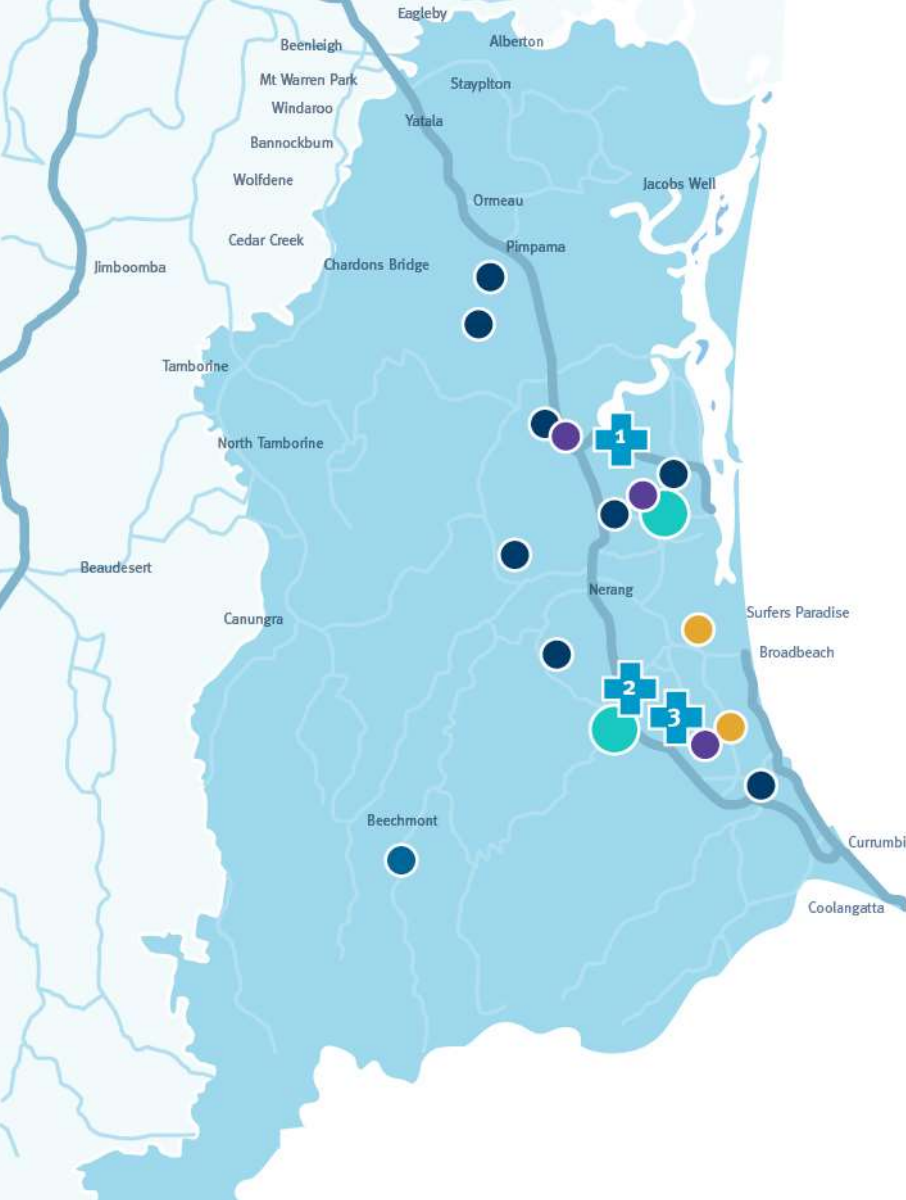


Role of the Board and Executive in championing consumer and community engagement

Ian Langdon, Chair
Gold Coast Health



Gold Coast Health service area map



1 Gold Coast University Hospital

2 Robina Hospital

3 Varsity Lakes Day Hospital

Light blue circle: GCH service area

Yellow circle: School Dental Clinic

Blue cross: Hospital

Purple circle: BreastScreen Centre

Teal circle: Health Precinct

Dark blue circle: Other facility

Dark blue circle: Community Health Centre

Our vision

Gold Coast Health will be **recognised** as a centre of excellence for world-class healthcare



(My) principles of effective engagement

- Community representation is required within the very fabric of our operations
- Engagement needs to be with front-line clinicians and not merely with Board and Executive
- “Lived experiences” influence not only models of care but the very culture and tone of organisation



(My) principles of effective engagement

- Not by chance - must be planned, embraced and profiled
- Composition, structure and defined role of consumer advisory groups are important first steps



A new-look CAG for Gold Coast Health

- Gold Coast Health reviewed consumer engagement program in early 2017
- New CAG established in April 2017
 - 25 active members diverse in culture, age, healthcare needs
 - First independent chair and introduction of sitting fees



What has happened

- Energy, enthusiasm and passion!
- Represented on 40+ HHS committees
- Own mission, vision and four priority areas
 - Health literacy
 - Diversity and inclusion
 - Food and nutrition
 - Aged care
- Working groups established and plans being developed



Other achievements

- CAG chair addressed new employees in staff orientations
- Gained organisational support for health literacy strategy and committee
- Influential in models of care reforms
- Participation in HCQ staff consumer engagement training
- Significant input into simple language patient information
- CAG produced social media promotional video

Accreditation recognition

- Glowing report for “Partnering with Consumers” (standard 2) in recent accreditation

“Standard 2 is being championed by GCHHS and we were inundated with evidence of consumer participation in service planning, design, and evaluation as well as collaborative partnerships both internally and externally. The Service showed exceptional outcomes for this (consumer partnership in designing care) criterion”

Board and exec role in fostering engagement

- Visible leadership and advocacy
- Active participation in key forums
- Board and exec education and awareness
- Escalate key issues for support and action
- Promote and recognise achievements
- Create a climate for “champions”

Community engagement

- Staff conducted 400+ engagement activities in past 12 months
 - Gold Coast Marathon, Schoolies, careers festival and other community events
 - Drug and alcohol forums for families in need
 - Supporting fundraising initiatives and events
- Board active in raising awareness and profile of HHS in community

Commonwealth Games

- “Gold medal performance” – Minister
- Strong “community first” culture reflected during Games
- More than 150 staff volunteered
- Staff involved in athletes village polyclinic, treating Games family, hosting athletes’ visits



Understanding our stakeholders

Stakeholder research project undertaken to:

- Understand current perceptions
- Understand how relationships can be strengthened
- Demonstrate commitment to stakeholder relationships
- Build, protect and enhance these relationships

Stakeholder feedback

- “I think Gold Coast Health has done an amazing job. It is well regarded in the community”
- “There has been a lot of (positive) cultural transformation happen in recent years”
- “Each year Gold Coast Health gets better and better. Even the fact they are doing this survey shows that they want to engage with stakeholders.”

Stakeholder feedback

“There is an enormous opportunity for Gold Coast Health to position itself and it should be proactive about that”

– **Peter Beattie, Chair, GOLDOC**

“I would like to see Gold Coast Health being a stronger community advocate. They need to have more of a public face. They are a huge part of the GC community”

– **Tony Cochrane, Chair, Gold Coast Suns**

Local leader engagement

- Process underway involving interviews with 20+ key community representatives from business, education, tourism, media and community
- Issues discussed range from infrastructure needs through to future service delivery
- Pursuing opportunities to partner and work collaboratively
 - Queensland Police Service
 - City of Gold Coast
 - Gold Coast Tourism

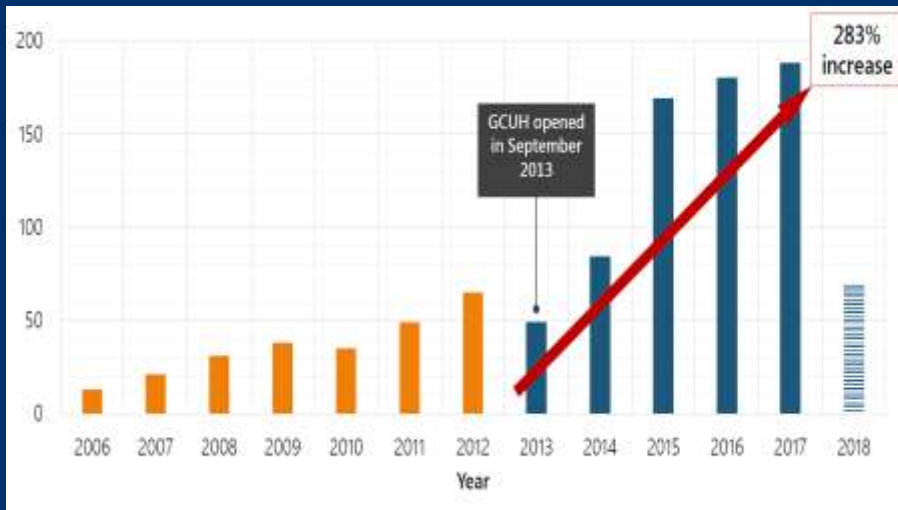
Other key partnerships

- Queensland Ambulance Service
- Gold Coast Primary Health Network
- Gold Coast TAFE
- Universities

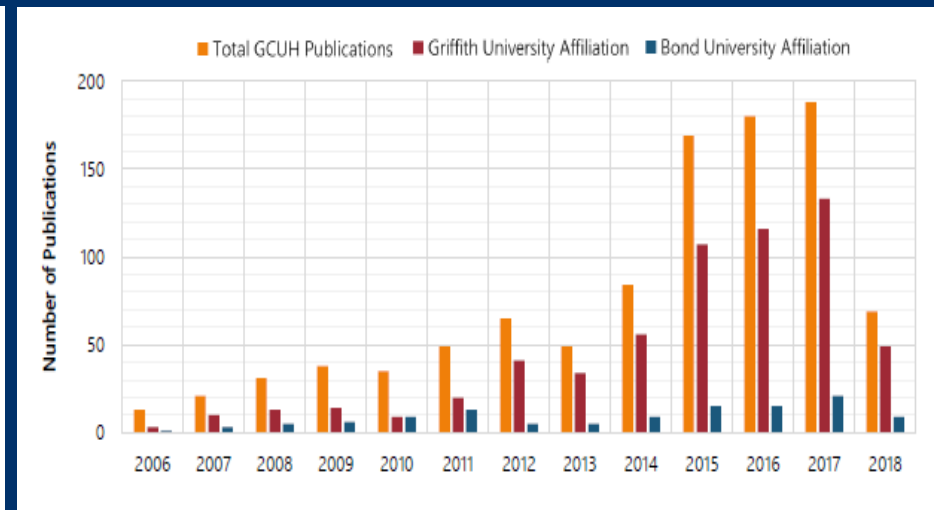


Partnering with universities

Research Output: Publications and citations



Research Output: Co-authorship



Our people

- Our people have profound impact on Gold Coast community
- As largest employer in the region, need to lead by example
- Looking to create work opportunities for diverse/disadvantaged people
 - Social enterprise café and other projects underway



Final thoughts and reflections

- We provide better service when we understand what our community wants from us
- Providing care starts before our community comes through the door
- We want our community to be proud of their hospital and health service

Thank you