

Consumer and Community Engagement Strategy 2017–2019

Gold Coast Health is one of the fastest growing health services in Australia, operating approximately 20 facilities, delivering a range of services across the region.

Over 555,000 people live in our catchment areas and depend on Gold Coast Health for their healthcare needs. In addition, Gold Coast University Hospital is the closest tertiary care hospital for those living in northern New South Wales. The Gold Coast community is diverse in culture, age, socio-economic status and healthcare needs.

Gold Coast Health values engagement with our consumers and community members – it enables the delivery of patient-centred care which helps us fulfill our vision to be a world class healthcare provider.

This strategy guides consumer and community engagement at Gold Coast Health from 2017–2019. The strategy was completed in consultation with Gold Coast Health consumers and community members and was further informed from stakeholder research.



The Gold Coast Health Consumer Advisory Group

Message to the community

The Board recognises that involving community members and consumers in decisions around health services contributes to a better system.

Consumer participation in our health system has shown to contribute to:

- more accessible and effective health services
- development of services and models of care reflective of community needs
- open and transparent evaluation of our health care services from the consumer perspective.

Engagement is an important way that Gold Coast Health ensures that we are responsive to changing local needs.

With the addition of a larger and more representative Consumer Advisory Group, now led by an independent chair, the Board is looking forward to even further benefits in accelerating patient-centred care and a better informed community.

By working together and learning from each other we can deliver better healthcare outcomes for all.

Ian Langdon
Gold Coast Health
Board Chair

Why is engagement important?

Gold Coast Health recognises that engagement with consumers and our community creates better healthcare, allowing us to:

- work towards our vision to be recognised as a centre of excellence
- better plan, design and deliver services that meet the needs of those using them
- continuously improve the safety, quality and accessibility of health services
- gather feedback about programs, services, initiatives and reforms
- empower local communities to have a say in service planning, design and delivery.

Engagement takes many forms and occurs at many levels, with individual patients, community groups and services through to activities with the Executive Team and Board.

It includes informing the community about what is happening at Gold Coast Health, consulting about service provision and design and including the community in key planning activities.



1.7%
Indigenous population



28%
were born overseas

15%
of households are non-English speaking



Most commonly spoke languages other than English include:




**Mandarin
Japanese
Korean
Spanish
German**



Data obtained from 2016 Census

Gold Coast Health Consumer and Community Engagement Strategy 2017 – 2019

Gold Coast Health will work with consumers and the community to implement the following engagement roadmap.

Objectives	How we hope to achieve this	How we will measure success
 <p>Ensure patients have timely and equal access to health services</p>	<ul style="list-style-type: none"> Involve the Consumer Advisory Group and the wider community in the planning, delivery and assessment of our services. Collaborate with consumers to develop patient information which is easy to understand to ensure they make informed decisions about their healthcare. Engage a broad cross section of the Gold Coast community including culturally diverse, marginalised and disadvantaged groups to improve access to health services. Improve cultural competency training for frontline staff. 	<ul style="list-style-type: none"> Health literacy and informed consent programs developed and implemented. Patients and carers have the information they need to make informed decisions on their healthcare. Consumers and community representatives are engaged in committees and other formal engagement roles. Improved public and staff awareness of interpreter services. Improved cultural competency awareness among key staff.
 <p>Deliver safe, effective and efficient services in a sustainable manner</p>	<ul style="list-style-type: none"> Partner with health consumers and the community to deliver patient-focused, professional and safe healthcare. Provide training and development for consumers and staff to enable effective engagement. Provide feedback opportunities to the community to assist the continuous improvement program at Gold Coast Health. 	<ul style="list-style-type: none"> Community participation is embedded into what we do and how we do it. Consumers meet regularly with clinicians to share their experiences of the healthcare service. Executive leaders regularly engage with consumers in service and waiting areas. Board and leadership team meet regularly with community groups to promote the organisation and to listen to the community. Community invited to provide feedback through online surveys and feedback forms. Feedback results in health service improvements.
 <p>Support a healthy Gold Coast community</p>	<ul style="list-style-type: none"> Record and acknowledge changes and improvements made as a result of contributions from our Consumer Advisory Group, health consumers and the community. Share patient stories to better understand the consumer experience and learn from each other. Share information via health promotion and public health campaigns. Strengthen relationships with key community and business leaders and organisations. Leverage the community connections of Gold Coast Health's staff to promote awareness and pride in the local public health service. 	<ul style="list-style-type: none"> Regular updates published on progress against this plan and our consumer interactions and contributions. Achieve the consumer engagement requirements specified in the National Safety and Quality Health Service Standards. Annual audit of Gold Coast Health community and consumer engagement activities. Stories about our services, patients and consumers will be communicated to the community via print, digital and social media. Participation in a range of events and collaboration with stakeholders on health promotion. Staff will be ambassadors to promote awareness, confidence and understanding of Gold Coast Health to our community.

How to engage with Gold Coast Health

You can engage with us by:

- Joining our Consumer Advisory Group when vacancies occur.
- Participating in community surveys.
- Providing feedback direct to our staff about your care.
- Submitting a feedback form where available.
- Attending events hosted by Gold Coast Health and our partners.
- Connecting with us on social media.
- Keeping up to date with latest news on our website or subscribing to our newsletter.

For more information

Visit our website:

www.goldcoast.health.qld.gov.au

Contact the Communication and Engagement Unit:

e: goldcoasthealth@health.qld.gov.au
t: +61 7 5687 6460

Join us on social media as we create a more connected health community.



Search 'Gold Coast Health' from your social media account and look for our logo.

