

Get involved in your health future

Research shows that involving community members and consumers in decisions around health services contributes to a better system. Whether it's your mother, a work colleague, friend, cousin or your child, it matters that people get quality healthcare.

Consumer participation in the health system has been shown to contribute to:

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

Gold Coast Health is expanding our community engagement program to make it more relevant, accessible and effective in bringing the health consumer voice to our health service planning and delivery.

The **Community and consumer engagement strategy 2015-17** will deliver new and innovative ways to connect with the community. It includes:

- a new online engagement tool
- growing health consumer participation through expanding the Consumer Advisory Group and consumer representation on a range of health committees
- the development of a community partnership to improve health literacy
- using online, social media and community networks to inform and connect with the community
- a focus on engaging the wider Gold Coast community including those from diverse cultural backgrounds, Indigenous and Torres Strait Islander and the disadvantaged.

To become involved in planning for a better future for your health service, register your interest by emailing goldcoasthealth@health.qld.gov.au.

The Gold Coast Hospital and Health Service

The Gold Coast Hospital and Health Service is a statutory authority under the state government. The service provides acute and sub-acute health services and is administered via a Chief Executive Officer and Board who manages a \$1.2 billion annual budget.

A full range of public health services are delivered via Gold Coast University Hospital, Robina Hospital and Carrara Health Centre, plus community health facilities.



Community and consumer engagement strategy 2015-17

consumer participation | community confidence | patient safety

Our community engagement program... because we care

Community engagement — a strategic priority

Gold Coast Health is building better connections that link the community, patients and their carers into local public health services.

A key focus of Gold Coast Health engagement is to improve patient safety and quality which underlies national standards – specifically Standard Two “Partnering with Consumers”.

The **Community and consumer engagement strategy 2015-17** was developed after the successful implementation of the inaugural engagement strategy in 2013. Previous engagement activities ranged from information sharing to consultation and involvement of consumers and community to help plan, deliver and assess our services.

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

Engagement is an important way of ensuring that the health service is responsive to changing local needs and we will continue to expand our efforts to include consumers and the wider community.



Objectives	Required outcomes	What's in it for the community?
<p>Patient quality and safety – improve the safety and quality of services through consumer feedback and involvement</p> <p>Relates to Strategic Objectives 1, 2 and 3*</p>	<ul style="list-style-type: none"> The Consumer Advisory Group and Gold Coast community are involved in the planning, delivery and assessment of Gold Coast Health services. Patients and carers have the information they need to make informed decisions on their healthcare. Governance structures are in place to enhance partnerships with community, consumers, staff, healthcare partners and carers. 	<p>Community members and health consumers from all cultural backgrounds can have a say in how their health service is planned, delivered and reviewed to ensure it remains patient focused through the use of community engagement platforms such as online surveys, the Consumer Advisory Group and community events.</p> <p>Gold Coast Health will provide consumers with the right information at the right time, allowing them to make informed decisions about their health choices with added clarity and reduced anxiety.</p> <p>By implementing a dedicated community and consumer engagement strategy Gold Coast Health locks in patient input as part of every-day business and gains valuable ongoing insight into consumer needs and expectations.</p>
<p>Manage public healthcare expectations and diversity – include patients, the community, and health partner providers in Gold Coast Health service education, planning and delivery</p> <p>Aligns to Strategic Objectives 1, 3 and 5*</p>	<ul style="list-style-type: none"> Strategic partnerships are in place to improve health outcomes for all sectors of the community including key partners, community organisations, and health consumers. Gold Coast Health fosters a professional service that is transparent and accountable. Gold Coast Health will actively engage with the wider Gold Coast community, including those from marginalised groups, diverse cultural backgrounds, Indigenous and Torres Strait Islanders and the disadvantaged. 	<p>Improved coordination and integration with our health partners and the broader community will result in improved patient experiences and outcomes, decreased duplication and better use of health dollars.</p> <p>Engagement with the wider Gold Coast community including those from diverse cultural backgrounds, Indigenous and Torres Strait Islander and the disadvantaged will assist Gold Coast Health in planning future health services to meet the needs and expectations of the whole community.</p>
<p>Foster an environment of community awareness, pride and ownership in Gold Coast Health</p> <p>Aligns to Strategic Objectives 2 and 7*</p>	<ul style="list-style-type: none"> Build Gold Coast Health reputation, community confidence, health care education, and awareness of local services. Gold Coast Health communication channels are expanded and developed to suit target audiences. Leverage the Clinician Engagement Strategy to provide a holistic approach to community and consumer engagement. 	<p>We will increase community confidence in the local health service by using a range of communication channels to educate and inform the community on relevant health topics, suited to their information needs.</p> <p>Linking community and health consumers via an endorsed Clinician Engagement Strategy is a natural way to improve outcomes for our patients. Presenting patient stories can play a big part to inform clinicians when they plan and deliver care to our patients.</p>
<p>Expand engagement activities to staff and community to promote Gold Coast Health as a world class supplier of healthcare</p> <p>Aligns to Strategic Objectives 1, 2, 3, 4 and 6*</p>	<ul style="list-style-type: none"> Consumers and carers contribute to ongoing monitoring, measuring and evaluation of performance through the Consumer Advisory group and the Gold Coast Health website. Gold Coast Health staff are regularly engaged to capture and develop a world class culture of healthcare service delivery, improve productivity dividends and foster an open working environment. Volunteer participation is embedded into the day-to-day Gold Coast Health service. 	<p>Through our vision to use innovation and a patient centred approach to deliver world class healthcare, you and your family will receive professional, trustworthy care whether you use emergency, inpatient or outpatient services or the many community health facilities.</p> <p>Active engagement with staff, consumers and the community will continue to see Gold Coast Health grow as a world class healthcare organisation focused on patient safety, quality care and community involvement in their local health service.</p>

For more information visit our website www.health.qld.gov.au/goldcoasthealth

*Strategic Plan available at www.health.qld.gov.au/goldcoasthealth/docs/gchhs_stratplan.pdf