



# Consumer and Community Engagement Strategy

# 2020-2023

Gold Coast Health



Queensland  
Government

**Gold Coast Health respectfully acknowledges the traditional custodians of the Gold Coast, the Yugambeh speaking people, whose land, winds and waters we all now share; and pay tribute to their unique values, and their ancient and enduring cultures, which deepen and enrich the life of our community.**

**We pay our respects to Elders past, present and emerging, and recognise those whose ongoing efforts to protect and promote Aboriginal and Torres Strait Islander cultures will leave a lasting legacy for future Elders and leaders.**

### **Interpreter Service statement**

The Queensland Government is committed to providing accessible services to Queenslanders from culturally and linguistically diverse backgrounds. If you have difficulty in understanding the Research Snapshot, you can contact us on 1300 74 4284 and we will arrange an interpreter to effectively communicate the document to you.

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# OUR SERVICE TO GOLD COAST COMMUNITY

## MESSAGE FROM THE CHAIR OF GOLD COAST HEALTH – IAN LANGDON

Gold Coast Health strives to be a world-class provider of public healthcare services through innovation and patient-centred care.

As one of the fastest growing health services in Australia, it is vital we stay abreast of community needs and expectations as we deliver services across three hospitals, 13 community health facilities and the two major Allied Health precincts at Southport and Robina.

Community engagement sits at the core of our organisation, and over the past eight years, I have watched this engagement mature to help us plan, deliver and assess our services.

We are grateful for the proactive and enthusiastic Consumer Advisory Group (CAG) who work alongside Gold Coast Health and have guided the outcomes of many major organisational decisions ranging from health literacy, aged care, food and nutrition through to the important matter of diversity and inclusion.

I attend the bi-monthly CAG meetings and am excited to see the passion and commitment of these community members and how they contribute to make Gold Coast Health the best it can be.

The Gold Coast community is diverse in culture, age, race, socio-economic status and healthcare needs. With a population of nearly 690,000 people, we will work towards creating a well-informed, active and health literate community who can access our services with confidence and knowledge, knowing they will receive world-class healthcare, that has been developed hand-in-hand with people just like them.

Our goal is to embed community and consumer engagement to not only shape our services, but more importantly, empower consumers to be actively involved in their own care.

“Our engagement activities move the main healthcare question of “what’s the matter with you?” to “what matters to you?” as we strive to empower Gold Coasters to be the captains of their own healthcare team.”



# OUR VISION, PURPOSE AND VALUES

## Our vision

Gold Coast Health will be recognised as a centre of excellence for world-class healthcare.

## Our purpose

Providing excellence in sustainable and evidence-based healthcare that meets the needs of the community.

## Our values



### Integrity

To be open and accountable to the people we serve.



### Excellence

To strive for outstanding performance and outcomes.



### Community first

To have the patient's and the community's best interest at heart.



### Compassion

To treat others with understanding and sensitivity.



### Respect

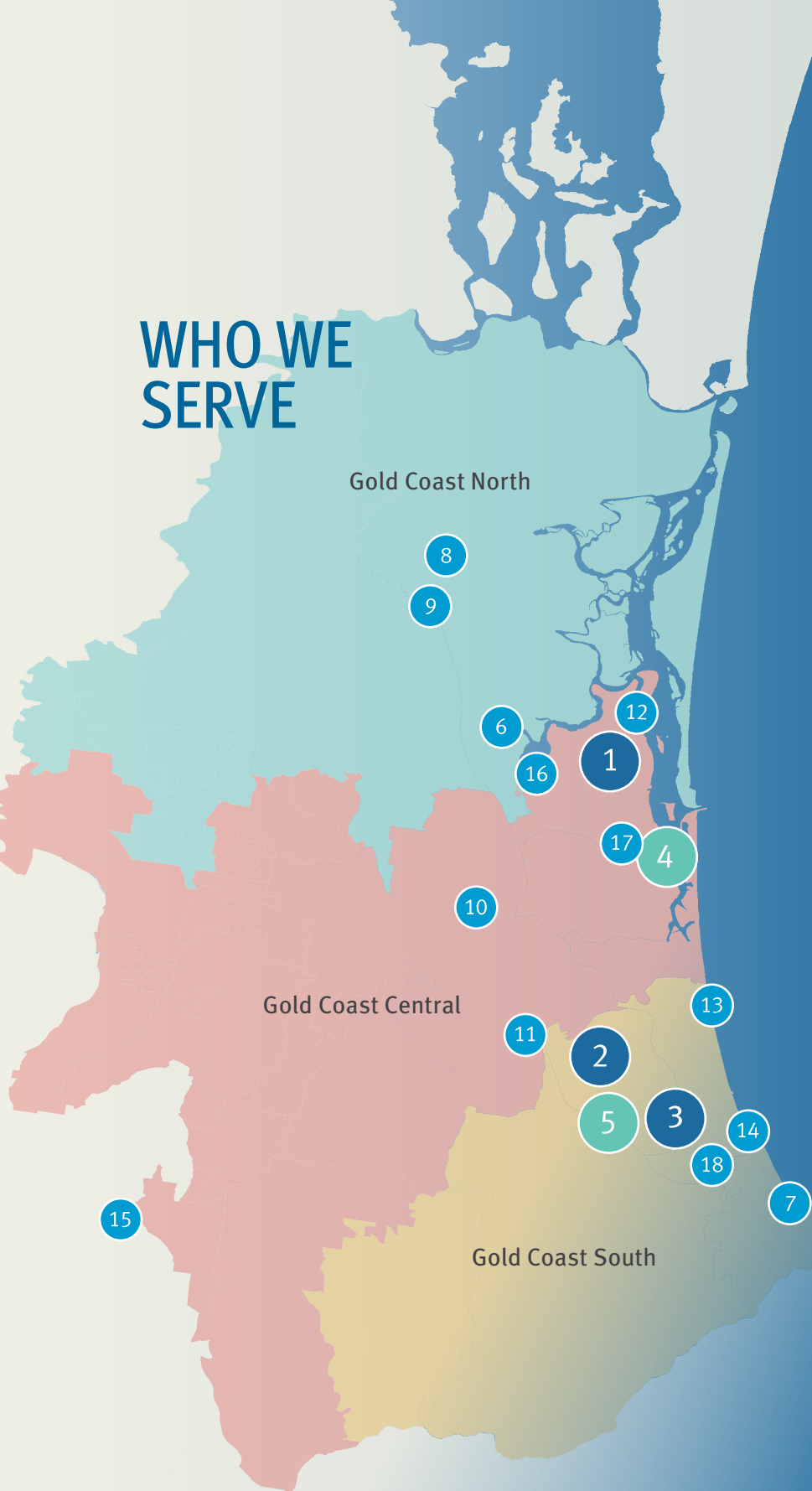
To listen, value and acknowledge each other.



### Empower

To take ownership and enable each other to achieve more.

# WHO WE SERVE



## Hospitals

1. Gold Coast University Hospital
2. Robina Hospital
3. Varsity Lakes Day Hospital

## Community health facilities

4. Southport Health Precinct
5. Robina Health Precinct
6. Helensvale Community Health Centre and Community Child Health
7. Palm Beach Community Health Centre
8. Coomera Springs Community Child Health
9. Upper Coomera Community Child Health
10. Nerang Community Child Health
11. Robina Community Child Health
12. Labrador Community Child Health Centre
13. Broadbeach State School Dental Clinic
14. Burleigh Heads State School Dental Clinic
15. Numinbah Correctional Centre
16. Helensvale BreastScreen
17. Southport BreastScreen
18. West Burleigh BreastScreen



# OUR MISSION

The Gold Coast community sits at the heart of Gold Coast Health. We strive for authentic connections and partnerships with our community so that our health service reflects and meets the needs of the community we serve.

## SHARED DECISION MAKING AND PATIENT-CENTRED CARE



Gold Coast Health works in partnership with consumers to improve the outcomes, experiences and the delivery of care by drawing on the knowledge, skills and experiences of people who are using, have used, or may use the health service.

Partnerships exist when consumers are treated with equity, dignity and respect from a service free of unconscious bias, racism and discrimination. Partnerships are built when information about a consumer's care is open, honest and transparent. Participation and collaboration in healthcare is encouraged, welcomed and supported and includes patients, care-givers and loved ones.

# OUR KEY EXTERNAL STAKEHOLDERS





## CONSUMER ENGAGEMENT AT GOLD COAST HEALTH

Gold Coast Health works closely with our highly successful Consumer Advisory Group (CAG), which consists of 16 people from different backgrounds. These representatives sit on a number of quality and safety committees within Gold Coast Health to bring the consumer voice to the table and offer community feedback for planning, operations and service reviews.

At Gold Coast Health, the CAG is actively responding to:

- increasing expectation for consumer representatives to have a voice at public health services
- the inclusion of consumer representatives on recruitment panels and special projects
- opportunities for bed-side patient interaction to gather real-time feedback

A CAG review has considered these needs and consulted with key partners, staff and consumers to recommend a series of options that align to the *Gold Coast Health Strategic Plan 2016-20* and the previous *Gold Coast Health Consumer and Community Engagement Strategy 2016-19*.

The expansion of the community engagement strategy will round-off a consolidated effort to involve health consumers, their family/carers and the community to make Gold Coast Health more relevant, accessible, trusted and patient-centred. This will ensure Gold Coast Health maintains racial and health equity and is free from unconscious bias, racism and discrimination.





# CONSUMER ENGAGEMENT IN ACTION

## iSPEAK KIDNEY GROUP

iSpeak Kidney Group meetings are informal get-togethers for people with kidney disease (and their family and friends).

It was established in 2005 to provide social networking for people living with kidney disease, dialysis and transplant and to assist with decision-making about treatments.

A guest speaker presents on a topic of interest to broaden people's knowledge in this area.

The program is a result of health consumers and Gold Coast Health staff working together for the best possible healthcare outcomes and support for people in need.

Chronic Disease Nurse Practitioner Lorraine Bublitz said the program was pivotal in helping people in the community progress through their treatment journey.

"The program has been so successful that health consumers on the north side of the Gold Coast have joined with staff to expand the service to their area," Lorraine said.

"The value of working with our health consumers and the community to plan and implement services cannot be over-stated."



*The iSPEAK kidney support group enjoying a social outing*

# CONSUMER ADVISORY GROUP STRATEGY 2020-2023

Presently Gold Coast Health's Consumer Advisory Group (CAG) is focussing on four key areas to improve patient outcomes.



Food and  
Nutrition



Health  
literacy



Aged  
care



Diversity and  
Inclusion

Gold Coast Health consumer representatives have driven a number of developments, including:

- a new health literacy program
- a CAG focus on facilitating patient-centred care
- multi-level CAG membership opportunities
- CAG leadership succession planning
- increased community input and participation across a variety of services.

*Bob Lee, CAG subgroup Chair for Diversity and Inclusion*

# EXTENDING COMMUNITY ENGAGEMENT



## SUCCESS INDICATORS

Our indicators for a robust and sustainable community engagement program include:

### Short/medium-term

- an online **community discussion platform** for patients, clinicians and community to interact with and learn from one another. The platform would provide a place to share knowledge, lived experience, ideas, healthcare hints and tips and professional blog posts
- Gold Coast Health **community information sessions** where clinicians visit community centres to speak to special interest groups and/or provide the same opportunity online so people can interact from their home
- an **online Health Awareness Calendar** to improve health literacy and encourage discussion on monthly health topics
- creating *Gold Coast HealthCare* – a **Gold Coast Health awareness series** delivered via social media including Facebook, Facebook Live and Instagram to bring the inner workings of our staff and Gold Coast Health initiatives to the community
- broaden the CAG membership model to include senior CAG positions for mentoring and leadership succession as well as a consumer partner model for CAG members to talk to patients at the bed-side
- create a First Peoples Community Advisory Group to drive racial and health equity for Aboriginal and Torres Strait Islander consumers and community.

### Long-term

- a connected community with Gold Coast Health that is informed, health literate and advocates for the equity and quality of their public health service
- best practice patient-centered care across the organisation
- extended community input in developing patient information, service delivery and continuous improvement strategies
- Consumer Advisory Groups that are intricately connected to Gold Coast Health and its community via active networks
- an embedded First Peoples Consumer Advisory Group.

The time is right to expand the existing momentum of community involvement by interacting with more diverse sectors of the community who may have distrust in or may have not used our services before.

Broad community engagement will also benefit the health service and the community through:

- building a more racially equitable health service
- improved service awareness
- building community confidence in Gold Coast Health services
- providing a platform to gather collective ideas and manage expectations
- improving Gold Coast Health services and the patient experience through a shared collective of patients, carers, clinicians and community members working together
- encouraging ownership and pride in the local public health service.





## CLOSING THE GAP

Gold Coast Health is on a journey to deeper cultural understanding and connection with our local Aboriginal and Torres Strait Islander Community - our First Peoples - to deliver and implement health programs, models of care and services that are equitable, culturally appropriate and safe, innovative and meet the needs of our community.

Gold Coast Health is leading the way in Australia with the implementation of the powerful Courageous Conversations About Race (CCAR) Beyond Diversity Program for all staff across the organisation.

CCAR Beyond Diversity (TM) is an innovative, internationally recognised, award-winning protocol for effectively engaging, sustaining and deepening interracial dialogue.

The program is a courageous and authentic response to the 2017 Anti-Discrimination Commission Queensland (ADCQ) *Addressing Institutional Barriers to Health Equity for Aboriginal and Torres Strait Islander People in Queensland's Public Hospital and Health Services* report.

Gold Coast Health has trained facilitators and practitioners to deliver the program with a number of sessions being delivered to date including a session for the Board and Executive team and a plan to roll the program out further across the organisation.

Courageous Conversations builds staff understanding of how race impacts their lives, their work and their communities by providing tools that affect change contributing to health improvements for our First Peoples and people of all races - moving Gold Coast Health beyond diversity to racial equity and organisational transformation.

A dedicated Gold Coast Health Aboriginal and Torres Strait Islander Health Plan is under development in collaboration with partners including Kalwun Health Service, Department of Aboriginal and Torres Strait Island Partnerships, Gold Coast Primary Health Network and other service providers. This plan will be developed in line with the Queensland Government's approach following the Addressing Institutional Barriers to Health Equity for Aboriginal and Torres Strait Islander People in Queensland's Public Hospital and Health Services report

### The strategy will address:

- Mental health and alcohol and other drugs concerns, including suicide prevention
- Aboriginal and Torres Strait Islander-led research and innovation
- Maternity services and immunisation
- Chronic disease
- Key performance indicators such as discharge against medical advice, potentially preventable hospitalisations, low birth weights and antenatal visits.

An integral part of the community and consumer consultation will be the formation of a dedicated First Peoples Aboriginal and Torres Strait Islander Community Advisory Group (CAG) to guide Gold Coast Health's journey towards racial equity, provision of culturally safe services and care, promotion and education activities.



Gold Coast Health Courageous Conversation About Race Beyond Diversity Facilitators Melissa Browning (far Left), Mark Ferguson (third from left) and Todd Beyers (far right) with Traditional Custodian Elder Uncle Allan Lena (middle) and coaches Hiria Cameron (2nd from left) and Sonya Collie (2nd from right).





*Hospital Liaison Team Chris Keuntje, Mark Ferguson and Jordan Scott*

Gold Coast Health has an Aboriginal and Torres Strait Islander Service including Hospital liaison and Health Workers who work across the Gold Coast University Hospital, Robina Hospital and Community Settings. The Hospital Liaisons and Health Workers work as a key part of the patient journey providing hospital ward and community visits, advocacy, a cultural link between clients, their families and staff as well as referrals to support services.

Development of Waijungbah Jarjums, an integrated Aboriginal and Torres Strait Islander led and staffed Midwifery and Child health service built on the *Birthing on Country* and *First 1000 Days Australia* (Professor Kerry Arabena) Models of care. This innovation will see for the first time in Queensland, and potentially Australia, where the models of care have been integrated and co-designed with the community to provide a one stop community hub that is seamless, connected, continuity of care for women and their families across the first 1000 Days and beyond.

Gold Coast Health has committed to increase the number of Aboriginal and Torres Strait Islander workforce to 3.5 per cent across streams guided by the Queensland Government's Making Tracks Towards Closing The Gap in Health Outcomes - 0.5% above the State target. A Gold Coast Health Aboriginal and Torres Strait Islander Workforce Plan in close collaboration with the community will be developed.

Development of a validated Cultural Capability Measurement Tool (in partnership with the First Peoples Health Unit, Griffith University) to analyse change in cultural capability post Aboriginal and Torres Strait Islander Cultural Capability Program Training.



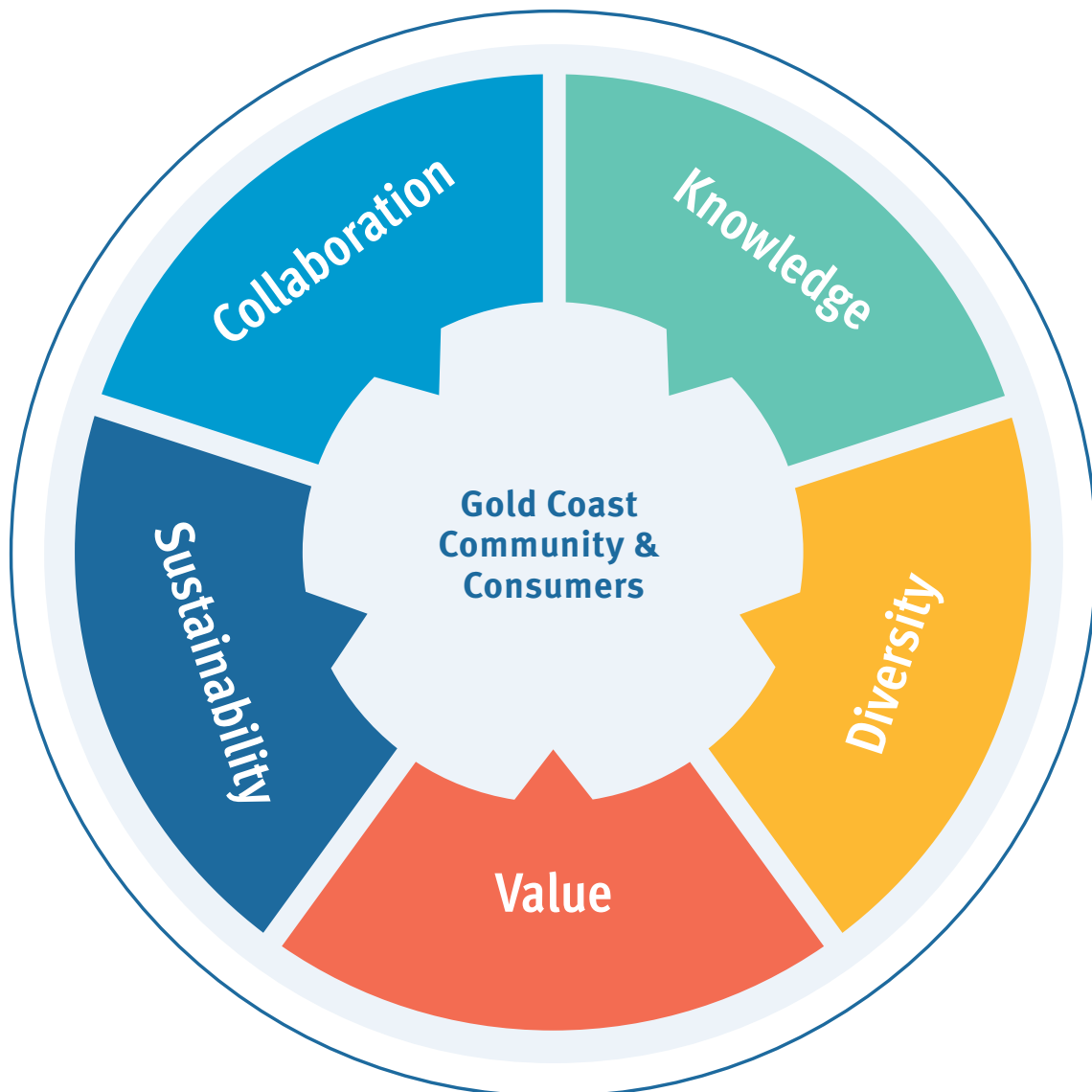
*Jodi-Ann Jerrard and Toni Simpson*

#### OTHER INITIATIVES WILL INCLUDE:

- ongoing community engagement support through the Karulbo Aboriginal and Torres Strait Islander Health and Wellbeing Community Partnership, bringing together community members on a quarterly basis
- development of healthy lifestyle programs, such as Strong and Deadly Wellness Program bush tucker cooking sessions, calendar, and gardens, and the Mungulli Aboriginal and Torres Strait Islander Exercise Program
- ongoing delivery and development of culturally appropriate and safe prevention and management programs, such as Strong and Deadly Wellness Program, Mungulli Chronic Disease Clinics in collaboration with the Chronic Disease and Post Acute teams, bush tucker cooking sessions, calendar, and gardens, and the Mungulli Aboriginal and Torres Strait Islander Exercise Program.
- delivering a dietetic and diabetes educator in collaboration with Kalwun, the local Aboriginal and Torres Strait Islander community-controlled health service.



# OUR APPROACH TO ENGAGEMENT



GOLD COAST HEALTH WILL  
FOCUS ON FIVE KEY AREAS  
TO ADD VALUE TO THE  
SERVICES IT PROVIDES TO  
THE LOCAL COMMUNITY

# WHAT WE WILL DO AND HOW WE WILL MEASURE SUCCESS

01

**Collaborate** — working together with the Gold Coast community so we can drive and improve health services.

WHAT GOLD COAST HEALTH WILL DO	WHAT WE WILL MEASURE
Work with Gold Coast community including current health consumers and their carers/families to ensure the services we provide are equitable, free from racism and discrimination, patient-centred, safe, culturally appropriate and accessible.	The number of targeted consumer and community engagement opportunities.
Expand our community relationships to foster meaningful input and feedback for service co-design and redevelopment.	The number of community groups consulted by the Consumer Advisory Group (CAG) via their community outreach program.
Involve consumers in activities such as cultural immersion, peer support, management and governance of services, units or programs at all levels of Gold Coast Health.	The level of community groups and health partners (including tertiary sector) who are consulted in the development and roll out of the Gold Coast Health Health Literacy Program.
Collaborate with community partners for a coordinated approach of health system planning, provision, reform and research.	Survey health consumer and staff engagement satisfaction levels.



02

**Knowledge** — Understanding that health consumer/community healthcare knowledge is the foundation of equitable, culturally appropriate, safe, accessible and best practice services.

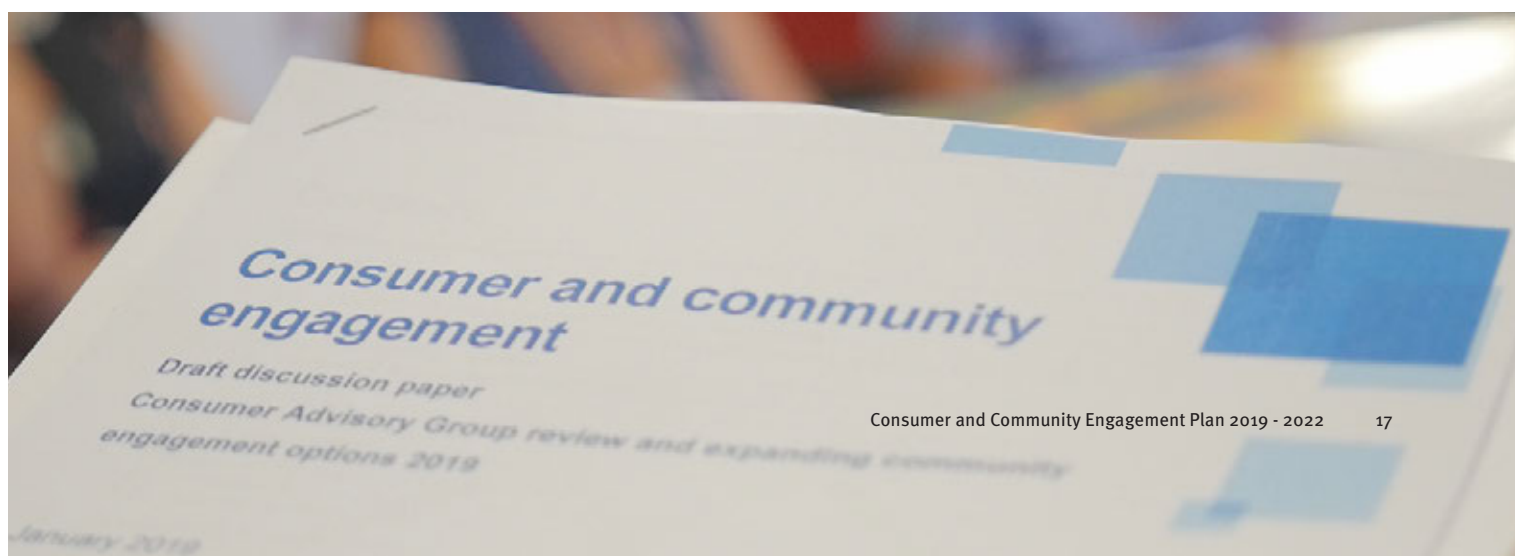
WHAT GOLD COAST HEALTH WILL DO	WHAT WE WILL MEASURE
Promote an organisational culture that prioritises consumer engagement to enhance patient knowledge.	The number of consumers and staff with Health Consumer Queensland, consumer engagement training to promote collaboration.
Develop the skills of health consumers to participate and identify barriers to participation and what support is required.	The number of health consumers/ community members participating in the development, assessment and review of patient information.
Increase health literacy in the Gold Coast community.	Increased staff and community resources to improve patient outcomes via best practice health literacy practices.



# 03

**Diversity** — Celebrating the many people that make up our community and ensuring we meet their needs in equitably accessing and navigating healthcare.

WHAT GOLD COAST HEALTH WILL DO	WHAT WE WILL MEASURE
Access and engage vulnerable consumers with targeted and deliberate engagement by partnering with diverse community groups and building a dedicated Aboriginal and Torres Strait Islander Consumer Advisory Group.	Reach and satisfaction levels will confirm programs/ mechanisms are helping people receive the healthcare they need.
Identify and reduce barriers for people navigating hospitals and community health facilities.	Access to tools will allow/improve community and health consumer access to information and feedback opportunities.
Involve health consumers in the health service's (diversity and inclusion) program development, oversight and review.	Consumer input and involvement in the Diversity and Inclusion program delivery platforms
Improve the awareness of Gold Coast Health interpreter services .	Gold Coast Multicultural Network input into multilingual information to ensure information is fit-for-purpose for the CALD community.
Increased awareness of the Aboriginal and Torres Strait Islander Service, Hospital Liaison Service, Health Workers and dedicated programs for community members.	Karulbo and broader community input into the services via the First Peoples Consumer Advisory Group.





*Margaret Shapiro, CAG member and advocate for improving health literacy within Gold Coast Health.*

# 04

**Value** — Enabling the experience of the local community and health consumers to yield improved patient outcomes, equity and a safer and more patient-centred, culturally responsive service

WHAT GOLD COAST HEALTH WILL DO	WHAT WE WILL MEASURE
Grow the Consumer Advisory Group by providing additional membership tiers for a variety of participation opportunities and build a dedicated Aboriginal and Torres Strait Islander Community Advisory Group.	The level of consumer input and feedback from the broader community in all levels of CAG membership.
Develop a community of practice for community members to interact with Gold Coast Health in a time and way that is convenient to them.	The effectiveness of Citizen Space engagement hub as a new online channel. Safe spaces for Aboriginal and Torres Strait Islander people and people from other races and cultures.
Use community members with lived-experience when garnishing ideas for service improvements.	Increased mechanisms and uptake for consumer/community input.

# 05

**Sustainability** — Recognising effective health consumer and community participation with the local health service must be robust, integrated and accountable to maximise its worth to both the community and the health service.

WHAT GOLD COAST HEALTH WILL DO	WHAT WE WILL MEASURE
Ensure consumer and community engagement is part of everyday business and contemporary in membership, representation opportunities and outcomes.	Review CAG effectiveness on an annual basis via participation coverage and impact on the health service.
Promote opportunities on a regular basis for community input and feedback in person or via online tools.	The effectiveness of existing/new consultation networks.



*Joan Carlini, CAG Chair.*



*Zehrab Vayani, CAG member and advocate for improving food and nutrition within Gold Coast Health.*

## BENEFITS OF ENGAGEMENT

Through sustained engagement with consumers and the community, Gold Coast Health strives to:

- inform and educate consumers so they take a dynamic role as an active partner in their healthcare
- guide a culture of collaboration for consumers and community
- generate mutual respect and shared understanding to enable collaborative decision-making between healthcare consumers and professionals
- adopt best-practice consumer-directed care that reflects the diversity of the Gold Coast
- welcome and encourage consumers with first-hand lived-experience of our services to be involved in strengths-based design, innovation and problem-solving for future services
- provide patient-centred holistic care that is guided by (and responsive to) a range of personal needs, preferences and circumstances including racial, cultural, spiritual, social, community and family
- motivate an engaged and supported workforce that values equity, respect, courage, compassion and empathy to build trusting relationships with Gold Coasters
- enhance public confidence in the public health system and the use of government funding.