

Community and consumer engagement

Gold Coast Health values the ideas and opinions of the Gold Coast community. Our community engagement program supports:

- improving the safety and quality of services through consumer feedback and involvement
- managing public healthcare expectations and diversity by including patients, the community, and health partner providers in Gold Coast Health service education, planning and delivery
- fostering an environment of community awareness, pride and ownership in Gold Coast Health
- expanding engagement activities to promote Gold Coast Health as a world class supplier of healthcare.

Gold Coast Health includes consumers and their input in many facets of our service. Consumer representatives and staff including senior clinicians and executive attend committees to promote quality and safety activities, health service reviews, nutrition improvement, strategic planning and support of special projects.

Consumer and community engagement activities

Gold Coast Health has conducted more than 390 engagement activities in the last 12 months.

Activities ranged from information sharing to consultation and involvement of consumers and community to help plan, deliver and assess our services within our hospitals and community health centres.

Clinicians and support staff worked with health consumers, carers, families, community, non-government organisations and health partners to build knowledge and awareness of our services and advise on post acute care.

Consumer consultants are also embedded in our mental health service to help foster a range of engagement opportunities to improve the local service. They include carer groups, community forums, patient seminars, community displays, partnership groups and consumer surveys.

In early 2016 a new Consumer Advisory Group (CAG) was established to provide broader membership diversity and capacity to participate. The new CAG has its first independent chair and has nominated health literacy and informed consent as two key for 2017-18.



Catherine Happe - volunteer

Gold Coast Health has evolved its Consumer Advisory Group to now be more diverse and representative of the community. Dr Joan Carlini is the new independent CAG chair and has been appointed to lead the consumer agenda along with 20 members who are actively engaged in the planning and delivery of public healthcare services on the Gold Coast.

“Our consumer group represents the voice of the community and we are committed to improving health services on the Gold Coast”

Dr Joan Carlini, a lecturer from Griffith University, who is the new chair of the Consumer Advisory Group.





Results

Gold Coast Health engagement practices supported and fostered a patient focused environment. Direct outcomes of the strategy include:

- Formation of a new Consumer Advisory Group (CAG) with broader diversity and capacity to participate
- The new CAG have nominated Health Literacy and Informed Consent as two stand out programs they want to support
- Embed consumer participation into local service level operational meetings
- Strategic relationships were enhanced with multicultural networks
- Patient stories and staff achievements promoted to the community via professional video and photography on social media, newsletters and new website
- Community and consumer feedback channel expanded via community reputational scans
- CAG review of new communications for public education and awareness publications
- Consumer participation training program enacted
- Board continued its community interaction. The Chair is an active member of the CAG.
- CAG reviewed quality and safety key performance indicators quarterly
- Community engagement input from community and health consumers for strategic planning
- Over 330 volunteers supported our service in way-finding, patient support and library services.



Mental Health Artbeat celebrations at Gold Coast University Hospital October 2016

Consumer and community engagement activities 2016-17 (excluding review of communications)

Division	Activity
Mental Health Specialist Services	141
Cancer Access and Support	91
Diagnostic Emergency and Medical Services	81
Speciality and Procedural Services	36
Strategic Planning	2
People and Engagement	21
Clinical Governance, Education and Research	12
Board	14
Total	398

Where to from here?

An expanded and enhanced Community and Consumer Engagement Strategy 2017-19 will include:

- a focus on improving targeted input and participation with tangible outcomes
- development of a community partnership to improve health literacy and associated areas such as informed consent
- more strategic partner interactions
- expanded Board and Senior Executive community interactions
- more health consumer review of high level strategic documents
- improved links with marginalised groups.
- involving consumers with clinician training.

Thank you to our business partners, consumers, community members and staff for working with us to improve our service.