



# Citizen Engagement: Look Who's Coming to Dinner

Tony McBride

*CEO, Health Issues Centre*

© Health Issues Centre



# Health Issues Centre

---

- ❑ Independent NGO
- ❑ Consumer participation, research, policy analysis and advocacy
- ❑ Board = consumers & health workers

❑ [www.healthissuescentre.org.au](http://www.healthissuescentre.org.au)

(now incorporates [www.participateinhealth.org.au](http://www.participateinhealth.org.au))

❑ Health Issues journal, eNews, library

# The Preface

- 
- ❑ Citizens (wearing one hat or another, eg consumer, community member, taxpayer) are increasingly going to be taking a seat at the government's dinner table

# Policy context

---

## ❏ Policy

- ❏ *National Mental Health Plan 2003-2008*
- ❏ *Doing it with us, not for us: Participation in Your Health Service System (Victoria)*
- ❏ *Caring Together: an action plan for carer involvement in Victorian public mental health services*

## ❏ Accreditation

- ❏ *EQulP, Quality Improvement Council, etc*

## ❏ Legislation

- ❏ *Community Advisory Committees in metropolitan & regional Public Health Services (Victoria)*




## ❏ Frameworks

- ❏ *RACGP Quality Framework*
- ❏ *“Patient-centred care”*

# The Preface

- 
- ❑ Citizens (wearing one hat or another, eg consumer, community member, taxpayer) are increasingly going to be taking a seat at the government's dinner table
  - ❑ Can be stimulating guests if fed well
  - ❑ Menu currently patchy - more often Maccas than nouvelle cuisine

# Key messages 1-3 re value-adding

-  Always look at the dessert menu before ordering your main course: Policy and practice are inextricably linked
-  Citizens will enliven / broaden the dinner conversation
-  An open kitchen breeds trust: transparency and involvement builds support for end policy and practice

# Key messages 4-6

- Always look at the dessert menu before ordering your main course: Policy and practice are inextricably linked
- Citizens will enliven / broaden the dinner conversation
- An open kitchen breeds trust: transparency and involvement builds support for end policy and practice
- Feed and nurture your plants- they will then feed you: support citizens with information and education
- Invite friends to kitchen to plan the menu and cook: citizens can be drivers, partners and contributors to change and policy processes
- Vary the menu according to the occasion: choose methods according to purpose and context

# Always look at the dessert menu before ordering your main course:

- ❑ Policy and practice are inextricably linked
  
- ❑ Need participation at all levels
  - ❑ Individual care
  - ❑ Coalface
  - ❑ Organisational
  - ❑ Community/statewide/government
  
- ❑ Consumers more likely to participate in policy development if involved in other ways too (so is this meal a one-night stand?)

# Citizens will enliven / broaden the dinner conversation

---

- ❑ Any citizen involvement can change culture and focus of of discourse
- ❑ Of course, policy makers need citizens to want to be involved
- ❑ And policy makers have to (want to / be able to) foster voices to be heard and to listen
- ❑ Citizen input can be valuable
- ❑ Guests should feel satisfied after the meal

# An open kitchen breeds trust

---

☐ Transparency and involvement builds support for end policy and practice

☐ eg National Women's Health Policy, new Royal Women's Hospital site consultation, HIV/AIDS Policies, Brunswick Municipal Health Plan, Upper Murray Health Service

# Feed and nurture your plants- they will then feed you

- If you provide good quality information and education (not the sham stuff), you will get better responses

# Invite friends to kitchen to plan the menu and cook

☐ Citizens as:





☐ **Drivers** (eg in breast cancer field, complaints processes, better information, privacy legislation)

☐ **Collaborators** (eg HIV/AIDS services and prevention, cancer service reform)

☐ **Contributors** (with knowledge not held by providers, eg community priorities, understanding of receiving services)

# Vary the menu according to the occasion

---

-  Choose methods according to purpose, context and participants
-  Multiple methods work best
-  Deliberative methods have potential
-  E-methods can reach new audiences, but clearly not all

# Key messages re value-adding

- Always look at the dessert menu before ordering your main course: **Policy and practice are inextricably linked**
- Citizens will enliven / broaden the dinner conversation
- An open kitchen breeds trust: **transparency and involvement builds support for end policy and practice**
- Feed and nurture your plants- they will then feed you: **support citizens with information and education**
- Invite friends to kitchen to plan the menu and cook: **citizens can be drivers, partners and contributors to change and policy processes**
- Vary the menu according to the occasion: **choose methods according to purpose and context**

# Endnote

---

☐ “Getting the right participation”

☐ “ Getting the participation right”

☐ [www.healthissuescentre.org.au](http://www.healthissuescentre.org.au)

# Levels of participation

- ❑ **Individual** – on decisions about own care, self management
- ❑ **Program** – feedback, service improvement, new care approaches
- ❑ **Organisational** – policy, new services, access, staff selection, Quality Committee, Community Advisory Committee
- ❑ **Community, statewide** – in support / advocacy in consumer and community groups/organisations, broader networks, statewide organisations, government department processes inc influencing policy, resource allocation