style="list-style-type: none"> Number of staff accessing and completing training related to patient care Quantity and quality of improvements made to health information resources Number of cultural resources produced including material specific to First Nations people, including a new 'have your say' form for First Nations consumers Patient Bedside Information remains current and up to date Number of person-centred quality improvements implemented Number of complaints resolved and compliments shared. 	<ul style="list-style-type: none"> 85% compliance maintained for Cultural Competency and Compassionate Care mandatory training Governance framework for Consumer Publications reviewed by 31 August 2022 Four (4) community engagement sessions with Aboriginal and Torres Strait Islanders and consumers Four (4) staff cultural diversity sessions held annually Patient Bedside information reviewed annually 100% of complaints acknowledged in five days, 90% complaints resolved in 14 days and 100% complaints resolved with 35 days.
<p>Consumers and community members get to have a say about health service improvements</p>	<ul style="list-style-type: none"> Actively seek consumers' ideas, thoughts and suggestions via a range of channels Acknowledge and evaluate all feedback in relation to healthcare Respect the patient / carer journey and people's lived experience Include partner agencies in decision-making around the communication and delivery of health services Respect cultural perspectives relating to the health and wellbeing of First Nations people and all those from vulnerable and culturally diverse backgrounds Communicate details of healthcare incidents and embed system improvements to prevent reoccurrence. 	<ul style="list-style-type: none"> Create easily accessible systems that enable consumers to provide feedback on the patient experience, and encourage participation Evaluate consumers' feedback and select realistic suggestions for action Task the Executive Leadership Team (ELT) with actioning selected consumer ideas Respond to consumers on outcomes and provide quarterly progress reports Ensure staff and Board members have opportunities to hear consumers' stories Review incidents to identify necessary system changes to prevent reoccurrence. 	<ul style="list-style-type: none"> Quality and quantity of consumer feedback received, and suggestions offered Improvement in patient experience data Incorporation of patient experiences into staff education and training Number and quality of improvement activities that involve consumers Increased membership and involvement in the CAN Consumer stories are presented at every executive and Board meeting, and other relevant forums Recommendations of incident review are implemented within specified timeframe. 	<ul style="list-style-type: none"> Results of surveys reported and published quarterly Twice yearly forums to discuss consumer and community engagement strategy progress At least four (4) quality improvement activities implemented 5% increase each year in CAN participation and engagement activities Voice of the patient is a standing agenda item on governance committees 100% of clinical analysis completed for complaints received where a clinical incident has been identified.



Objectives	What we will do	How we will do it	How we will measure it	Measures <small>(from 30 June 2022 baseline)</small>
<p>Consumers and local communities have the opportunity to help plan and design future health services</p>	<ul style="list-style-type: none"> • Invite consumers and community members to partner in the design, measurement and evaluation of health services • Inform consumers about changes and innovations in healthcare • Offer First Nations people opportunities to participate in and contribute to service planning and design • Actively engage with young people to understand and address their issues, and enhance health literacy. 	<ul style="list-style-type: none"> • Champion the CAN to identify local needs and opportunities • Partner with consumers in healthcare design and governance • Build and maintain various consumer engagement channels including those which resonate with First Nations people, socially isolated people, elderly people, young people, people with a disability, and those with limited IT know-how • Establish the eYouth CAN. 	<ul style="list-style-type: none"> • Number of consumers engaged in South West HHS activities • Number of consumers on our Interests Register • Number and quality of health promotion / prevention activities delivered • Number of co-designed initiatives implemented annually • Survey feedback from the Community Advisory Network. 	<ul style="list-style-type: none"> • 10% increase in consumer of interest's registrations • 5% increase in health promotion / prevent activities annually • At least one co-designed activity per year implemented • 85% CAN Forum attendees assess the CAN Forum as effective • Two Youth CAN Forums per annum.
<p>South West communities are involved and engaged with their local health services</p>	<ul style="list-style-type: none"> • Seek wider input into our work and what matters to our communities • Enhance our website and social media presence. 	<ul style="list-style-type: none"> • Encourage wider awareness and participation in our CAN and community engagement activities • Further participation in schools based health and wellbeing activities • Publication of a new South West HHS website. 	<ul style="list-style-type: none"> • CANs are representative of the communities they represent • Numbers of participants attending South West HHS / partner events • Participation in school based activities (including early learning) • Analysis of online social media subscriber rates and web visits. 	<ul style="list-style-type: none"> • Information on local CANs available on website • Establishment of an event register to establish baseline data in year 1 and measure annual increase in participation in other years • 5% Annual increase in website visits and social media subscribers.



“We can actually work with our strengths and resources collectively because at the end of the day our objective is the same, better health for all people living in rural and remote regions.”

— Key partner

This strategy outlines the actions we will take to engage meaningfully in relation to the planning, design, delivery and evaluation of our healthcare services to meet the needs of our communities. The strategy helps us meet the legislative requirements of the Hospital and Health Boards Act 2011 and the National Safety and Quality Health Service Standards.

