

SWSLHD Primary and Community Health

Strategic Direction Statement on

Consumer & Community Participation

2020 - 2024



Acknowledgement

South Western Sydney Local Health District (SWSLHD) Primary and Community Health (P&CH) acknowledges the traditional owners of the land described in this document as south western Sydney the Darug, Dharawal and Gundungurra peoples and their continuing connection to this land. We pay our respects to the Elders past, present, and thank them for leadership in improving the health of local Aboriginal people and communities.

We wish to thank the following for their contribution to the P&CH Strategic Direction Statement on Consumer & Community Participation – 2020-2024.

- P&CH Community Voices
- P&CH Staff

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Further copies can be downloaded from the SWSLHD website
swslhd.health.nsw.gov.au/ccp/pch.html

**P&CH CONSUMER & COMMUNITY
PARTICIPATION MANAGER CONTACT DETAILS**
Mobile No: 0457 504 516

First edition developed in 2016
Discussion Document written in 2014

Background

The original South Western Sydney Local Health District (SWSLHD) Primary and Community Health (P&CH) Strategic Direction Statement was developed in July 2016, to strengthen and improve the practice of consumer and community engagement processes across P&CH. The document recognised the significance and value of engaging with consumers and the community.

In September 2019, the Consumer and Community Participation (CCP) Manager prepared a Status Report on the 2016 Strategic Direction Statement using the original CCP Model for P&CH, which consisted of four key elements:

- Governance
- Models of Care (MoC) Development
- Consumer Engagement
- Capacity Building

The Status Report records achievements, work in progress, future plans and links the original P&CH Strategic Direction Statement to the current P&CH Strategic Direction Statement 2020 – 2024 document.

The [SWSLHD Consumer and Community Participation Framework](#) provides the overarching framework for P&CH, and underpins the P&CH Strategic Direction Statement 2020 – 2024. Both documents are equally valuable in providing a comprehensive guide in enhancing consumer and community engagement across the P&CH.

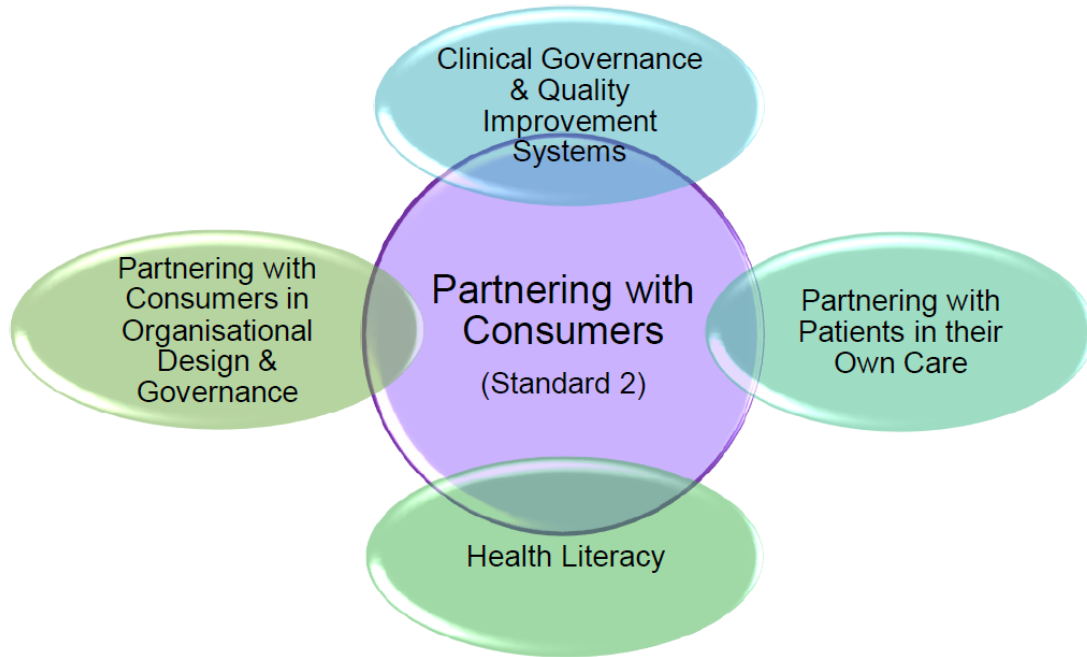
Achievement of multiple accreditations with the Australian Commission on Safety and Quality in Health Care (ACSQHC) demonstrates the rich and diverse history of CCP and the ongoing partnership with consumers and the community.

Statement

P&CH is committed to CCP and values the positive contributions clients, consumers and the wider community are making to improve health service quality, equity and management. The importance of developing health systems and health services that are based on partnerships with patients, families, carers and consumers is reflected in [National Safety and Quality Health Service Standards](#).

P&CH will achieve this through the:

- SWSLHD CCP Framework which includes a staff toolkit and a consumer toolkit
- P&CH CCP Manager position, responsible to the P&CH General Manager and supported by the SWSLHD CCP Unit.
- Implementation of the National Safety and Quality Health Service Standards (Second Edition). Particularly Standard 2, Partnering with Consumers which includes:
 - Clinical Governance & Quality Improvement Systems,
 - Partnering with Patients in Their Own Care,
 - Health Literacy,
 - Partnering with Consumers in Organisational Design and Governance.



What Primary and Community Health has achieved

- Increased involvement of Consumer and Community Representatives in governance committee membership such as Executive Committee, Transforming Your Experience (TYE) Implementation Committee, Quality and Safety Committee (QSC), Research Advisory Committee (RAC), Policy Steering Committee and SWS Youth Health Advisory Group (YHAG).
- Supported active involvement with the SWSLHD CCP Unit.
- As an organisation, P&CH embraces patient centred care.
- Promoted and utilised P&CH Community Voices (refer definitions) across P&CH to increase the engagement of consumers.
- Establishment of the seeding grant model and uptake by staff working with clients and consumers to improve services.

What Primary and Community Health is working on

- Ensuring that all new and revised publications including client brochures, flyers and pamphlets have the 'gold tick of approval' – staff submitting gold tick applications for developed resources. The gold tick shows endorsement from P&CH Clients and members of P&CH Community Voices.
- Consumers and carers review and comment on MoC, procedures and guidelines.
- Working with partner agencies including Local Government and Non-Government Organisations to improve health needs within the community.
- Ongoing support and promotion of the seeding grant model, which encourages staff to work with clients and consumers.

- Promoting and utilising P&CH Community Voices across P&CH to increase the engagement of clients and consumers.
- Consumer and Community Representatives (CCR) in collaboration with the CCP Manager involvement in professional development for Community Health staff to educate promote and implement community participation.
- Ensure there is input and ongoing review from the CCP Manager and CCR into orientation programs for newly recruited staff.
- Ensure CCR support implementation of the TYE strategies through membership of P&CH TYE Implementation Committees, and Disability and Carers Working Group.
- Involve CCR in the feedback from TYE strategies such as My Experience Matters, My Journey of Care, and Patient/Carer Rounding.
- Involve consumers and carers in forums and training opportunities to share their experiences about the health care system such as QSC, Disability and Carers, other team meetings/forums, and patient stories.

Primary and Community Health's future direction in CCP

- Develop a structure to track all consumer and carer publications/procedures and guidelines as well as the new and revised publications once they have the 'gold tick of approval'.
- Promote and utilise P&CH Community Voices across P&CH to increase the engagement of consumers.
- Develop and implement specific strategies to enhance community engagement with hard to reach consumer groups such as young people, sexual health clients, Aboriginal and Torres Strait Islander (ASTI) people, Culturally and Linguistically Diverse (CALD) communities, People with Disability (PWD), families accessing the sustained home visiting program and many more.
- Involve CCR in the recruitment process of staff from Executive to Service Manager levels.
- Develop a welcome kit for consumers in partnership with P&CH Community Voices as part of their orientation to P&CH.
- Develop a clear organisational flowchart to illustrate the P&CH structure and how consumers are involved and provide feedback.
- Develop a social media engagement strategy for P&CH on community participation.
- Ensure CCR are involved in P&CH COVID-19 responses and future MoC and services.
- Ensure Clients and relevant Consumers are consulted in development or review of P&CH future MoC and services.
- Develop a P&CH reporting structure for P&CH Community Voices.
- Highlight relevant activities that show the partnership of P&CH Community Voices and P&CH through social media engagement via the SWSLHD CCP Facebook page.

Definitions

Client: A person who is receiving care in a P&CH service.

Community Voices: A group of consumers, carers and community representatives with experience in health care services.

Consumers: clients who have used, or may potentially use, P&CH, or is a carers for a client using P&CH.

Consumer representative: provides a consumer perspective, contributes consumer experiences, advocates for the interests of current and potential health service users, and takes part in decision-making processes (ACSQHC).

In the SWSLHD context, it refers to local community members who have been engaged through a formal process to the specific role of a consumer representative in our CCP Networks.

Health Literacy: is the extent to which consumers can obtain, process, and understand information about health care, services and the health system. It also refers to a consumer's capacity to use that information to make decisions about their health care. This includes, but is not limited to, consumers with limited English proficiency, those with socio economic vulnerabilities, those from an ATSI background, communities from CALD background and children and young people.

Partnership: health services staff working with clients, consumers rather than doing to/assuming what services people want.

Acronyms

ACSQHC	Australian Commission on Safety and Quality in Health Care
ASTI	Aboriginal and Torres Strait Islander
CALD	Culturally and Linguistically Diverse
CCP	Consumer & Community Participation
CCR	Consumer & Community Representatives
MoC	Model of Care
P&CH	Primary & Community Health
PwD	People with Disability
QSC	Quality & Safety Committee
RAC	Research Advisory Committee
SWSLHD	South Western Sydney Local Health District
TYE	Transforming Your Experience

References

SWSLHD CCP Framework

<https://www.swslhd.health.nsw.gov.au/ccp/framework.html>

P&CH Clinical Governance Framework Plan 2020

[http://swslhd-intranet.sswahs.nsw.gov.au/swslhd/cgu/content/pdf/CGF_FINAL2020\(1\).PDF](http://swslhd-intranet.sswahs.nsw.gov.au/swslhd/cgu/content/pdf/CGF_FINAL2020(1).PDF)

SWSLHD Strategic Direction 2018-2021

<https://www.swslhd.health.nsw.gov.au/pdfs/2018-StratPlan.pdf>

SWSLHD Transforming Your Experience Strategy

https://www.swslhd.health.nsw.gov.au/pdfs/tye/tye_strategy.pdf

SWSLHD Health Literacy Roadmap 2019-2021

https://www.swslhd.health.nsw.gov.au/ccp/pdf/health_literacy_roadmap.pdf

NSQHSS – National Safety and Quality Health Service Standard

<https://www.safetyandquality.gov.au/sites/default/files/2019-04/National-Safety-and-Quality-Health-Service-Standards-second-edition.pdf>

Health Consumers NSW

<https://www.hcnsw.org.au/wp-content/uploads/2020/03/Involving-Consumers-Novel-Coronavirus-COVID-19-v1.pdf>