

Health Consumers in the Upper Murray

Topic: The story of UMHCS consumer engagement strategies, with tips on how your CAG can design a strategy to get your community buzzing and involved.



Upper Murray Health &
Community Services

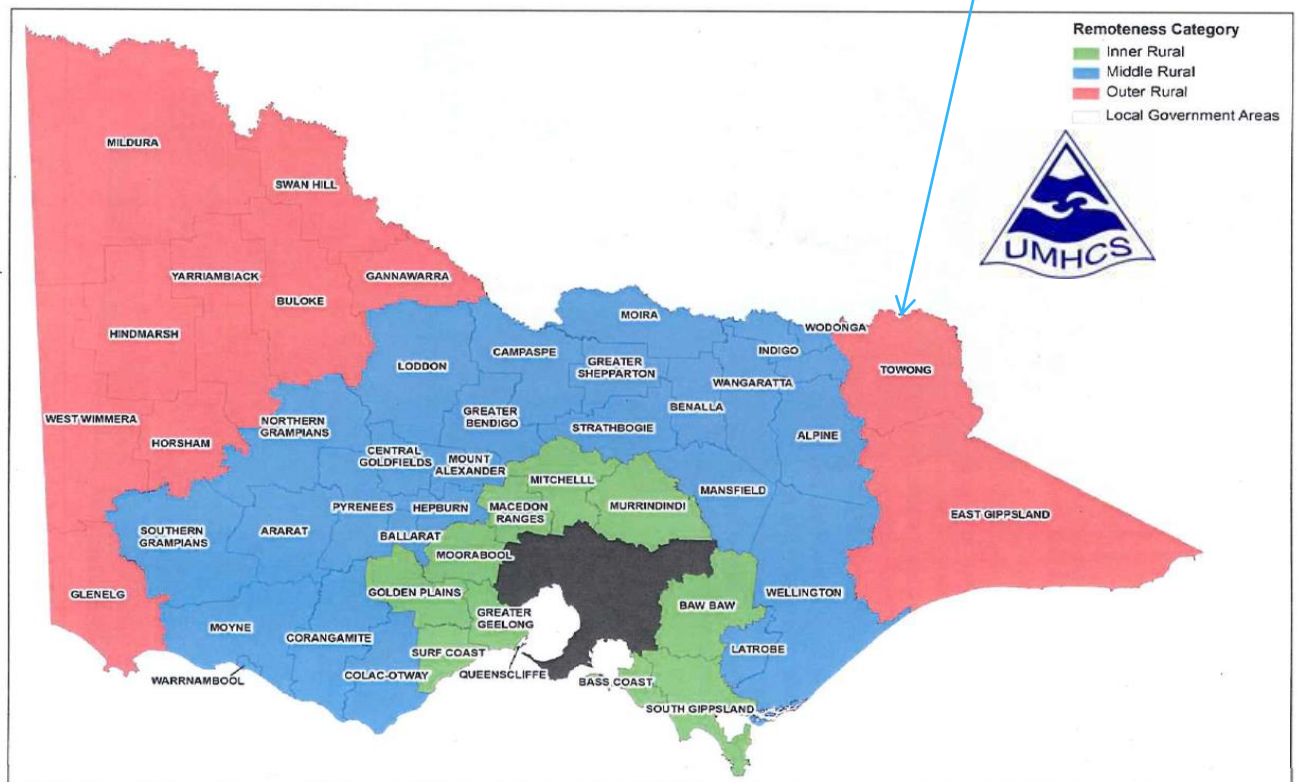
Calendar 2016



Where the heck is Corryong?



Figure 3: LGA Grouping by distance from Metropolitan Melbourne



A little bit of theory of consumer engagement

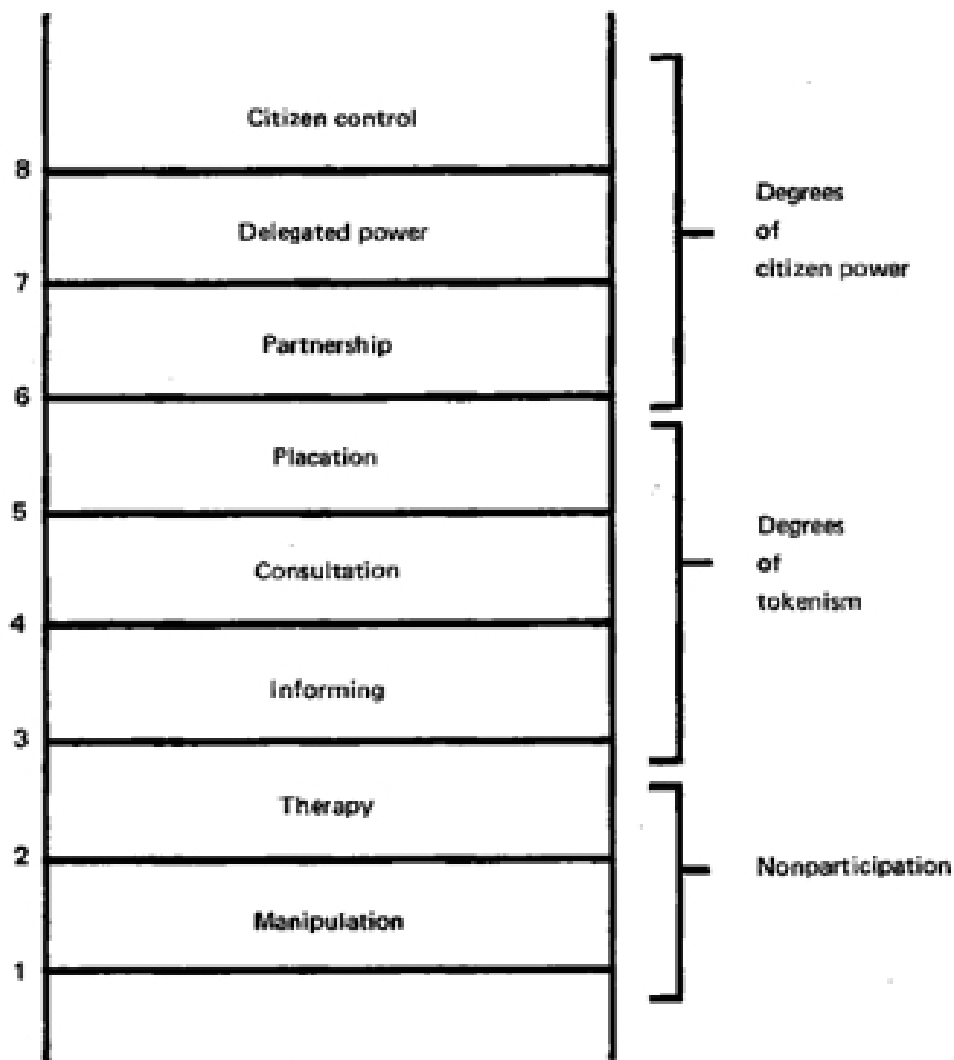


FIGURE 2 *Eight Rungs on a Ladder of Citizen Participation*

From a traditional country hospital to a Multi Purpose service

OUR SERVICES

Visiting services

- Aged Care Assessment Team
- Albury Hearing Service
- Border Pathology Centre
- Continence Management Nurse
- Drug & Alcohol Services
- Maternal & Child Health Services
- North East Child & Adolescent Mental Health
- Optometrist
- Podiatry
- Problem Gambling
- Speech Therapy
- Dental

Australian Institute of Flexible Learning

The AIFL offers two distinct pathways to achieving a qualification: 100% online RPL by eRecognition and 100% online courses with some on-the-job training.
<http://www.aifl.edu.au/>

Medical Clinic

- Diabetes Nurse Consultant
- Visiting Medical Specialists
- Visiting RFDOS Women's GP
- Women's Health
- Respiratory Assessment – asthma management
- Medical Imaging
- Minor Surgical Procedures
- General Practitioners (bulk billed for HCC)
- Immunisations

Groups

- Cancer Support Group
- Childbirth Education
- Community Wellbeing Group
- Community Liaison Group
- Planned Adult Activity Group
- Diabetes Support Group
- Mental Health Support Dinner Group
- Parkinson's Support Group

Acute/Residential Services

- Acute Care
- Advanced Care Planning
- Diversional Therapy
- Primary Triage & Assessment
- Residential Care Services
- Respite
- Urgent Care Centre (24 hrs)
- High Dependency bed
- Tele-Health
- Continuum of Care

All of our services are delivered in a flexible manner and are responsive to individual client needs.

Further information about UMHCS programs and services can be found in UMHCS Annual report, UMHCS website www.umhcs.vic.gov.au, UMHCS

Client & Service Information Booklet (available at reception), Corryong Courier Newspaper updates, or by appointment with a service provider 0260763200

Health & Fitness Centre

- Cardiac Rehabilitation
- Falls prevention/Make a Move
- Backs and Bellies
- Healthy Start
- Strong People Stay Young
- Tai Chi
- Fit for Life
- Jac's Rehab
- Keenagers Table tennis
- Total Body 30 / Total Body 60
- Les Mills Body Balance
- Power Bar
- Circuit Training
- Box Fit
- Power Puff
- Strength / HIT
- Personal training
- Karate

Community Services

- Adult Mental Health
- Allied Health Assistance
- Bimbles Home visiting
- Community Transport
- District Nursing Service
- Domestic Assistance
- Domiciliary Midwifery
- Exercise Physiology
- Fair Share (Food Bank)
- Generalist Counselor
- Health Promotion/Community Development
- Home and Community Care Services
- Meals on Wheels
- Mental Health Clinical Nurse Consultant
- Occupational Therapy
- Palliative Care & Bereavement Support
- Personal Care
- Physiotherapy
- Social Work
- Community Transport - volunteer service

Our first Community Liaison Group

Recruitment – brought together a cross section of the community from different locations, age groups and life experiences

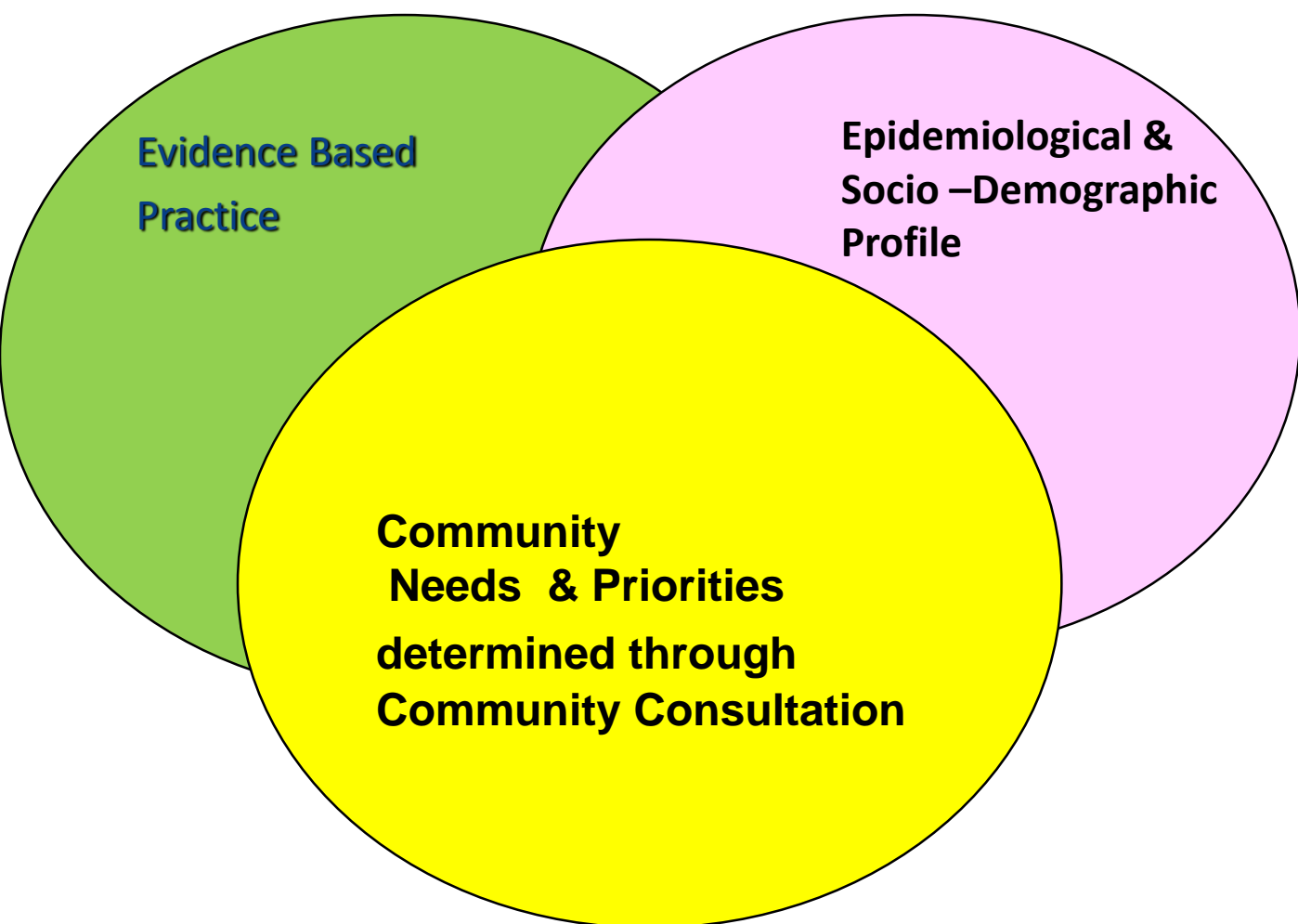
Initial membership of 12



Our Vision Statement

“We desire a tolerant, safe, happy, accessible environment in which all have the right, privilege and responsibility to create a healthy, sustainable and cohesive community.”(1999)

The model used for the Evidence – Based Needs Assessments – the best of all worlds.



Consumer group member experiences during the 2002 Needs Assessment

- * “Doing it as a group was very inspiring, challenging and powerful, albeit frustrating at times.”
- * “I was pleasantly surprised at the willingness of interviewees....and at the frankness and openness of the answers offered.”
- * “Interviews brought forward some very emotional issues. I had to have compassion, patience and a lot of sensitivity, but still have assertiveness. I did it. Wow!!”
- * “Very valuable skills learnt that I can use and apply to other projects.”
- * “the role of the trained professional facilitator to maintain the group’s focus is critical.”
- * “We made house rules first so that gave me confidence to come forth with my thoughts. I looked forward to our meetings, having tea with new friends, a lovely atmosphere.”

EBNA 2008



Examples of Needs identified by Community

- **Physiotherapy services expanded** 
- **Local counselling and mental health services** 
- **Financial assistance and counselling** 
- **Local community transport** 
- **Strategies for confident self care** 
- **Pain management strategies** 
- **Increased Exercise opportunities (Example 1)**
- **Access to a heated pool** (Example 2)
- **Access to dental services**
- **Transport to Albury /Wodonga**

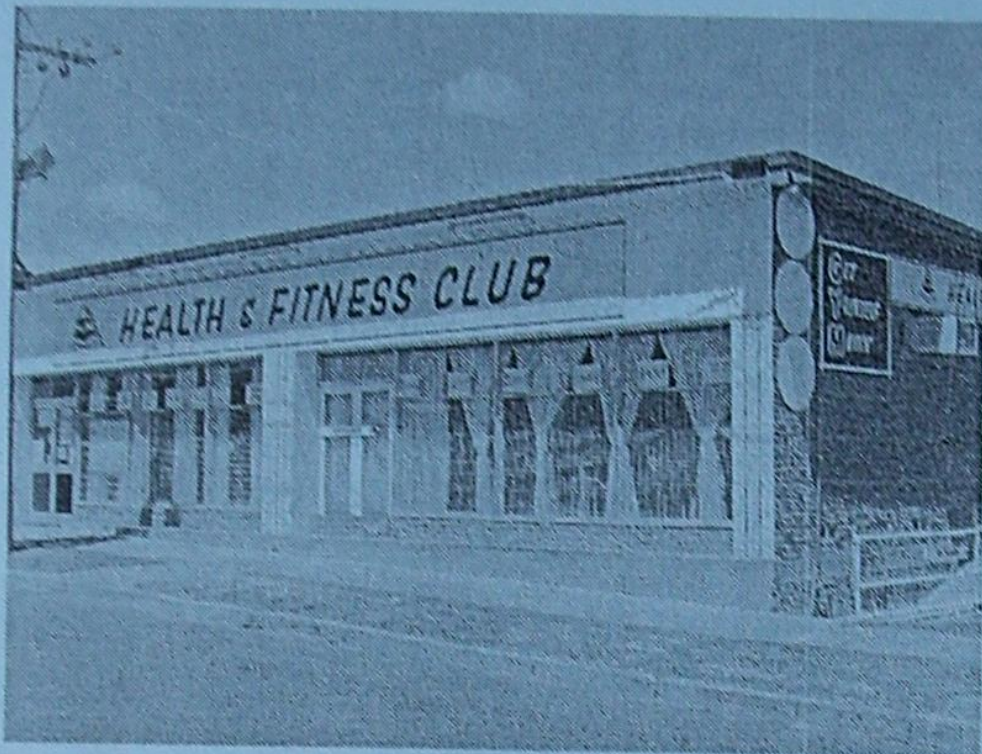
Involving the community in decision making on emerging issues

**Example 1: Purchase of a building for the
Health and Fitness centre**

Example 2: The Hydrotherapy pool

The community identified the need for a
“place where people can exercise together
and strengthen bodies and friendships at
the same time.”

Our Gym

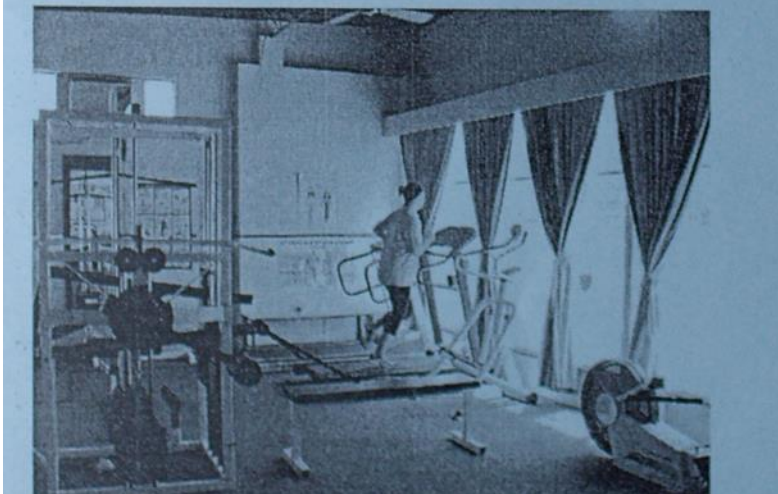


The Board of UMHCS has allocated \$122,500 to purchase the Gym Building, **BUT** only if the Community wants them to.



The philosophy of the UMHCS is to consult with the community on issues such as this.

If you agree that the Board should purchase the building, please provide your name, address (optional) and signature on the petitions which are located around the local businesses. Thank you!



Example 2: the Hydrotherapy pool

- ▶ 1. Community Expectations
- ▶ 2. Evidence base for the pool
- ▶ 3. Potential benefit to the community
- ▶ 4. Costs of the pool
- ▶ 5. Opportunity cost of the pool

The CLG rises to the challenge

Inform and involve the community

- * Courier articles
- * Information leaflet
- * Survey questionnaire
- * Mailout to all households

Analyse data “Needs vs Numbers”

Report to Board

Report back to community

Adopt a partnership approach to broader community need.

Total Upfront Cost: \$386,000

Total Ongoing Cost: \$47,000 annually
\$33,000 (70%) staffing, varies with
used
\$14,000 (30%) non-personnel costs,
fixed



**“The kidney shape was a cool idea.
Reminds us what you sold to pay for it.”**

What we have learned:

- * **Firstly**, consumer engagement is a powerful means to unlock the potential of consumers and local communities
- * **Secondly**, there is no single ‘right’ way to engage with consumers
- * **Thirdly**: Consumer engagement is not something ‘to do’ – it is all about learning from and working with people to get things done.
- * Engagement is a way to unlock a **powerful resource** that can help plan and deliver better health care.
- * **Together we do do better**

What the future entails

- * Rebadging our group as a CAG – networking broadly
- * Ongoing recruitment /strategies to engage marginalised
- * Diverse engagement strategies
- * Action learning
- * Advocacy /empowerment
- * Hospitality
- * Respect
- * Staff capacity building
- * Increased transparency and genuine community decision making.
- * Better health outcomes