

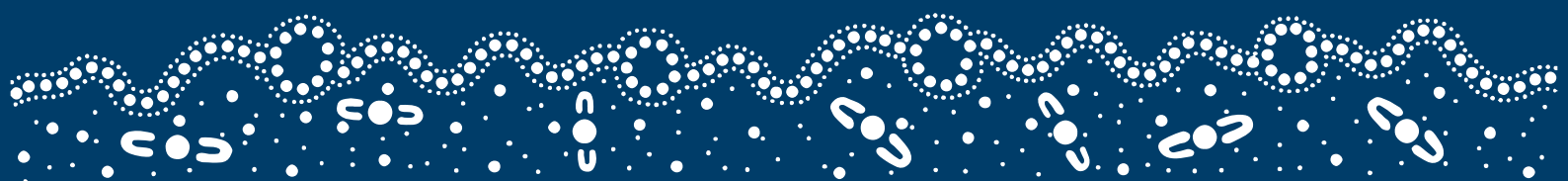


phn  
WESTERN NSW

An Australian Government Initiative



# Western NSW Primary Health Network Consumer & Community Engagement Framework



# Our Strategic Plan

## Vision

Supporting, strengthening and shaping a world class, person-centred primary health.

## Purpose

Social justice, access and equity in quality primary health.



# WESTERN NSW PHN CONSUMER and COMMUNITY ENGAGEMENT FRAMEWORK

## Introduction

Primary Health Networks operate with the objectives of:

- increasing the availability, efficiency and effectiveness of primary health care services for patients, particularly those at risk of poor health outcomes; and
- improving coordination of care to ensure patients receive the right care in the right place at the right time

Western NSW Primary Health Network (WNSW PHN) aims to assist members of the community to gain access to affordable, easily available, timely, safe and quality health services. We believe that consumers and the wider community should be involved and actively participate in health matters that are most important to them to influence decision making in the delivery of primary health care services. The Consumer and Community Framework has been designed with an aim to provide a structure to guide and support development of effective consumer and community engagement.

## Purpose

The purpose of *The Consumer and Community Engagement Framework* is to establish a key mechanism to build partnerships that manage resources and enable services. It guides how WNSW PHN works with consumers and communities to achieve desired health outcomes. The Framework has application across public and private health service organisations delivering health promotion, prevention, primary, acute, sub-acute and community health services.

This Framework encompasses the general principles of the:

- [Disability Inclusion Act 2014](#)
- [Social Inclusion Principles for Australia 2009](#)
- [Closing the Gap](#) clearinghouse (cultural competency in the delivery of health services for Indigenous people 2015)
- WNSW PHN Cultural Safety Framework (currently under development by the WNSW PHN Aboriginal Health Council).

## Key Outcomes

The key outcomes of *The Consumer and Community Engagement Framework* are:

- Consumers as partners and advocates
- Service improvements, with the aim of seeing improved consumer outcomes and experience
- The consumer perspective and the consumer journey is valued
- WNSW PHN is informed of the health needs of our communities
- Enable ongoing evaluation and feedback on Consumer engagement.

## Consumer and Community Engagement Framework

WNSW PHN has adopted the Centre for Disease Control definition of Community Engagement, the Health Consumers Queensland Framework model and the International Association for Public Participation's (Spectrum of Public Participation Levels of Engagement).

### Definition

"...the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people. It is a powerful vehicle for bringing about environmental and behavioural changes that will improve the health of the community and its members. It often involves partnerships and coalitions that help mobilise resources and influence systems, change relationships among partners, and serve as catalysts for changing policies, programs, and practices" (Centre for Disease Control, 2011:7)

### Health Consumers Framework Model<sup>1</sup>

Consists of a:

- Set of nine principles
- Model which describes five elements and four levels of engagement across three domains of health service operation
- Set of practice examples to support effective engagement.

### Principles

There are nine guiding principles for the Community and Engagement Framework as follows:

|                    |                                 |  |
|--------------------|---------------------------------|--|
| <b>Principle 1</b> | <b>Participation</b>            | Consumers and communities participate and are actively involved in decision making about the healthcare system   |
| <b>Principle 2</b> | <b>Person-Centred</b>           | The framework values the needs of every consumer, families, carers and the communities   |
| <b>Principle 3</b> | <b>Accessible and Inclusive</b> | Health services available to consumers and communities are easily accessible and safe and every individual is treated respectfully                           |
| <b>Principle 4</b> | <b>Partnership</b>              | Consumers, community and health service organisations work together as partners  |
| <b>Principle 5</b> | <b>Diversity</b>                | The engagement process values and supports the diversity of consumers and communities  |
| <b>Principle 6</b> | <b>Mutual respect and value</b> | Engagement is undertaken with respect, valuing other's experiences and contributions   |
| <b>Principle 7</b> | <b>Support</b>                  | Consumers and communities are supported as required to be active participants in the healthcare system   |
| <b>Principle 8</b> | <b>Influence</b>                | Consumers and communities influence and guide health policy, planning and system reform, and feedback is provided on how their input has influenced outcomes |
| <b>Principle 9</b> | <b>Continuous Improvement</b>   | Consumer and community engagement is reviewed and evaluated to drive continuous improvement  |

The Community Engagement Principle 3 **Accessible and Inclusive** (Health services provided to consumers and communities are easily accessible and every individual is treated equitably)

- Within the context of a geographical environment that has challenges of remoteness, distances to travel to access treatment, small communities and the sustainability of a regional health workforce.
- WNSW PHN Consumer and Community Engagement Framework is inclusive of all cultures.
- Authentic Indigenous consultation processes involve effective engagement with Aboriginal & Torres Strait Islander peoples to provide Indigenous people with the opportunity to actively participate in decision making from the earliest stage of defining the problem to be solved. Indigenous participation continues during the development of policies—and the programs and projects designed to implement them—and the evaluation of outcomes. Consultation is undertaken with an understanding of the historical, cultural and social complexity of specific local or regional Indigenous contexts and with a genuine attempt to share power in relationships that foster mutual trust.

<sup>1</sup> Health Consumers Queensland, *Consumer and Community Engagement Framework*, February 2012, Queensland Government



## Levels of Engagement

| Level of Engagement | Where the Engagement Level Occurs  |
|---------------------|--|
| Individual          | Individual healthcare  |
| Service             | Program and Service Delivery   |
| Network             | Local Health District and Hospital Network, Primary Health Network and Non-Government Community Services Network |
| System              | Local Government, State Government and the Commonwealth Government   |



### Domains of Health Service

**Service planning and design** which informs priority setting and resource allocation


**Service delivery** which informs recommendations to improve patient flow, experience, quality and safety

**Service monitoring and evaluation** which informs use of evaluation and performance data to identify and drive improvement

WNSW PHN's Consumer and Community Engagement Framework Model is based on the International Association for Public Participation's (IAP2) Spectrum of Public Participation<sup>2</sup>. This spectrum provides for five levels of engagement: Inform, Consult, Involve, Collaborate, Empower. The higher levels of the spectrum represent greater levels of public participation and greater levels of engagement.

<sup>2</sup> International Association for Public Participation's (IAP2) Spectrum of Public Participation

## IAP2 Spectrum of Public Participation

|  |   |  |   |   |   |
|--|---|--|---|---|---|
|  | Inform  | Consult  | Involve   | Collaborate   | Empower   |
| <b>Public Participation Goal</b>   | To provide the public with balanced and objective information to assist them in understanding the problem alternatives, opportunities and solutions | To obtain public feedback on analysis, alternatives and / or decisions   | To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered   | To partner with the public in each aspect of the decision including the development of alternatives and the identification of preferred solution  | To work with the public to implement jointly agreed solutions.  |
| <b>Promise to the Public</b>   | We will keep you informed   | We will keep you informed and listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision | We will work with you to ensure we understand your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision | We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent   | We will support you to do what we have jointly decided, within the constraints of distance and resources. |
| <b>Methods Employed by WNSW PHN</b>  | Websites<br>Fact Sheets<br>Media Releases<br>WNSW PHN public engagement forums<br>Social media (Facebook, Twitter)                                  | Public Comment<br>Surveys<br>Public Meetings<br>Conferences<br>Discussion Papers   | Workshops<br>Round Tables<br>Working Parties<br>Stakeholder Needs<br>Assessment Forums  | Our process of collaboration and empowerment will be to establish the trust of the public through the stages of participation and then utilise the established WNSW PHN Clinical, Community and Aboriginal Health Councils, Stepped Care Integration Planning Executive Group (SCIPEG), Aboriginal Community Controlled Health Organisations and other key stakeholder groups to ensure that the exchange of information and ideas has been reflected in the programs and services of the WNSW PHN. |   |



## Definitions

**Health Consumers** have been defined as people who use, have used, or are potential users, of health services including family and carers.

**Health Service Organisations** refers to public and private health and community services available in the community and includes policies and activities of Departments and Ministries related non-government organisations, consumer and community groups and professional association.

## References

1. Disability Inclusion Act 2014
2. Social Inclusion Principles for Australia 2009
3. Centre for Disease Control definition of Community Engagement 2011
4. The Health Consumers Queensland Framework Model, February 2012
5. International Association for Public Participation (Spectrum of Public Participation Levels of Engagement) 2000 – 2006
6. Australian Institute of Health and Welfare, (Closing the Gap Clearinghouse, Cultural Competency in the Delivery of Health Services for Indigenous People) 2015.
7. Australian Institute of Health and Welfare, Australian Institute of Family Studies, Engaging with Indigenous Australia— exploring the conditions for effective relationships with Aboriginal and Torres Strait Islander communities, Issues paper no. 5 produced for Closing the Gap Clearinghouse, October 2013.





An Australian Government Initiative



**Phone: 1300 699 167**

Fax: 1300 699 168

[wnswphn.org.au](http://wnswphn.org.au)

**Dubbo (Head Office)**

Western NSW PHN  
First Floor, 187 Brisbane Street  
PO Box 890  
Dubbo NSW 2830

**Bathurst**

**Bourke**

**Broken Hill**

**Orange**



We acknowledge that we work on the traditional lands of many Aboriginal clans, tribes and nations. We commit to working in collaboration with our region's Aboriginal communities and peoples to improve their health, emotional and social wellbeing in the spirit of partnership.

