

Townsville Hospital and Health Service

Consumer and Community Engagement Strategy 2018 - 2022



Message from the Chair

Engagement with our consumers and communities is pivotal to the development and delivery of quality, responsive and safe healthcare. Our patients, families, carers and communities play an essential role in shaping healthcare, where and how it is developed and delivered, and in supporting it to continuously improve and innovate.

Quality, equitable healthcare encourages and facilitates consumer and community partnerships. These partnerships work best when consumers and communities are actively and meaningfully engaged. A key platform of the Townsville Hospital and Health Service Consumer and Community Engagement Strategy 2018 - 2022 is the creation of the Consumer Advisory Council (CAC). This council reflects the diversity and demography of our health service and is an important advisory body to the Board. Using a complimentary and collaborative approach, the CAC will work with other advisory bodies, including the Aboriginal and Torres Strait Islander Advisory Council, to ensure that the voices of consumers and communities across our diverse catchment are heard and their ideas acted upon.

One of the key pillars of the Townsville Hospital and Health Service Strategic Plan 2018 - 2022 is to work collaboratively, involving our patients, communities, and staff in the design, improvement and innovation of our services. Working together we can harness our diversity, creativity and energy to develop and deliver more and better healthcare than ever before.

Tony Mooney AM
Chair
Townsville Hospital and Health Board

Who are our consumers and communities?

Consumers are people who use, or may one day use, health services. They include the patient or client, as well as their family, friends or carers. Consumers can be individuals, groups, an organisation of consumers, or representative members of a community.

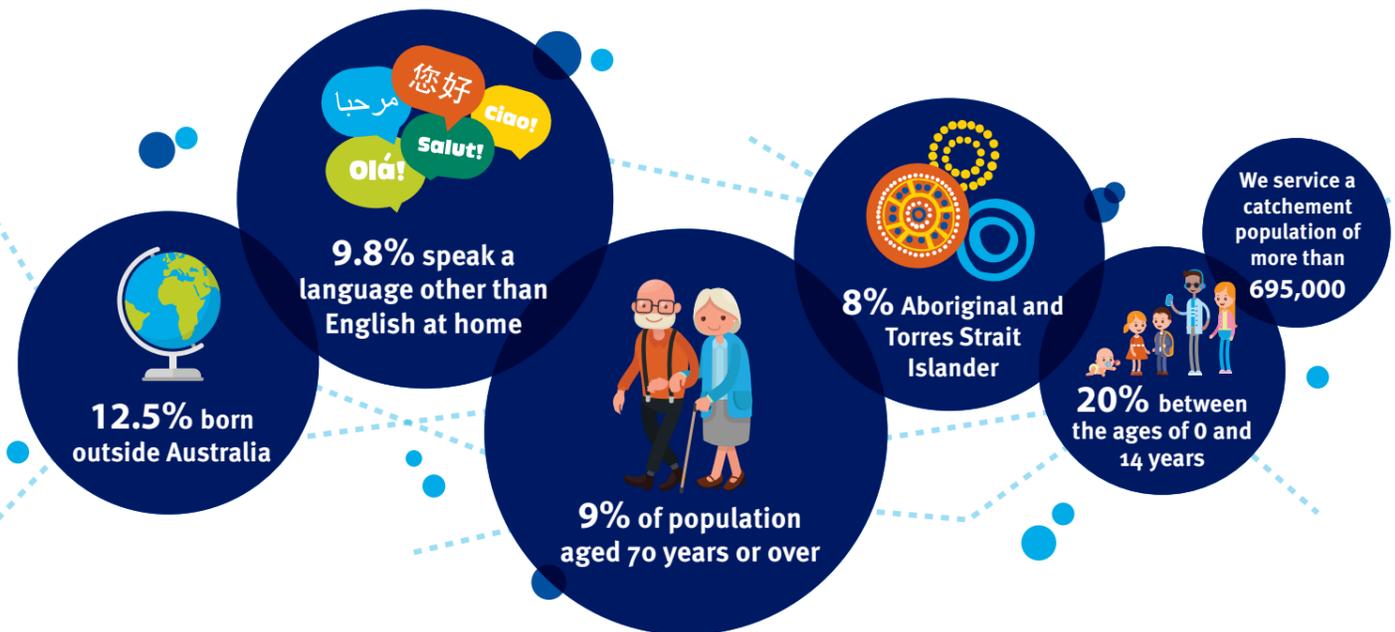
A community is a group which lives in a common area or shares a common identity. Communities can be based on geography, culture, religion, experience, goals, diagnosis and a range of other factors.

Townsville Hospital and Health Service (Townsville HHS) consumers and communities include the people and groups living within the catchment area.

Why do we engage?

Healthcare belongs to the people and communities that it serves. An important part of delivering this care is understanding, listening to, and responding to, the people who use our services. This forms the foundation of good-quality, person-centred healthcare.

By engaging with our consumers and communities, we are able to partner with them to deliver and design better healthcare responding to their needs and expectations of safe, responsive and high-quality care.



OUR VALUES:



Integrity



Compassion



Accountability



Respect



Engagement



Townsville Hospital and Health Service

Consumer and Community Engagement Strategy 2018 - 2022

	What we will do	How we will do it	How we will measure it
 <p>Consumers will be involved in health decisions and care</p>	<ul style="list-style-type: none"> Partner with patients in their own healthcare Provide information consumers and the community can understand and use effectively Respond to the individual values, preferences and cultural needs of our consumers, including our Aboriginal peoples and Torres Strait Islander peoples Include consumers, families or significant others at the patient's request 	<ul style="list-style-type: none"> Train and support our staff in the delivery of person-centred care Implement initiatives and quality activities that support these principles Ensure the information we design for patients and carers meets health literacy* standards and considers cultural sensitivities and differences Support the implementation of shared decision-making 	<ul style="list-style-type: none"> Number of staff completing and accessing training resources Number of person-centred quality improvements Level of improvement made to the delivery of health information Number of culturally specific resources produced, including material specific to Aboriginal peoples and Torres Strait Islander peoples
 <p>Consumers have the ability to have a say on health service improvements</p>	<ul style="list-style-type: none"> Ask for consumer and community feedback Listen to ideas and suggestions Evaluate consumer experiences of our healthcare delivery Understand the consumer journey as a patient/carer Understand the cultural perspectives relating to the health and wellbeing of our Aboriginal and Torres Strait Islander communities 	<ul style="list-style-type: none"> Implement mechanisms that enable consumer participation in providing and evaluating the patient experience Actively seek out ideas, thoughts and suggestions from our diverse consumers Measure the consumer experience with the aim for continuous improvement Provide an opportunity for consumer stories to be heard and understood by our staff 	<ul style="list-style-type: none"> Quality and quantity of feedback received Quality and quantity of consumer suggestions Ongoing improvements in patient experience data Incorporation of patient experience into education and training Number of quality improvement activities with consumer involvement Number of committees with consumer representation
 <p>Consumers have the opportunity to help plan and design health services</p>	<ul style="list-style-type: none"> Invite consumers and the community to partner in the design, measurement and evaluation of healthcare Seek out consumer opinion to inform decisions Inform consumers about changes and innovations in healthcare Provide opportunities for Aboriginal peoples and Torres Strait Islander peoples to participate in, and contribute to, service planning and design 	<ul style="list-style-type: none"> Create a Consumer Advisory Council and an Aboriginal and Torres Strait Islander Community Advisory Council Partner with consumers in healthcare design and governance Maintain and build a range of consumer engagement mechanisms including those that foster Aboriginal and Torres Strait Islander engagement Provide up-to-date and accurate information to the community Provide support for consumers to effectively partner with us 	<ul style="list-style-type: none"> Number of consumers engaged in Townsville HHS activities Implementation of a functioning Consumer Advisory Council and Aboriginal and Torres Strait Islander Community Advisory Council Consumer input and review of information platforms
 <p>Healthcare will respond effectively to the community's needs and expectations</p>	<ul style="list-style-type: none"> Ensure we can respond to the needs of our diverse community, including Aboriginal and Torres Strait Islander communities Provide equitable access to services Be transparent about our performance and decisions Be accountable to the community for the results we achieve and when we need to improve 	<ul style="list-style-type: none"> Actively engage and partner with diverse parts of our community Aim to provide equitable access to healthcare despite challenges and limitations presented by distance, culture and economy Inform the community about our performance and be accountable for concerns raised by consumers 	<ul style="list-style-type: none"> Breadth of diversity in our engagement Feedback and consultation about access to services Engagement rates with websites, social media and other platforms which provide performance data and evidence to the community Evidence that engagement is helping to Close the Gap
 <p>Community health requires an all-of-community approach</p>	<ul style="list-style-type: none"> Work in partnership with local government, educational institutions, non-government organisations (NGOs), businesses, organisations and community groups Contribute to the prevention of illness and disease of our demographic including specific initiatives to Close the Gap 	<ul style="list-style-type: none"> Build formal and informal partnerships with our community, including partnerships that foster diverse cultural and Aboriginal and Torres Strait Islander engagement Recognise the impact of economic and social issues on health Contribute to solutions to key community health concerns through engagement with consumers 	<ul style="list-style-type: none"> Number of formal partnerships with external agencies, academic institutions and peak bodies Attendance at fora, business events, information sessions Contribute and participate in community events Evaluate success of health promotion and prevention programs including Aboriginal and Torres Strait Islander-specific activities

How can consumers engage with the Townsville Hospital and Health Service?

- Join our Community Partner Program
- Submit feedback or ideas to our Patient Feedback Service on (07) 4433 1074
- Complete surveys or patient experience questionnaires
- Join our consultation email database
- Keep up to date with us via social media and our website.

For more information

Visit our website:

www.health.qld.gov.au/townsville

Contact the Stakeholder Engagement Unit:

E: townsvillehhs-engagement@health.qld.gov.au

T: (07) 4433 2963



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

Search 'Townsville Hospital and Health Service' from your social media account and look for our logo.



*Health literacy principles ensure that health information is provided in a manner that the consumer can easily understand. It includes the use of Plain English when describing medical conditions or writing patient information, and ensuring culturally appropriate representation of information and images.

