

Community Engagement Strategy 2018-2021

Wellness is our Goal • Excellence is our Passion • Our People are Our Future

FRAMEWORK

GOAL

Provide staff with a framework for relevant and timely two way communication with consumers

PROMISE

We will adhere to policies and procedures which will guide the way we engage with the community

IMPLEMENTATION

- adopt communication strategy to maintain front of mind awareness for staff around community engagement and build an organisational culture of engagement
- access central repository of tools and information which support community engagement initiatives at a local level
- utilise resources to increase levels of community engagement and consumer participation

INFORM

GOAL

Keep communities informed of health services available and of decisions emanating from Community Engagement

PROMISE

We will keep you informed

IMPLEMENTATION

- utilise appropriate communication channels and tactics that are most appropriate for individual communities to deliver information to our communities
- ensure consumer information is current
- develop local print collateral and make readily available

TOOLS

- website
- social media
- print collateral
- information sessions
- publicity
- LHACs

CONSULT

GOAL

Interact with communities in a meaningful and appropriate way about decisions that affect them

PROMISE

We will listen to you, consider your ideas and concerns and keep you informed

IMPLEMENTATION

- Seek feedback from consumers when:
- planning services and models of care
 - considering changes to services (reduction or increase)
 - developing publications / resources

TOOLS

- surveys
- interviews
- focus groups
- meetings and workshops
- LHACs

ENGAGE

GOAL

Maximise engagement with consumers at every level of operations to ensure patient and community needs are represented and actioned

PROMISE

We will work with you on an ongoing basis to ensure that your ideas, concerns and aspirations are considered

We will provide feedback on MLHD decisions

IMPLEMENTATION

- Involve consumers in planning, designing and evaluating services by:
- involving consumers in working parties
 - consumer representation at planning meetings
 - involving consumers in safety and quality analysis at site level

TOOLS

- meetings and workshops
- focus groups
- interviews
- LHACs
- social media

Collaboration • Openness • Respect • Empowerment