



**consumers reforming health**  
The next wave in community engagement in health care  
Melbourne Exhibition & Convention Centre



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*18-20 July 2011*



# Consumer Engagement

## Learning about a model, a supporting tool kit and provider pilots ...

*"... it is a hearts and minds thing ..."*

*HACC Service Manager*

TasCOSS

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# *Consumer “Consultations”*



## TasCOSS's involvement in the Home and Community Care (HACC) program:

- **Research, surveys and reports**
- **History of targeted consultations**
- **With consumers, service providers, stakeholders**
- **In 2009: New Project Commencing**
  - a. current scope of consumer consultations**
  - b. consumer 'data-base' development**

# **What we did ...**

- **Formal & informal conversations with:**
  - **HACC Service providers**
  - **Stakeholders, professionals**
  - **Clients**
- **Research of best-practice models national / international**
- **Assessment of approaches (theory & practice)**
- **Involvement in TAS - DHHS “Your Care, Your Say” Reference Group**
- **Contact with Health Issues Centre – Victoria**
- **Early finding:**
- **Limited to no evidence of planned or significant consumer participation**
- **Changed project term to “engagement”**

# *Talks with HACCC Executive ...*

- Option of “Consumer Engagement” project
- It was new to DHHS ....
- ‘no consultations’ and ‘no report’
- **But ... a program of four state-wide workshops:**
  - 1. Sharing of current & new practice approaches
  - 2. Workshop ‘model development’
- **Then, we were stuck (+ Steering Group: 6/4)**
  - 3. Model & Tool Kit launch (Aug 2010)
  - 4. Implementation & sharing of experiences (TBA)

**PLUS: We planned for an increased involvement of HACCC service consumers each step along the way**

*‘Everyone has been made for some particular work, and the desire for that work has been put in every heart.’*

*Rumi*

# *Outcome to Date*

1. Holistic and generic Model for Consumer / Community Engagement
2. A Tool Kit
3. An Organisational Self-Assessment Tool
4. Resources
- AND
  1. Implementation of pilots
  2. Increased awareness
  3. Informal outcomes
  4. SOMETHING was MISSING

# *Needs .... (a) Staff*

*In a consumer engagement workshop staff share about their needs:*

Happy environment  
Purpose  
Autonomy  
Safety  
Meaning  
Fun  
Fulfilment  
Good relationships  
To feel trusted  
Support  
Freedom to be  
Appreciated  
Respect  
Acknowledgement  
Listened to  
Reward  
Debriefing



# Needs .... (b) Consumers

*In a consumer engagement / narrative enquiry workshop staff share their understanding and insight into consumers' needs:*

A word cloud of consumer needs is centered around a blue hole in the clouds. The words are arranged in a circular pattern around the hole. The words include:

- Positivity
- Needs are heard
- Care
- Advice
- Not being judged
- Trust
- Guidance
- Choices
- Sense of humour
- Being seen
- Support
- Friendship
- Be loved
- Feel important
- Listened to
- Understood
- Respect
- A hug
- To feel safe
- Confidence
- Good relationships



# *Key Engagement Aspects*

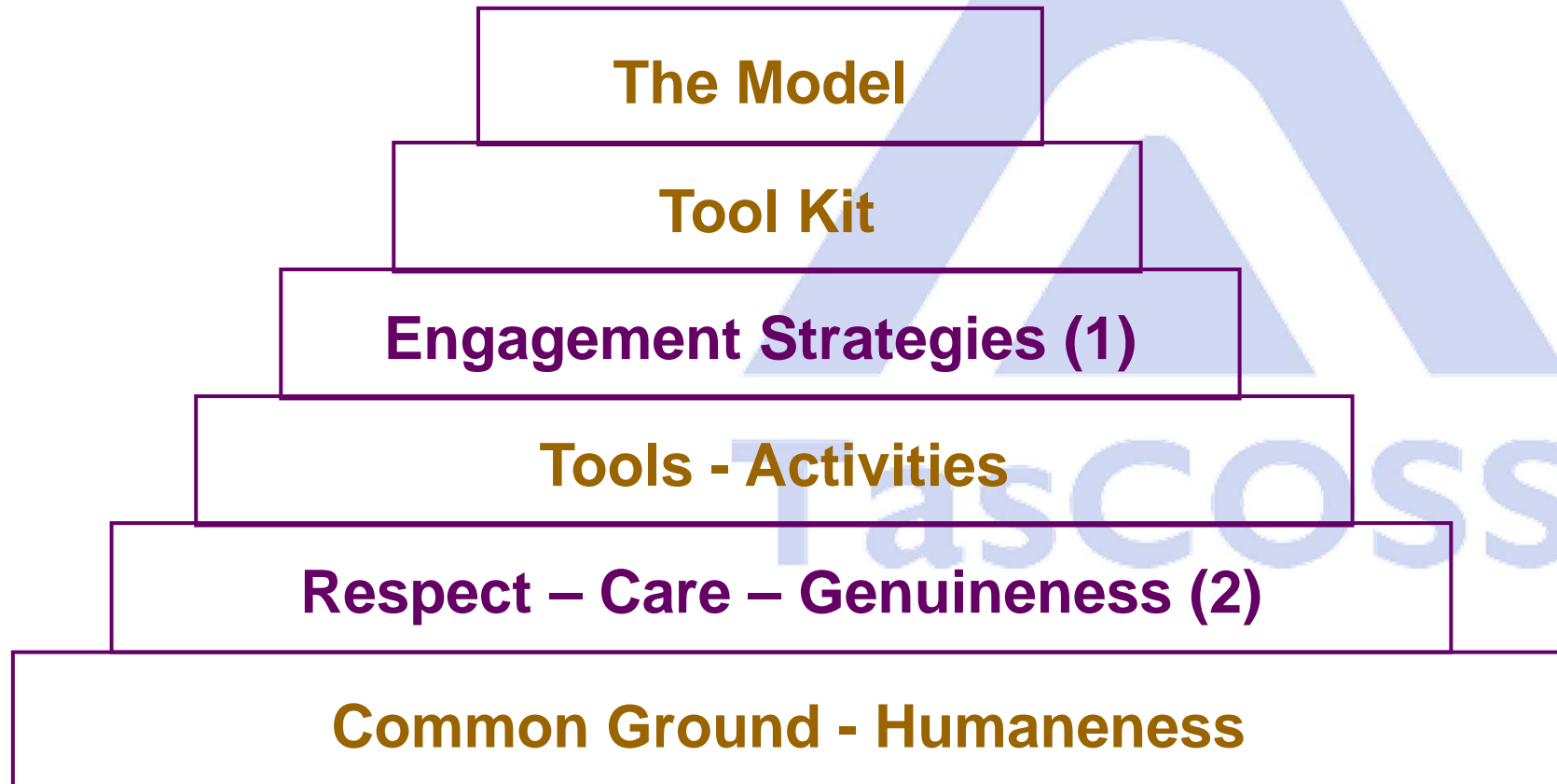
*In the literature and in best practice examples often the focus is on strategies, policies, approaches and activities or tools toward more or improved consumer engagement. The project identified there are two key aspects:*

1. **Strategies, Activities, Tasks**
  2. **Approach, Warmth, Care**
- **Engagement Pyramid**

*'The only things that count in life are the imprints of love which we leave behind us after we are gone.'*

*Albert Schweitzer*

# *Client Engagement Pyramid*



# *Matrix of Engagement*

Degree / Level	Aspect(s)	Planning *	Delivery *	Review *
Low 1	Inform			
2	Consult			
Medium	Involve			
High 1	Collaborate			
2	Empower – Control			

# *Something Missing ...*

## **What we had covered so far:**

- We developed a model, tool kit, resources & were talking to providers
- Workshops, interviews, etc ... we observed changes in the sector
- Issues: habit of doing, time, ability to see bigger picture, benefits?
- We put 2 supporting workshops together: 'consumer engagement' & 'narrative enquiry'
- Now: working well: approx. 8 providers who feel a. inspired, b. supported and c. more skilled
- Summary: not sure what will be 😊

## **Narrative Enquiry is:**

1. Abstract
2. Orientation
3. Complication
4. Evaluation
5. Resolution
6. Coda

## **Some Successes ...**

**At this early stage ....**

- **Provider A:**  
**\$100,000 grant money to implement service wider client / community engagement activities (2011)**
- **Provider B:**  
**\$60,000 to implement a creative program for Alzheimer's and Dementia clients (2011)**
- **Provider C:**  
**Involvement of clients – first time – in next 3 year strategic plan for whole service (late 2010)**

# *Early Stories / Feedback*

- **Dr. Tere Dawson – Health Issues Centre**
- I am writing to congratulate you and the HACCC services in Tasmania working with you in the development of a Model for consumer / client engagement.
- The process of development you have engaged in is a ‘**bottom-up**’ approach which may prove to be the key to the successful implementation and sustainability.
- The Model is also underpinned by clear values – which emerged from your work with the clients and service providers - and state government policies which make it strongly attuned with the needs of the clients, the service providers and the funding bodies.



## *Early Stories 2*

- **HACC Provider 1:**
- ‘We were also quite chuffed to be recognised in the group for the work we are already doing ....
- We came away with a lot of **inspiration and food for thought** which we are already starting to put into action ... even since Friday (day of program delivery)
- The workshops certainly broadened my way of thinking about client / consumer engagement and got me thinking, especially about the areas we can improve and expand.’

# *Early Stories 3*

- **HACC Provider 2:**
- **‘We have relied on surveys in the past which asked specific question much like this.**
- **We will start a process of capturing stories through face to face conversations or small groups which include training our clients to conduct as well as participate in these conversations.**
- **These stories can also be a source of personal growth where participants are willing to share their stories with other groups as a catalyst to involvement in our program or encouraging other people to share their stories.’**

# *Early Stories 4*

- **HACC Program Stakeholder:**
- **‘We have tried to support clients who face significant issues with one service. In some instances service recipients were left with no food for days. We have worked on this issue, lobbied, talked ... for a long time, unsuccessfully.**
- **Understanding more about the significance and impact that client stories can have, I have resolved to work with clients and to illicit their stories.**
- **We will then take the issue up again, using clients’ stories, with the service hopefully realising the overall negative impact of the existing policies and practices when shared in this way.’**

## *Early Stories 5*

- ‘I feel that my whole nursing philosophy has been validated by this approach to assisting people.’
- I have never liked task-based care, but have always looked for a holistic approach... thank goodness we are changing the way we do things.’
- Community Nurse working in HACCC (May '11)

## **Early Stories 6**

- I'm still basking in the glow of an amazing event and looking forward to debriefing with the team tomorrow. I thought the structure was great and the feel and responsiveness of the participants was fantastic.
- In some ways I look at it and ask, "What did we do that makes such a difference for people like John who was suffering from anxiety and then feels comfortable enough to speak up in front of all those people?"

## **... cont. ...**

- I feel honoured to be able to tap into the heart ability that our participants have to link them to one another. Its amazing the things we can do for one another by “being”.
- It really made me realise anew the importance of those connections we make and how much they mean. I was very moved by the whole thing which brought me into a quite fragile but positive state of mind last night....
- I shared some touching stories with my partner and kids to let them in on the wonderful things we shared and they all were suitably quiet and impressed when they heard it!
- It’s also left me even more motivated and inspired to keep doing things this way and to involve volunteers and participants even more as we go along.

**Sarah – Lifeline (HACC funded Chats Program)**



# *Early Stories 7*

- ‘Dimity said it was “life-changing” for her and has motivated her in all sorts of ways – she found the relaxation exercises totally new and wonderful.’

Lifeline Team Meeting

TasCOSS

# ***Contacts/Info:***

***[www.tascoss.org.au](http://www.tascoss.org.au)***

***Model, Tool Kit and other Resources are linked:***

- ***'Policy & Research', then***
- ***'HACC Projects'***

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***'We cannot all do great things,  
but we can all do small things  
with great love.'***

***Mother Theresa***