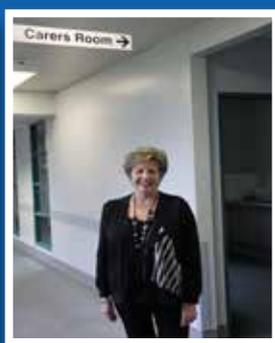
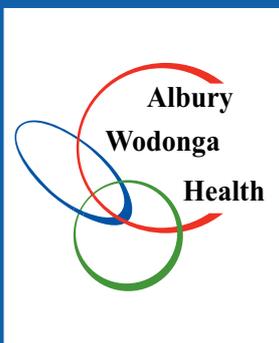
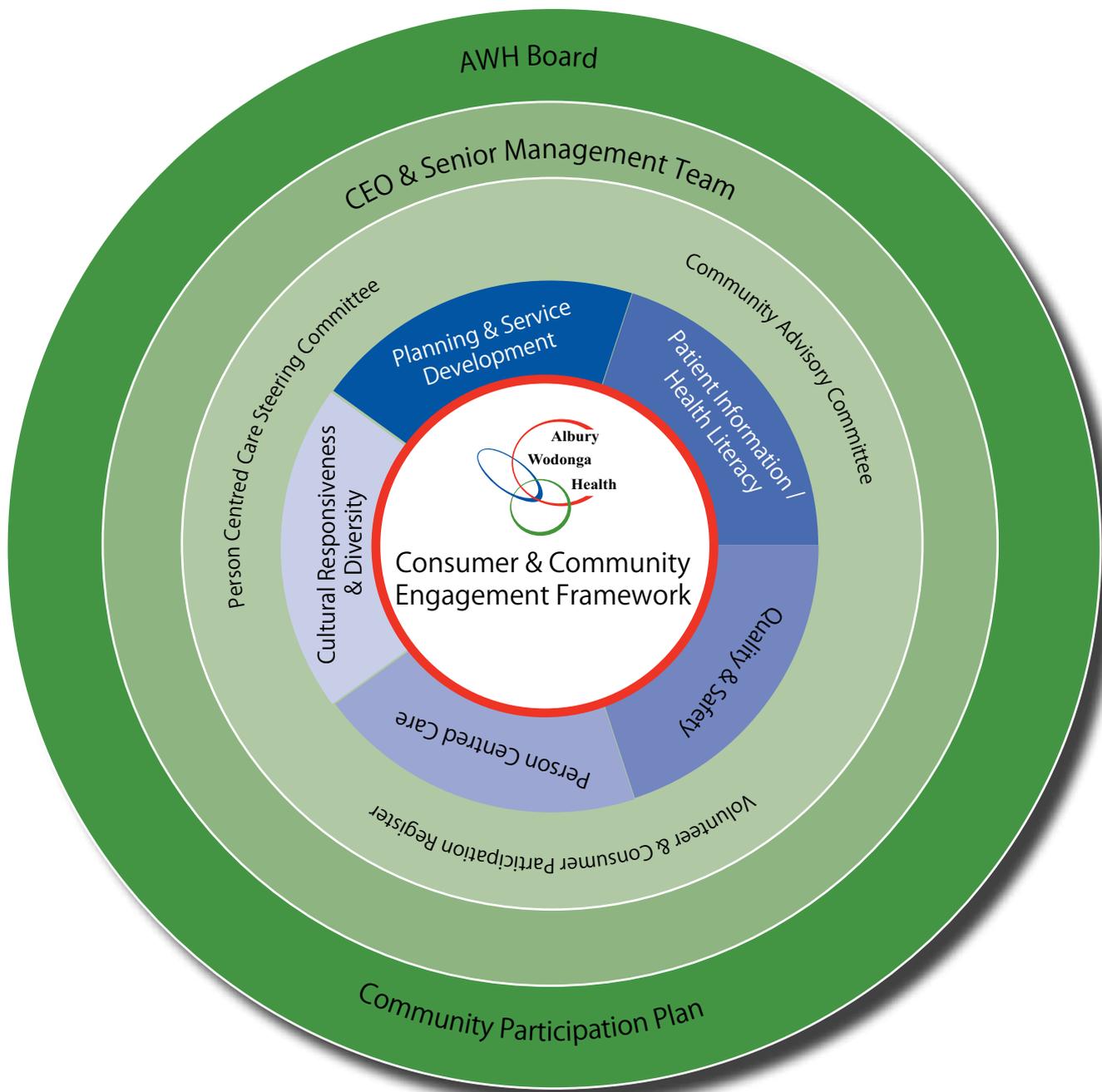


Consumer and Community Engagement Framework



Our Vision

The Best of Health

Our Purpose

To deliver safe, reliable, responsive patient care

Our Values

PATIENT AND CLIENT FOCUSED	Our purpose is to serve our patients and clients in order to achieve the vision and purpose of Albury Wodonga Health
ETHICAL	Both in our clinical endeavour and our business practices we will be just in all our dealings
TEAMWORK	Esprit de corp, harmony, partnership and unity are valued
EQUITY	Fairness, integrity and justice are apparent in our actions
RESPECT	Appreciation of the worth of others and regard for their contribution is inherent
COMPASSION	Consideration, empathy and humanity are given freely to our patients and staff alike
ACCOUNTABILITY	Understanding that all bear a personal responsibility to our community
TRUST	Confidence that all are doing their best, honestly and positively



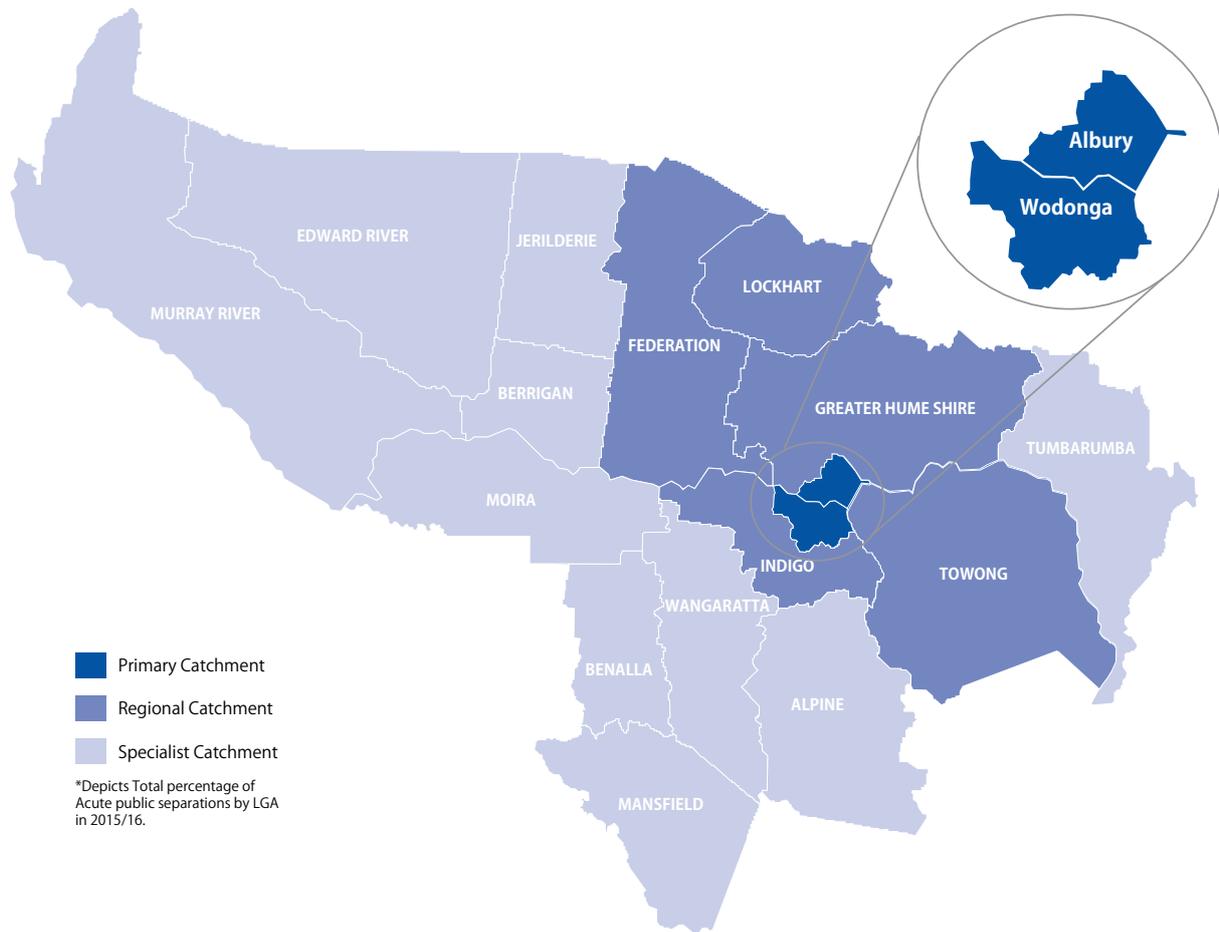
This publication has the AWH Consumer Endorsed tick of approval.

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The community we serve

The map below graphically represents the communities AWH serves. The catchment area population is estimated at 250,000 people.



With more than 2,000 staff, serving a population of over 250,000, Albury Wodonga Health is a fast developing regional health service.

Albury Wodonga Health (AWH) operates within the responsibility of the Victorian Department of Health and Human Services. AWH offers the sophistication of many of the health services found in the metropolitan environment.

AWH is a 286 bed health service that, in the 2015-16 financial year, treated 35,122 inpatients, triaged 62,292 emergency presentations and welcomed 1,712 babies.

The services are provided using 30 subacute beds, 44 acute mental health beds, 5 intensive care beds, 7 operating rooms, and 117 general beds in partnership with a range of community based residential facilities and community health centres. AWH now delivers care and services from 17 different sites across North East Victoria and Southern NSW.

Foreword

The Consumer and Community Engagement Framework provides AWH with the “roadmap” to help the organisation engage and have a more meaningful relationship with consumers and our community.

Consumer and Community Engagement is a key priority for AWH. We believe ‘the best of health’ is achieved by involving our consumers and the community in decision-making about their own health care. Consumers and the Community are engaged to provide advice about safety and quality, service delivery, planning, and policy development. Effective engagement is fundamental to AWH achieving our purpose of delivering safe, reliable and responsive patient care.

Leigh McJames - Chief Executive Officer

It has been a very exciting and rewarding experience being on the Community Advisory Committee from when AWH was first formed to where I am today on the Person-Centred Care Steering Committee and volunteering on AWH ward programs.

I was very honoured to be asked to participate in developing and upgrading our Consumer and Community Engagement Framework.

I think this shows how far AWH has come in seeing the value and benefit of consumer participation.

Having a family member with a disability and others with chronic health issues, I have had to use the health service frequently. I am very aware of the importance of having a health service that delivers safe, reliable and inclusive care and I have seen firsthand the benefit and value of consumer participation. By sharing and listening to consumer experiences, we can learn and improve patient outcomes.

I have been involved in a number of activities as a consumer representative. For example, consumers were asked to have input to the renovation and upgrade of AWH Wodonga Hospital Emergency Department. We felt very appreciated and listened to upon seeing the completion of the upgrade. Having a child with a disability it was great to see over-head lifters and a large accessible room.

I was also asked to be part of the redesign of the Rehabilitation Department. I was asked to comment throughout the project and always felt my comments and input were valued. I was able to assist with the transition of the Rehabilitation Department from the Albury Hospital to the Wodonga Hospital. I went to the Rehabilitation Ward every day for three weeks and asked consumers and staff how the transition was going, if there were any problems and how could we improve what we were doing. Feedback was reported to the Nursing Unit Manager who made sure that all comments went to the appropriate areas. The outcome was that many problems were corrected straight away and what was done well became standard practice.

I look forward to the continuing enhancement of consumer and community participation at AWH and am excited by the opportunities we have to work together to support the delivery of safe, reliable, responsive patient care.

Robyn Raine - Consumer

Introduction

This framework outlines the key principles upon which a systematic approach to consumer and community participation in AWH can be built. The purpose of the framework is to guide the AWH Board of Directors, Senior Management and staff in applying agreed principles and approaches to actively involving consumers to deliver safe, reliable and responsive patient care.

The aim of the Framework is to:

- state AWH's commitment to consumer and community engagement;
- provide a shared understanding of what engagement means for AWH;
- provide guidance to AWH on how to put this commitment into effect, through the development of the *AWH Consumer Participation Plan* and through the establishment of structures and mechanisms to facilitate engagement;
- ensure AWH works in line with the Victorian Government's policy "*Doing it with us, not for us*" and achieves the requirements of the Australian Commission on Safety and Quality in Health Care, relating to *Partnering with Consumers*.

What is Consumer and Community Engagement?

Consumer and community engagement is the process of involving health consumers and community members in decision-making about their own health care, health service planning, policy development, priority setting and addressing quality issues in the delivery of health care services.

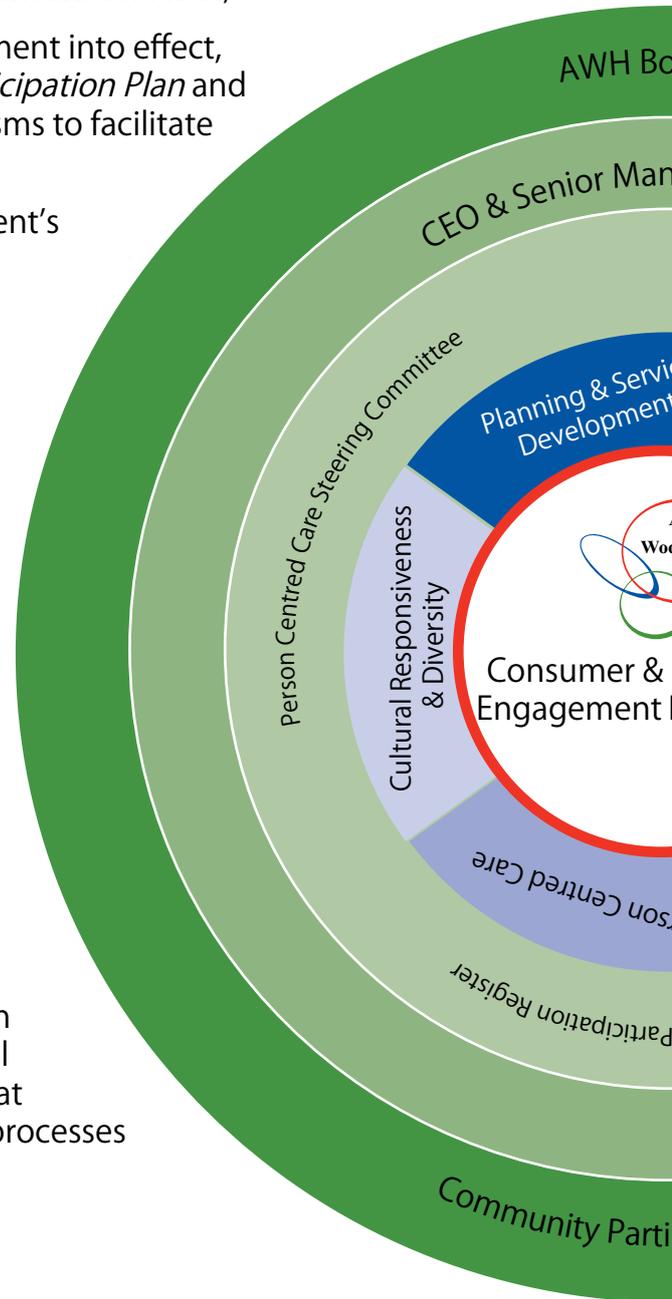
Consumer and Community Engagement at Albury Wodonga Health

AWH is committed to meaningful engagement with consumers and community members at all levels of health care planning, delivery and evaluation, from the individual consumer to the whole of the community. Our belief is that people have the right to be involved in decision-making processes that affect their health care and their health service.

Benefits of Consumer Engagement

Consumer engagement in health care services has been shown to:

- help improve health outcomes;
- make services more responsive to the needs of consumers and increase accountability;
- contribute to improvements in quality and safety;
- assist in developing new models of care, skills and confidence.



“Doing it with us, not for us” Guiding Principles

Trust

Engagement works best when there is mutual agreement regarding the processes and assessment of issues under consideration as developed through productive working relationships.

Respect

All participants need to show consideration and value each other as equal contributors in the engagement process.

Openness

Engagement must be built from the ground up and this can only be ensured if all participants are open to considering the ideas of consumers, carers and the community and are willing to accept change.

Equal Opportunity

At the earliest possible time, involve all those who will be affected by the decisions, inform them of the decision-making process and ensure they have access to the information and the means to participate.

Advocacy and Support

Engagement must be supported from the top and resources made available so that engagement is meaningful for the consumers, carers and community members.

Responsiveness

Engagement is timely and genuine, with consumer and community feedback incorporated into decision-making.

Shared Ownership and Accountability

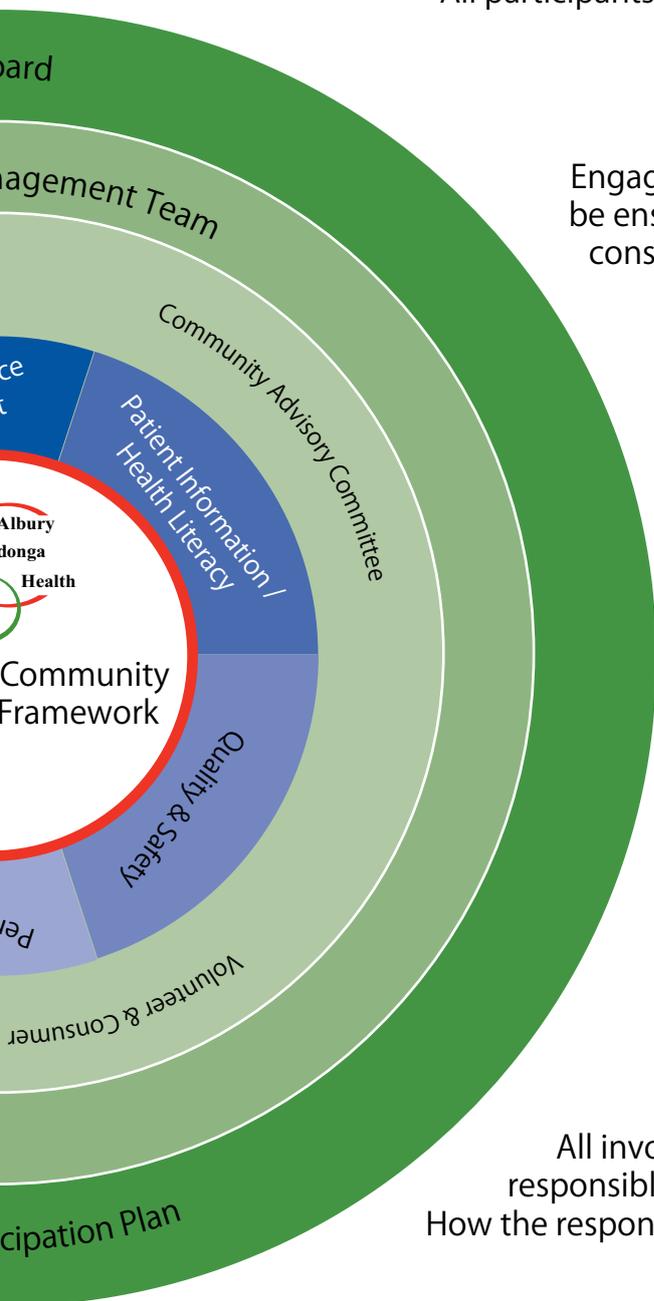
All involved share ownership of the process and decisions and are responsible for monitoring and evaluating the impact and outcomes. How the responsibilities are distributed is defined in the engagement plan.

Dissemination

The decisions made, and how consumers, carers or community members engagement influenced those decisions, is communicated to all that are involved and affected by the decision.

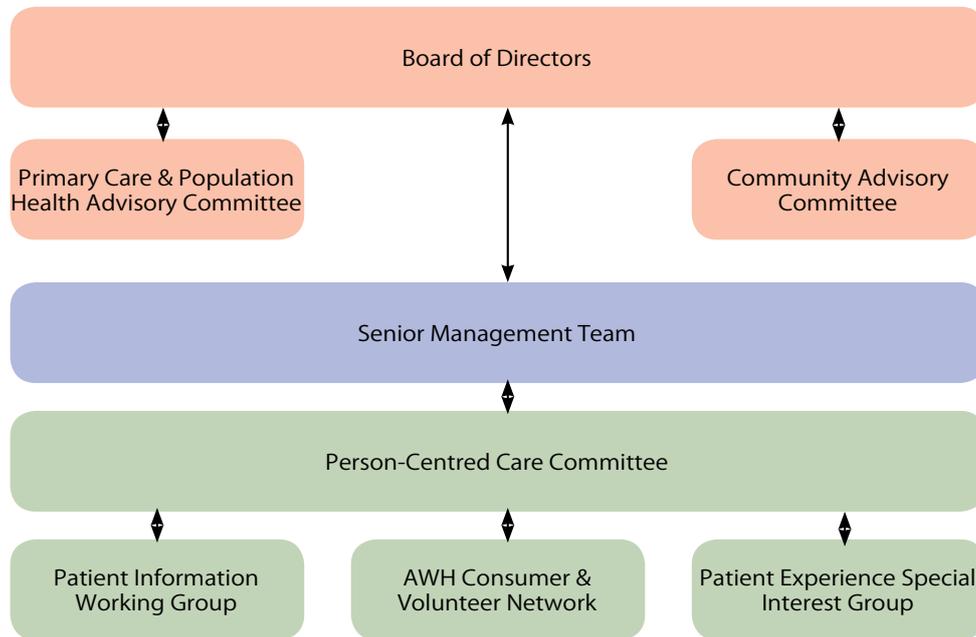
Evaluation

There will be regular review of how effectively engagement processes have met the aims and objectives of this framework.



Governance and Accountability

Consumer and community participation is a shared responsibility across AWH, led by the AWH Board and Senior Management Team and supported through committees including the Community Advisory Committee, the Person-Centred Care Committee and the Consumer and Volunteer Network.



Key Result Areas

AWH uses the above structure to assign responsibility for designing, implementing and evaluating actions in the following key result areas:

Planning & Service Development

1. Consumers and community members are supported to participate in a range of activities supporting strategic and operational planning;
2. Consumer and community feedback is sought as a key component of proposed service changes or developments.

Patient Information and Health Literacy

1. AWH will involve consumers in the preparation of patient information.
2. AWH will engage with the broader community to provide information about health and health care.





Key Result Areas

Quality & Safety

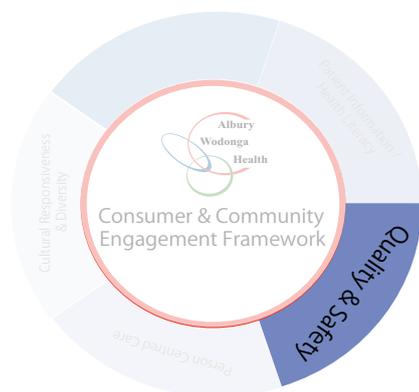
1. Consumers and community members are supported to participate in a range of activities involving decision-making about safety and quality.
2. All patients and carers know how to make a complaint and how to provide feedback about their experience of health care.
3. Consumers participate in the analysis and evaluation of patient feedback to support service improvements.

Person-Centred Care

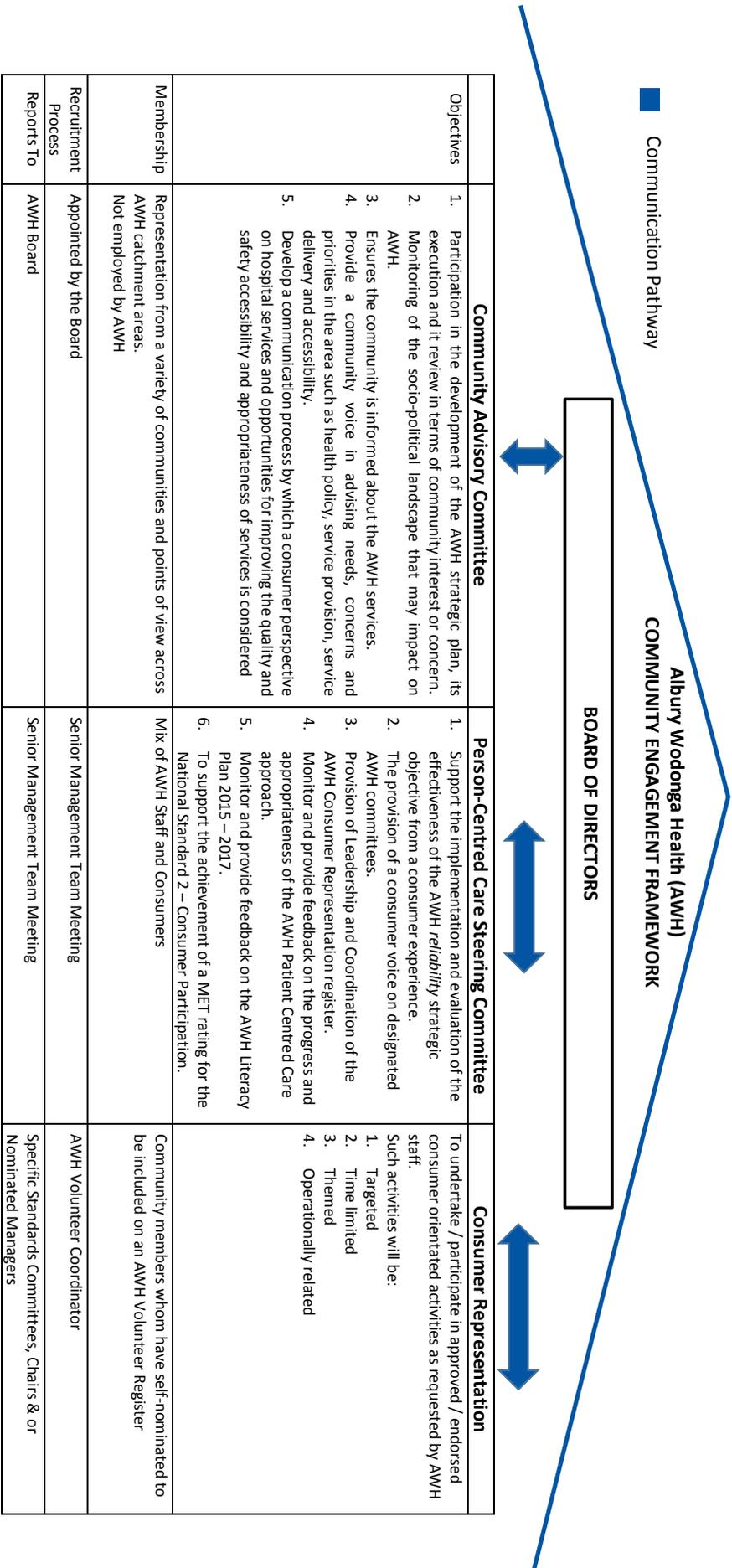
1. All patients and carers are made aware of their rights and responsibilities.
2. AWH works with patients, carers and families to support them to be partners in decision-making about care and treatment.
3. AWH provides training and orientation to all volunteers.
4. AWH provides training to staff on consumer and community engagement.

Cultural Responsiveness & Diversity

1. AWH will respond effectively to the diverse needs of its community
2. AWH will provide opportunities for all members of the community to be involved in consumer and community participation activities
3. AWH will provide training to staff on cultural responsiveness.



The diagram below describes the key objectives of the Community Advisory Committee, the Person-Centred Care Committee and the Consumer and Volunteer Network.



How to be involved

Who can be a Consumer or Community Participant?

A consumer or community participant is an individual that has an interest in healthcare and their community.

A consumer or community participant can be a user of the service, carer or loved one of the consumer. They are welcome to engage and participate in their care and service delivery.

A consumer or community participant can be a member of a group or organisation that represents different sectors of our community, e.g. people with disabilities, a cultural group, chronic health groups, aged care, etc.

What does a Consumer or Community Participant Do?

Consumer and community participant members work with AWH staff and management to provide a voice for consumers and their community on their health needs and health service.

Participation can include membership of committees; steering and working groups; training and education of staff; participation in consumer forums; and / or working with state health agencies. Participation can be for a few hours a month or working on an intensive project.

A consumer participant member is supported, resourced and valued when participating with AWH. Consumers and community members always have a point of contact for support and are given feedback on their contribution.

Levels of Consumer and Community Engagement

Consumer and Community Engagement can occur at different levels of the organisation and these include:

- Individual healthcare - people making informed choices about their health care, self management support, health literacy and shared decision-making;
- Program - individuals, groups or communities of interest being involved in designing, planning and evaluating programs and services, e.g. diabetes support or individual with diabetes having input regarding diabetes services;
- Organisation - involvement in higher level decision-making and governance such as Community Advisory Committee or Steering Committees.



AWH Engagement Initiatives

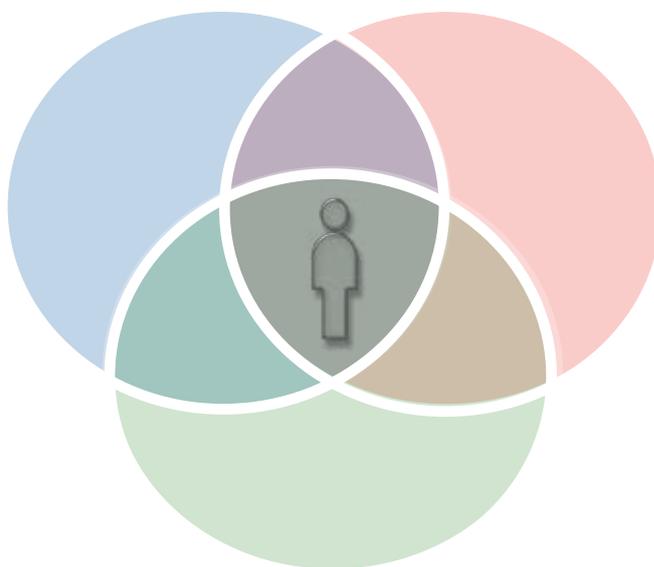
Community Advisory Committee

The AWH Community Advisory Committee (CAC) is a sub-committee of the Board of Directors. The CAC provides advice and guidance to AWH regarding engagement with consumers, carers and community members. This committee also assists AWH to meet the requirements of National Safety and Quality Health Service Standards in relation to Standard 2: Partnering with Consumers.

The Committee's responsibilities are to:

- identify and advise the Board on priority areas and issues requiring consumer and community participation;
- enable community participation by assisting the Board to appropriately integrate consumer and community views in service delivery, planning and policy development;
- develop an annual work plan and key performance indicators;
- participate in the AWH Board strategic planning and service development processes;
- develop a three-year strategic AWH Community Participation Plan for approval by the Board and monitor the implementation and effectiveness of the approved plan;
- provide input into the development of the AWH Consumer and Community Participation Framework;
- advocate on behalf of the community, including promotion of greater attention and sensitivity to the needs of the disadvantaged, isolated and marginalised consumers and communities;
- assist the Board and the Senior Management Team in their communication with the AWH community and consumers;

- assist with the development and monitoring of key performance indicators for service quality and accessibility, in particular the indicators of the annual Quality Account;
- assist in the identification of development and training needs in relation to consumer, carer and community participation in the health service, and make recommendations to the Board on how to meet these needs;
- provide input into planning and actions to meet the National Safety and Quality Health Service Standards in relation to Standard 2: Partnering with Consumers;
- undertake projects and activities as agreed with the Board;
- attend AWH orientation and mandatory training activities and comply with the AWH Code of Conduct and confidentiality policy.



AWH Engagement Initiatives

Person-Centred Care Steering Committee

Consumer engagement is required for AWH to achieve its person-centred care objectives of treating people as individuals, respecting their rights as a person, building mutual trust and understanding, and developing therapeutic relationships.

AWH has established the Person-Centred Care Steering Committee to lead and enable the organisation to realise these objectives and to guide and promote practice across the organisation. The Committee promotes a way of working that recognises the important roles of all those involved in a caring interaction including patients, clients, families, carers, nursing and other members of the multi-disciplinary care team.

The Committee's objectives are to:

- support the implementation and evaluation of the AWH Strategic Plan priority of 'Reliability', to provide excellence in care and service delivery for every person every time;
- provide an avenue for promoting consumer engagement;
- provide leadership and coordination of the AWH Consumer and Volunteer Network;
- monitor and provide feedback on the progress and appropriateness of the AWH person-centred care approach;
- monitor and provide feedback on the AWH Literacy Plan 2015-2017;
- support the achievement of a MET rating for National Safety and Quality Health Service Standards in relation to Standard 2: Partnering with Consumers;
- evaluate the results of the above activities and make recommendations to the appropriate Senior Manager and / or committee.

Consumer and Volunteer Network

The AWH Consumer and Volunteer Network assist engagement activities. The network is a group of consumers who are interested in being more involved with the health service. All are registered in the AWH consumer and volunteer register.

The network aims to:

- identify consumers and volunteers interested in being more involved with AWH;
- provide a database of the AWH volunteer workforce, consumer and community groups interested in being more involved with the health service (including contact details, areas of interest, method of preferred involvement);
- improve the way AWH manages and communicates with consumers, volunteers and community groups;
- provide a means for staff to access consumers and volunteers when planning consumer engagement or volunteer activities;
- provide a means for staff to access consumers and volunteers when planning consumer engagement or volunteer activities;
- increase community awareness of consumer engagement and volunteers' activities within AWH and the broader community.



Appendix A: Community Participation Plan: 2017-2019

AWH Community Participation Plan 2017/19			
Key Result Area 1 : Planning and Service Development			
Objective	Actions	Responsibility	Time frame
1.1 Consumers and community members are supported to participate in a range of activities supporting strategic and operational planning.	a) AWH recruits and supports consumer and community members on key committees including: <ul style="list-style-type: none"> • Board Quality committee • Person-centre care committee • Board Primary Care and Population Health Committee • Patient Experience Special Interest Group 	Board Senior Management Team (SMT)	Annually
	b) AWH Community Advisory Committee (CAC) will develop an advisory strategy to support consumer and community engagement	CAC	March 2018 and every 2 years
	c) The CEO will brief the CAC on a regular basis on key strategic/operational planning so the CAC can fully participate in strategic and operational planning.	CEO	As relevant
	d) CAC to host regional CAC forum on consumer engagement.	CAC	By Dec 2017 and annually
1.2 Consumer and community feedback is sought as a key component of proposed service changes or developments	a) AWH Senior Management Team (SMT) and Board will require evidence of consumer/community consultation before sign off on key strategic/service plans.	Board SMT	On-going
	b) AWH project methodology will include a requirement of consideration of consumer feedback and identify if: <ul style="list-style-type: none"> • Not required • Existing feedback is available and sufficient • New feedback is sought 	CEO/Project management office	On-going
	c) The CAC will be provided with feedback about the use of consumer engagement in project delivery.	CEO	Every 6 months

Key Result Area 2 : Patient Information and Health Literacy

Objective	Actions	Responsibility	Timeframe
<p>2.1 AWH will involve consumers in the preparation of patient information</p>	<ul style="list-style-type: none"> a) AWH will establish a consumer review panel to provide advice on patient information b) AWH will establish new policy and guidelines in relation to health literacy and consumer review of patient information c) Regular audits will be held to review use of consumer feedback 	<p>Patient information working group</p> <p>Person centred care committee</p> <p>Person centred care committee</p>	<p>March 2018</p> <p>March 2018</p> <p>Annually & reported in Quality Account</p>
<p>2.2 AWH will engage with the broader community to provide information about health and health care.</p>	<ul style="list-style-type: none"> a) AWH will develop a contemporary communications plan so that community members “know” and identify with the service b) AWH will update its website and establish a facebook page, in order to improve its ability to promote itself to the community c) AWH will provide regular information to the community in relation to health and health care d) AWH will positively and thoughtfully engage with the media to help to tell the AWH story. 	<p>Office of CEO</p> <p>Office of CEO</p> <p>Office of CEO</p> <p>Office of CEO</p>	<p>June 2018</p> <p>Website - June 2018 Facebook – July 2017</p> <p>On-going</p> <p>On-going</p>

Appendix A: Community Participation Plan: 2017-2019 (cont.)

AWH Community Participation Plan 2017/18			
Key Result Area 3: Quality and Safety			
Objective	Actions	Responsibility	Timeframe
3.1 Consumers and community members are supported to participate in a range of activities involving decision-making about safety and quality	<ul style="list-style-type: none"> a) Consumers and/or community members are represented on key Board and operational committees in relation to safety and quality including Board Quality committee and the Patient Experience Special Interest Group. b) The Patient Experience Special Interest Group (PESIG) Terms of Reference will be revised to include increased consumer membership 	<ul style="list-style-type: none"> Board/SMT Chair PESIG 	<ul style="list-style-type: none"> Annual review August 2017
3.2 All patients and carers know how to make a complaint and how to provide feedback about their experience of health care	<ul style="list-style-type: none"> a) AWH will standardise display information across all of its facilities including information about complaint and feedback processes. 	<ul style="list-style-type: none"> Person centred care committee 	<ul style="list-style-type: none"> December 2017
3.3 Consumers participate in the analysis and evaluation of patient feedback to support service improvements	<ul style="list-style-type: none"> a) AWH Patient Experience Special Interest Group will review and analyse patient feedback information and provide quarterly reports to the Person-Centred Care Committee and the CAC regarding feedback themes and recommendations for action. 	<ul style="list-style-type: none"> Chair PESIG 	<ul style="list-style-type: none"> Quarterly

Key Result Area 4: Person-centred Care

Objective	Actions	Responsibility	Timeframe
4.1 All patients and carers are made aware of their rights and responsibilities	<ul style="list-style-type: none"> a) AWH will standardise display information across all of its facilities including information about the Charter of Rights b) AWH will launch the Patient Experience Statement and accompanying promotional materials and staff training. c) Staff include information about rights and responsibilities in admission and treatment discussions and this practice is audited at least annually. 	<p>Person centred care committee</p> <p>SMT</p> <p>All staff/Clinical Governance Unit</p>	<p>December 2017</p> <p>October 2017</p> <p>Annual</p>
4.2 AWH works with patients, carers and families to support them to be partners in decision-making about care and treatment	<ul style="list-style-type: none"> a) AWH will extend the pilot volunteer-led patient experience survey to include further inpatient wards b) The launch of the Patient Experience Statement will be supported by changes to staff training including introduction of the “What matters to me” video to orientation and all-staff meetings, and roll out of the “Hello my name is” campaign. 	<p>Director Regional Partnerships and Planning</p> <p>SMT</p>	<p>December 2017</p> <p>October 2017</p>
4.3 AWH provides training and orientation to all volunteers	<ul style="list-style-type: none"> a) AWH will provide a revised program of training and orientation for all volunteers 	<p>Volunteer coordinator</p>	<p>December 2017</p>
4.4 AWH provides training to staff on consumers and community engagement	<ul style="list-style-type: none"> a) AWH Community Advisory Committee (CAC) will develop an advisory strategy to support consumer and community engagement b) AWH to engage the Health Issues Centre to provide training to staff. 	<p>CAC</p> <p>Director People, Culture and Development</p>	<p>March 2018</p> <p>June 2018</p>

Appendix A: Community Participation Plan: 2017-2019 (cont.)

AWH Community Participation Plan			
Key Result Area 5: Cultural Responsiveness and Diversity			
Objective	Actions	Responsibility	Timeframe
5.1 AWH will respond effectively to the diverse needs of its community	<ul style="list-style-type: none"> a) The AWH Primary Care and Population Health (PC and PH) Committee will develop a demographic profile of AWH's catchment community. b) Profile data will be presented to CAC annually c) CAC to provide advice on engagement strategies 	<ul style="list-style-type: none"> PC and PH Committee Chair PC and PH Committee CAC 	<ul style="list-style-type: none"> March 2018 Annually Annually
5.2 AWH will provide opportunities for all members of the community to be involved in consumer and community participation activities	<ul style="list-style-type: none"> a) AWH will leverage third party/external engagement opportunities to broaden its engagement reach/stakeholder base. 	CAC	As required
5.3 AWH will provide training to staff on cultural responsiveness	<ul style="list-style-type: none"> a) AWH will introduce new mandatory training regarding cultural awareness for all staff 	Director People, Culture and Development	December 2017

AWH Consumer and Community Engagement Framework

Acknowledgements

We acknowledge and thank:

- the community volunteers who contributed to this framework;
- the AWH Board;
- Chief Executive Officer (CEO) and Senior Management Team (SMT) for having the belief and vision to see the benefit of consumer participation.

The framework will guide AWH in the delivery of safe, reliable, and responsive patient care.

Acronyms

ACHS	Australian Council on Healthcare Standards
AWH	Albury Wodonga Health
CAC	Community Advisory Committee
CEO	Chief Executive Officer
DHHS	Victorian Department of Health and Human Services
ED	Emergency Department
NSQHS	National Safety and Quality Health Service Standards
SMT	Senior Management Team

References

Albury Wodonga Health Strategic Plan *“Health without Borders”* 2015-2018

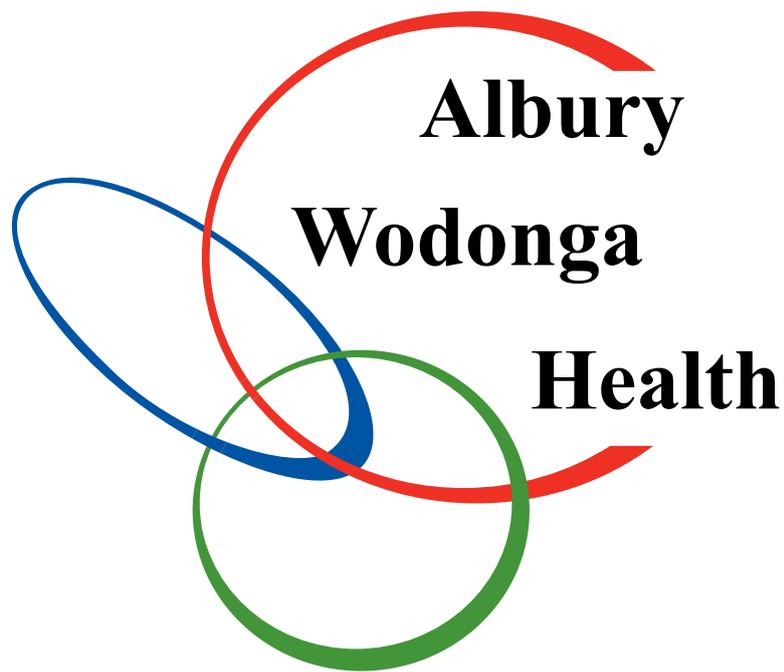
<http://www.awh.org.au/about-us/publications/downloads/images/Health%20without%20Borders%20-%20AWH%20Strategic%20Plan%202015-18.pdf>

Australian Commission on Quality and Health Care *‘Partnering with Consumers’*

<https://www.safetyandquality.gov.au/our-work/patient-and-consumer-centred-care/national-safety-and-quality-health-service-standard-2-partnering-with-consumers/>

Victorian Government *‘Doing it With Us, Not For Us’* Strategic Direction 2010-2013

<https://www2.health.vic.gov.au/about/publications/researchandreports/Doing%20it%20with%20us%20not%20for%20us%20Strategic%20direction%202010-13>



Albury

Wodonga

Health

The Best of Health