



# Community and Consumer Engagement Strategy

# 2024-2027

**Gold Coast Health**  
always care



**Queensland**  
Government



# OUR APPROACH TO COMMUNITY AND CONSUMER ENGAGEMENT

Community and consumer engagement are at the heart of our organisation. Real engagement enables us to achieve meaningful improvement in both the quality and safety of our services. We strive for authentic connections and partnerships so we can continue to meet the healthcare needs of our diverse consumers in the community we serve.

By co-designing, collaborating and drawing on the community’s lived experience, we can empower consumers to drive change and improve outcomes.

This strategy explains how Gold Coast Health will continue to champion shared decision-making and person-centred care through meaningful engagement with consumers and community.

Developed in alignment with the Gold Coast Health Strategic Plan, this strategy captures the four key pillars Gold Coast Health will focus on to further build on the progress made to date. Developed in consultation with our key stakeholders, including our Consumer Advisory Group, the strategy meets the legislative requirements of the Hospital and Health Boards Act 2011 and the National Safety and Quality Health Service Standards (NSQHS), and supports the implementation of the First Nations Health Equity Strategy.


## OUR VISION

We will have the best health outcomes in Australia.


## OUR PURPOSE

To be a leader in compassionate, sustainable, highly reliable healthcare.

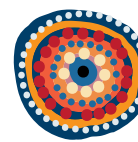
## OUR VALUES



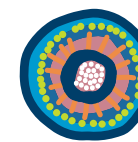
Integrity



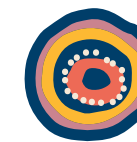
Community first



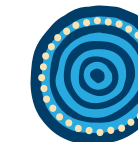
Respect



Excellence



Compassion



Empower

## OUR PHILOSOPHY

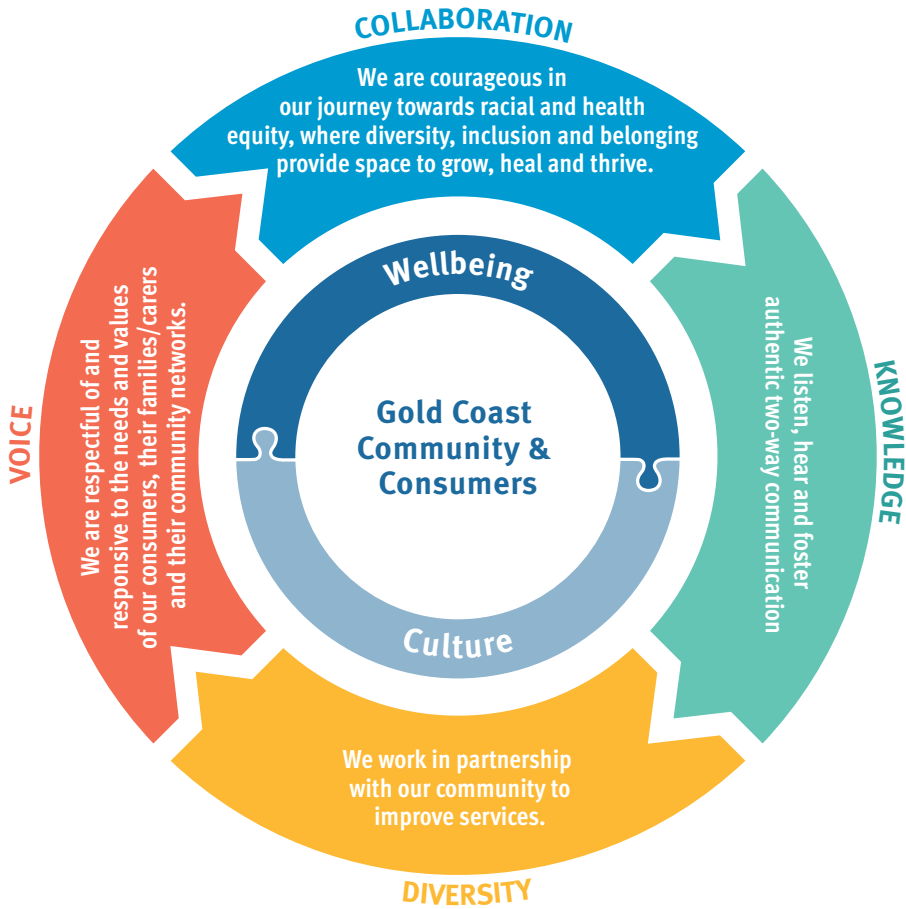
Our *Always Care* philosophy is central to our strategic direction. It recognises that the simplest acts of compassion can have significant impact - for patients, staff, the Gold Coast community and our partners in care delivery.

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.

# OUR PLAN

Through shared decision-making with consumers and the community, we aim to ensure our services are equitable, free from racism and discrimination, safe, culturally appropriate and accessible.

By focussing our efforts on four key pillars; collaboration, knowledge, diversity, and voice; we will continue to embed person-centred care at the heart of our organisation.



“

*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.*

”

- Ian Langdon, Board Chair, Gold Coast Health







# OUR KEY STAKEHOLDERS

The central stakeholder group, defined below in blue, are our strategic partnerships that contribute to the development and delivery of services and initiatives.

The boundary stakeholders, defined below in teal, are groups and organisations whose support allows us to meet the changing needs of our diverse community.



# COMMUNITY ENGAGEMENT

At Gold Coast Health, we collaborate and engage with a wide variety of organisations, services and community groups, allowing for co-designed initiatives, shared learning and more integrated community services.

Broad community engagement benefits both the health service and the community by:

- building a more diverse, inclusive and racially equitable health service
- improving awareness and integration of local services
- providing a platform to gather collective ideas and manage expectations
- sharing knowledge and personal experiences
- encouraging ownership of pride in the health service.

We achieve this by:

- partnering with community groups to host events and initiatives that celebrate the diversity of our community
- strengthening our online community by sharing real and transparent stories and promoting health care messages and community services
- establishing community connection and gaining valuable insights through shared lived experience initiatives
- collaborating with community partners to inform strategies, policies and services that meet the needs of the community
- embedding diversity and inclusion across the health services to ensure we provide opportunities and equity for all community members.



First Nations Health Equity Strategy community launch at Kalwun Development Corporation.



The annual Trauma Survivors Day brings together patients, carers, consumers, peer support workers and staff.



Pride week celebrations with GC Rainbow Communities, LGBTI Legal Centre, Relationships Australia, Headspace, and more.



Celebrating Harmony Day with GC Art Collective, GCMAGIC and Multicultural Families Organisation.





## CONSUMER ENGAGEMENT

Gold Coast Health works closely with a wide range of consumers. We aim to embed consumer engagement, participation and advocacy throughout the health service.

Consumers sit on many committees, working groups, and advisory councils and offer regular community feedback to support planning, operations and service delivery.

Consumers play an active role in shaping our services and help to ensure we continue to deliver the high level of care that our community wants and needs.

Our Consumer Advisory Group (CAG) consists of people from diverse backgrounds who advocate more broadly across the health service and have a direct line of feedback to the Gold Coast Health Board.

The CAG is focussed on four key areas to improve health service outcomes:

1. Diversity and inclusion
2. Health literacy
3. Person-centred care
4. Consumers in research.

Current and CAG activities include:

- reviewing and refining patient information resources
- increasing consumer involvement in research projects
- partnering to promote health literacy initiatives
- reviewing local data and Patient Reported Experience Measures (PREMS) data to drive meaningful change
- purposefully engaging to prioritise person and family-centred care
- supporting the implementation of the First Nations Health Equity Strategy and Diversity and Inclusion Strategy
- advancing communication and engagement in digital health care.

The *Always Care Consumer Network* is a wider network of Gold Coast consumers engaged to provide input into new and improved services and initiatives.

This group draws on the lived experience of a larger cohort of consumers from diverse backgrounds to provide valuable insights and expertise on a range of topics.

## HEALTH EQUITY

Health equity means that everyone has a fair and just opportunity to be as healthy as possible.

Gold Coast Health has developed a [First Nations Health Equity Strategy](#) in partnership with Kalwun Development Corporation (Kalwun), the Gold Coast Primary Health Network (GCPHN) and local community to:

- work with First Nations peoples and organisations to close the health gap
- answer to the communities that we serve
- build better health services for First Nation community members.

Our commitment is to work with the Gold Coast First Nations community, delivering real outcomes and lasting change through a genuine partnership approach of co-design, co-ownership and co-implementation.

The voices, leadership and lived experience of First Nations peoples are driving the Health Equity agenda.

Actions have been developed against the Health Equity Strategy's six priority areas:

Our partnership with Kalwun assists us to co-design



*“If we want to know what mob needs, we need to be asking mob; we are just a very select few voices... Community engagement, community voice... I’m really passionate about that.”*

- First Nations focus group participant

services, strategies and initiatives that meet the needs of the Gold Coast First Nations community.

Gold Coast Health has also established a formal partnership with the Yugambeh Regional Aboriginal Corporation (YRACA), a regional Traditional Custodian organisation, to provide appropriate cultural services and guidance across our health service.

Gold Coast Health, Kalwun and Krurungal Aboriginal and Torres Strait Islander Corporation for Welfare, Resource and Housing are working together in delivering the Karulbo Network, a collaboration which involves the community in decision-making regarding preferred healthcare solutions.

Gold Coast Health also has an Aboriginal and Torres Strait Islander Health Service which includes Indigenous Health Liaison Officers (IHLO) and Health Workers who work across the Gold Coast University Hospital, Robina Hospital and community settings. The IHLOs and Health Workers are 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.

Waijungbah Jarjums is an integrated Aboriginal and Torres Strait Islander service within Gold Coast Health, led and staffed by Midwifery and Child Health Service teams. This service is an Australian first, where the models of care have been integrated and co-designed with the community to provide seamless, connected, continuity of care for women and their families up until the child is five years of age.



# OUR COMMUNITY AND CONSUMER ENGAGEMENT PLAN

FOCUS AREA	COLLABORATION Working together with the Gold Coast community to drive and improve health service initiatives.	KNOWLEDGE Improving healthcare knowledge to optimise access for our diverse community and drive equitable and improved health outcomes.	DIVERSITY Celebrating the many people who make up our community and enhancing diversity and inclusion across our partnerships.	VOICE Enabling consumer experience to drive changes, deliver improved outcomes and ensure our healthcare is what the community wants and needs.
WHAT WE WILL DO	<ul style="list-style-type: none"> <li>• Work in partnership with consumers and the community to ensure our services are equitable, free from racism and discrimination, safe, culturally appropriate and accessible.</li> <li>• Expand our community relationships to foster meaningful input and feedback for service improvements.</li> <li>• Co-design person-centred services in collaboration with our consumers and community.</li> <li>• Include consumers on a variety of strategic/planning committees and working groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote an organisational culture that prioritises consumer engagement to enhance patient knowledge.</li> <li>• Empower consumers to be active in their own healthcare journey by supporting their understanding of healthcare information and services.</li> <li>• Improve consumer and community access to information, tools, resources and feedback channels.</li> <li>• Improve understanding of health literacy principles for staff, consumers and the wider community.</li> </ul>	<ul style="list-style-type: none"> <li>• Partner with a variety of community groups to support access and engagement with diverse and identified peoples.</li> <li>• Ensure diverse representation across our consumer advisory groups, committees, partnerships and staff.</li> <li>• Identify and reduce barriers for people navigating hospitals and community health facilities.</li> <li>• Improve the awareness of our programs and services that support accessible and equitable healthcare.</li> </ul>	<ul style="list-style-type: none"> <li>• Grow our Consumer Network to include a diverse range of people with varying backgrounds, beliefs and lived experiences.</li> <li>• Ensure consumer and community engagement is strategically embedded and integrated across the health service.</li> <li>• Actively engage consumers and community members with lived experience to guide new or improved policies, services and resources.</li> <li>• Expand consumer engagement and participation in research activities.</li> </ul>
WHAT WE WILL MEASURE	<ul style="list-style-type: none"> <li>• The number of targeted consumer and community groups/members engaged and consulted with across the health service.</li> <li>• Consumer experience feedback to ensure we are delivering high quality and tailored care.</li> <li>• The impacts of community/consumer-driven initiatives and developments across the health service.</li> <li>• Annual review of consumer impact on committees/working groups.</li> </ul>	<ul style="list-style-type: none"> <li>• The number of health consumers/community members participating in the development, assessment and review of patient information resources.</li> <li>• The number of tools and resources utilised to support consumers in understanding their care and the health care service.</li> <li>• Completion rates of staff health literacy training programs.</li> <li>• Annual review of consumer satisfaction surveys.</li> </ul>	<ul style="list-style-type: none"> <li>• Satisfaction levels to confirm programs/mechanisms are helping people receive the healthcare they need.</li> <li>• Consumer feedback and surveys to identify barriers/challenge areas.</li> <li>• The number of tools and resources developed that allow/improve access to information and feedback opportunities.</li> <li>• The quality and uptake of interpreter and language services across our health service.</li> </ul>	<ul style="list-style-type: none"> <li>• The number of consumers and community members engaged in our Consumer Network and internal committees.</li> <li>• The number of initiatives driven or impacted by consumer/community input.</li> <li>• The number of mechanisms established for consumer/community input.</li> <li>• The number of consumers involved in research projects and initiatives.</li> </ul>
IN ACTION	<a href="#">Local Area Needs Assessment</a>	<a href="#">Health Literacy program</a>	<a href="#">First Nations Health Equity Strategy</a>	<a href="#">Always Care Consumer Network</a>