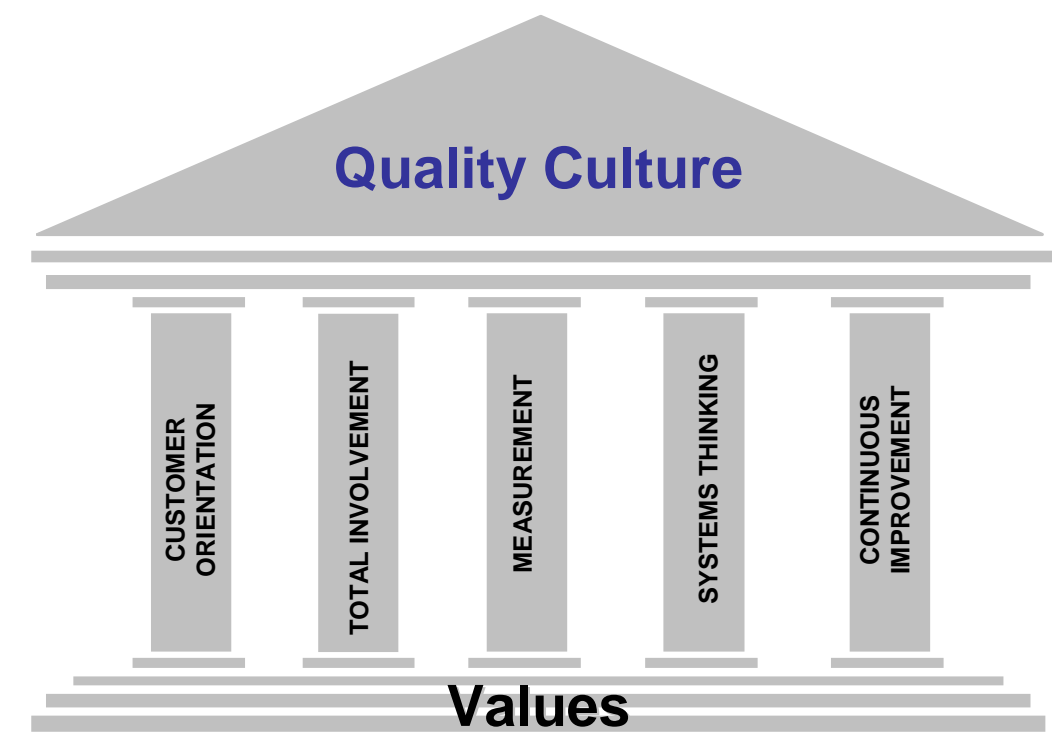


Community Participation Plan 2007 to 2009

BACKGROUND

Community participation: A key element in ensuring excellence in health care and service

In order to ensure Bayside Health delivers excellence in health care and service, the health service has committed to embedding a quality culture across the organisation, which supports our continuous organisational improvement, innovation and leadership in health service and care. Our quality culture is based on 5 key principles which guide the way we work at Bayside Health and is underpinned by our organisational values. This is depicted below:



OUR APPROACH TO COMMUNITY PARTICIPATION

Consistent with these principles, Bayside Health recognises that it is part of a broader health system designed to meet the health needs of the community and that this is best achieved by working in partnership with our key stakeholders. Patients and their carers and the broader community are primary stakeholders in our health service and Bayside Health is committed to consumer and community participation in all levels of health service planning and decision making.

Bayside Health's Community Participation Plan outlines our commitment and approach to community participation. For the purposes of this plan, community encompasses members of the public with an interest in health and well-being, including consumer groups that come together to improve services and address shared needs and issues and service users such as patients, carers and family members.

Bayside Health is committed to community participation in service development, quality improvement and patient treatment and care believing it adds the following important dimensions to decision making:

- *It provides a different perspective from that of staff on key service delivery challenges and opportunities*
- *It helps to move clinicians and management out of their comfort zone by taking a patient and community perspective on aspects of service quality*
- *It supports a patient-centred approach to care*

- *It is useful to understand the priorities of people who are not necessarily receiving a service but who are potential users of the service.*

Bayside Health's approach to community participation is based on the following principles:

1. Community participation is integral to service development, quality improvement and patient-centred care at Bayside Health.

- Community participation enables Bayside Health to be more responsive to community views and preferences and hence more accountable to the community it serves.
- It creates opportunities for healthy debate and two-way communication between the health service and the community.

2. Community participation will be evidenced at all levels of service planning and delivery at Bayside Health.

- This is necessary if members of the public and service users are to be part of the decision-making process.

3. Community participation will be initiated in a timely manner.

- Community input is required from the conceptual stage of a plan, project or program through to its implementation and evaluation.

4. The community will be empowered to be active partners in service development and quality improvement and service users will be empowered to be actively involved in their own treatment and care.

- If the health service actively seeks and supports community involvement, it is likely to be more meaningful and have greater benefits.
- Community participation will assist Bayside Health to improve the experience of the patients, carers and families using its services.
- Participation in treatment and care is essential to achieve improved health outcomes for service users.

5. There will be a wide range of opportunities for the community to participate in service development and quality improvement at Bayside Health including formal and informal processes.

- We recognise and respect that members of the community (including patients and carers) will want to participate in different ways/capacities and therefore we will offer range of opportunities to suit different needs.

6. Community participation is inclusive and representative of the diversity of the community served by Bayside Health.

- Bayside Health serves a population with diverse needs. It is important that a balanced view of community opinions and preferences is obtained.
- Consideration will be given to the needs of certain groups, such as people from culturally and linguistically diverse communities, to enable their participation.

7. Bayside Health values the knowledge, skills and expertise that community participants can bring to decision-making processes.

- Meaningful community participation requires the health service to value community feedback and work in partnership with the community to prioritise and address areas of expressed need.

Bayside Health has developed a framework for Consumer and Community Participation (Diagram 2) which highlights the need for two-way interaction and involvement between the community and consumers across all levels of service planning and delivery at Bayside Health. This framework clearly identifies the key role of community groups and consumer support organisations in community participation, which is further promoted in the improvement priorities for Bayside Health.

BAYSIDE HEALTH'S FRAMEWORK FOR CONSUMER AND COMMUNITY PARTICIPATION

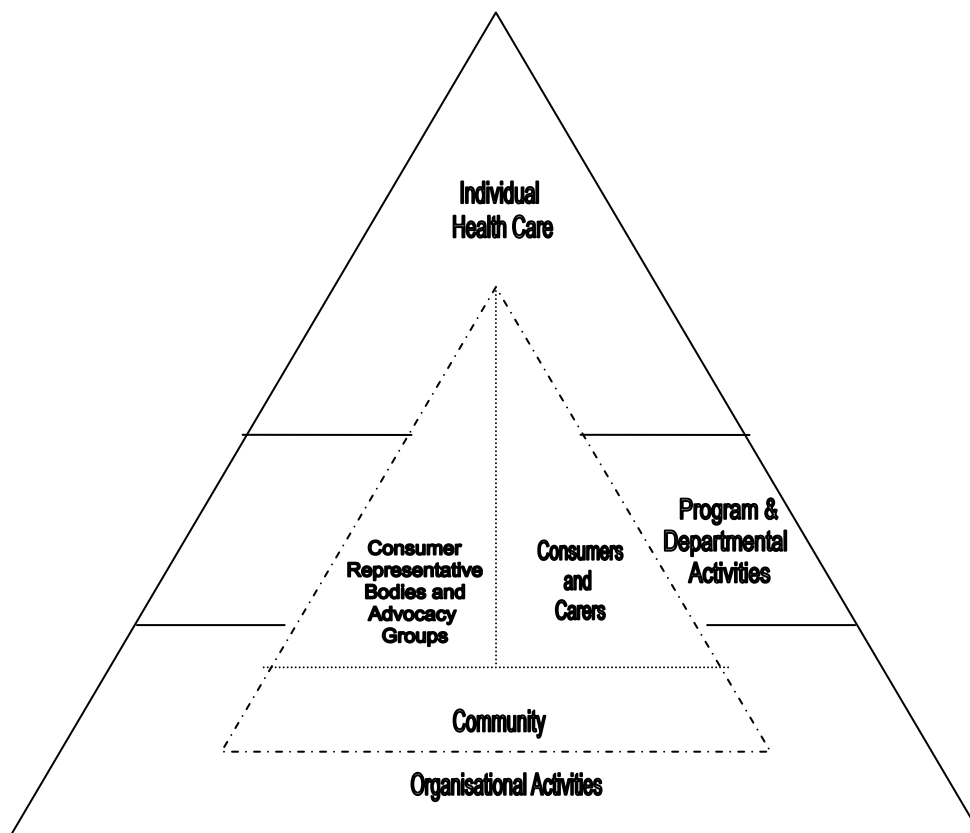


Diagram 2

Community participation relies upon effective relationships between the health service and the community and therefore staff are, and will continue to be, supported to build effective relationships with the community. Existing resources available include policies, guidelines and toolkits.

In order to establish and maintain these critical relationships, it is essential to have an understanding of the nature and make up of the diverse community that Bayside Health serves. Bayside Health services both its local community and the people of Victoria for a range of state-wide specialist health services.

Bayside Health local communities comprise:

- A population that includes the very rich and the very poor;
- An extreme range of housing types, with significant numbers of people who live in supported residential services, rooming houses and community housing;

- A projected increase in the number of people aged 50-70 years over the next 20 years;
- Significant smaller populations of people with multiple health issues and high health care needs;
- Pockets of youthful populations and ageing populations;
- A high percentage of lone person households (14% in the primary catchment compared to the state average of 8.5%);
- Areas with a very high proportion of people over 65 years who live alone; and
- Culturally and linguistically diverse communities.

There are many people of different nationalities living within Bayside Health's catchment areas, reflected in the lower than average rates for people born in Australia (61% compared to 75% for Victoria). Bayside Health local catchments have the highest population of people of Russian origin (74%) in the state and significant populations of people of Greek, Chinese, Italian, Indonesian, Vietnamese and Polish origin. The population of people of Aboriginal and Torres Strait Islander origin living in the Bayside Health catchment is comparable to other areas across the state. It ranges between 0.1% and 0.5% of the total population, which is low in total numbers but significant in terms of the overall poorer health status of Aboriginal Victorians.

To ensure comprehensive community participation across Bayside Health there is a need to further explore the local community profile, identify marginalised groups and develop strategies to engage them in an appropriate manner. This will be a focus of effort for this Community participation plan, including for example development of sustainable linkages with relevant consumer representative bodies and advocacy groups already supporting these community members.

Bayside Health Statewide Community

As a statewide provider for a number of key clinical services, Bayside Health's community includes a large number of people from other metropolitan and rural areas. In order to ensure community and consumer participation is reflective of all Bayside Health consumers and communities, it is important to define and describe those people outside the local catchment who utilize Bayside Health services.

Whilst there is the potential for anyone to access Bayside Health services, the majority of statewide consumers tend to present with highly complex health needs. These can be of either an emergency (eg major trauma) or chronic (eg cystic fibrosis, transplant) nature but often require frequent utilization of services over an extended period of time. Some statewide consumers will have a lifetime relationship with Bayside Health. Whilst the characteristics of this consumer group tend to facilitate strong consumer participation and involvement at the Individual Health Care level and to a lesser extent at the Program and Departmental Level, the group has proven difficult to engage at the broader Organisational level. Engagement at this level is one of the challenges for Bayside Health that requires further exploration and strategies to address this should be developed and progressed through the life of this Community Participation Plan.

DEVELOPING THE COMMUNITY PARTICIPATION PLAN

The Bayside Health Strategic Plan 2006-2010 confirms our ongoing commitment to broad consumer and community participation and details the strategies which provide organisational direction and leadership for improvement in community and consumer participation. These strategies form the key result areas for the Bayside Health Community Participation Plan and are outlined below.

The Community Participation Plan also identifies the improvement priorities which are critical for Bayside Health in achieving its goals in each key result area. This plan is one of the key inputs to

the organisational annual quality and business improvement planning process which ensures organisational understanding and alignment with the key priorities for the year.

Bayside Health Community Participation Plan 2007 to 2009

Bayside Health will ***work in partnership with our patients, consumers and communities to improve our services.***

The following key result areas form the measures of organisational success in community participation. The improvement priorities provide direction for the organisation and ensure organisational improvement activities are targeted to areas of strategic significance.

Bayside Health Community Participation Plan

KEY RESULT AREA (Bayside Health Strategic Plan 2006 – 2010)	PERFORMANCE COMPONENT	COMMUNITY PARTICIPATION PLAN IMPROVEMENT PRIORITIES
Consumers and the community have a role in clinical governance at Bayside Health	Bayside Health has a philosophical framework or value system supporting consumer and community participation	Documented philosophical framework and value system available for all staff Confirm current arrangements for Reward and Recognition program for staff of Bayside Health services that actively demonstrate commitment to consumer participation and identify future action required
	Bayside Health has written consumer and community participation policies	Develop register of community and consumer participation policies and ensure comprehensive set of up to date policies
	Bayside Health has financial and physical resources for consumer and community participation	Routinely monitor capacity to resource community and consumer participation activities
	There is participation in the Bayside Health committees, including ethics and research	Identify committees which currently have community and consumer participation and those which should, and report annually.
	Bayside Health monitors and evaluates consumer participation strategies	Document consumer participation strategies and monitor and evaluate achievement on an annual basis
	There is participation in quality processes	Continue to develop role and input of Community Representative on the Executive Quality & Clinical Governance Committee and other bodies, and provide support if required.
	Bayside Health services have variety of accessible mechanisms for consumer and community feedback	Ensure that high quality feedback systems are in place and report on them annually

KEY RESULT AREA (Bayside Health Strategic Plan 2006 – 2010)	PERFORMANCE COMPONENT	COMMUNITY PARTICIPATION PLAN IMPROVEMENT PRIORITIES
	Bayside Health services have complaint management systems	Ensure effective process for: <ul style="list-style-type: none"> • Making a complaint • Complaint resolution • Service improvement informed by complaint information
	There is community participation in monitoring and evaluation of Bayside Health services	Investigate mechanisms to identify current performance and opportunities for improvement
Consumers and the community are actively engaged in Bayside Health service planning and improvement	There is targeted participation in training of staff	Identify priority training requirements and develop mechanisms for engaging consumers and the community in these activities Use Bayside Health monthly publications to promote activities that embrace consumer participation principles
	Bayside Health services identify and address barriers to participation	Investigate mechanisms to identify current performance and opportunities for improvement
	There is participation in major Bayside Health planning (policy decisions, design)	Consumer and community consultation, including volunteers, is an integral component of service and capital planning and improvement at all three hospitals Consumer and community needs are incorporated into facilities upgrades including, for example, disabled facilities, internet access etc
	There is participation in development of new health programs (policy decisions, designs)	Ensure consideration is given to appropriate and timely participation and ensure mechanisms for achieving this
	There is participation in the development of health information	
There is timely and effective communication with Bayside Health's diverse community	Bayside Health services work in collaboration with consumer representative bodies, advocacy groups and communities of interest	Identify and establish sustainable linkages with key stakeholder groups
	Mechanisms exist for engaging marginalised groups	Define Bayside Health community profile Identify marginalised groups including rural and regional consumers Develop strategies for their engagement Ensure services are accessible and appropriate to the ATSI community

KEY RESULT AREA (Bayside Health Strategic Plan 2006 – 2010)	PERFORMANCE COMPONENT	COMMUNITY PARTICIPATION PLAN IMPROVEMENT PRIORITIES
The needs of the multicultural community are considered in all Bayside Health services	As per Cultural Diversity Plan	Implement the Cultural Diversity Plan and routinely monitor its implementation
There is an environment of partnership, accountability and open communication with patients of Bayside Health, and their carers and families	Consumers and carers receive up to date, appropriate and culturally sensitive information about Bayside Health services	Audit standard of patient information to ensure it complies with Victorian guidelines on communication with consumers and improve as required
	Consumers are provided with evidence-based information about condition and treatment options	Audit current practice and develop a strategy for improvement as required
	Consumers and carers receive information about Rights and Responsibilities and Australian Council on Safety and Quality in Health Care's '10 tips' or the equivalent	Audit compliance
	Consumers with chronic conditions are provided with referrals to self-management programs, self-help groups and so on	Audit in targeted areas
	Bayside Health services have informed consent processes	Ensure consent processes are at best practice standard
	Consumers and carers participate actively in decision making about individual care and rehabilitation and care planning	Investigate mechanisms to measure and monitor this
	Consumers and carers benefit from open communication with Bayside Health services	
	Consumers and carers provide feedback and lodge complaints	Ensure complaints report provides mechanism to identify issues and monitor improvement over time

Implementation of the Community Participation Plan

Consistent with the Bayside Health quality and business improvement planning process, actions to improve community participation will be considered by the organisation as part of its routine annual planning. The Community Participation Plan, together with the Bayside Health Strategic Plan and the Cultural Diversity Plan, will inform the organisation's planning processes and ensure efforts to develop and promote community participation are targeted to areas of highest priority.