



WEST
WIMMERA
HEALTH
SERVICE



**STAKEHOLDER
ENGAGEMENT
STRATEGY** **23**
25



We, West Wimmera Health Service, acknowledge the traditional owners of the land on which we operate: the Wotjobaluk, Jaadwa, Jadwadjali, Wergaia and Jupagalk people.

We pay our respects to the Elders past and present. We thank the traditional owners for custodianship of the land, and celebrate the continuing culture of the Wotjobaluk, Jaadwa, Jadwadjali, Wergaia and Jupagalk people.



West Wimmera Health Service is committed to providing a safe and welcoming environment for all people to participate, including those with diverse sexualities and genders.

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Introduction

Guided by the principles outlined in the *Partnering in Healthcare Framework* by Safer Care Victoria, this three year stakeholder engagement strategy outlines how West Wimmera Health Service will continue to involve and collaborate with its communities in delivering on its purpose of providing great care to every person, every time.

We strive to be proactive and consistent in our engagement and participation practices, which enable us to share information, empower community members to have their say on *their* public health services, gather views and opinions, build consensus and ultimately make better decisions.

We remain committed to building strong and open mutually beneficial relationships, to listening to and to valuing the contribution of our community members and stakeholders, to seeking diverse voices, and to using the shared ideas, knowledge and skills of our stakeholders to enhance and guide West Wimmera Health Service's priorities into the future.

This strategy aligns with the organisation's Strategic Plan, specifically *Goal 3: OUR COMMUNITY: Connected, Informed, Healthy - to be fully engaged with the communities we serve, supporting people to live longer, healthier and happier lives.*

STAKEHOLDER ENGAGEMENT GOALS

1

PARTNERING WITH CONSUMERS

To empower community members to make valuable contributions and be involved shaping *their* health service.

2

LISTENING TO CONSUMERS

To offer opportunities for consumers to provide feedback on their experience with the health service, having full confidence that we will genuinely take action.

3

CULTIVATING POSITIVE RELATIONSHIPS

To create positive environments that allow for meaningful interactions and open, honest communication.

KEY INITIATIVES

PARTNERING WITH CONSUMERS

As one of the largest employers in the region, we aren't just *in* our communities, we *are* the communities. We are committed to offering opportunities to enable community members to be a voice and provide valuable input into the design and delivery of services to ultimately meet the needs and expectations of those we serve.



01 — COMMUNITY ADVISORY COMMITTEES

Community Advisory Committees offer an ideal opportunity for collaboration and partnership with community members. Through our two existing Committees (Kaniva and Minyip, Murtoa and Rupanyup), we have been able to gain valuable feedback and advice about our services to contribute to meaningful change and service planning.

Our goal is to broaden our representation across these committees to better reflect our diversity and provide a platform for these often marginalised sections of our communities to have a voice in *their* health services. We are seeking to establish four additional Committees representing those in our communities with disability, from Culturally and Linguistically Diverse backgrounds, from the LGBTQIA+ community, and a general Committee that has representation from people across all nine towns we service.



02 — CONSUMER REPRESENTATIVES ON COMMITTEES

WWHS' purpose is to provide great care to every person, every time. To deliver on this purpose, we believe in engaging consumers at all relevant touchpoints. We are committed to designing healthcare systems that work for people and understand that this is only possible through co-design, ensuring consumers have input into services to meet their needs.

Our aim is to have consumer representatives within our governance structure on committees that directly impact consumer care and services. For example, the Quality and Safety Committee and our Project Control Groups. These forums provide a foundation for knowledge sharing and innovation, and considers the views of all parties to ensure we continually improve and evolve to meet the needs of our communities.

KEY INITIATIVES

LISTENING TO CONSUMERS

Consumer feedback is truly valued by our organisation. Listening to consumers about their experience with our service is a pivotal way we are able to make meaningful changes to improve the way we operate. By offering a range of feedback mechanisms, we allow consumers a safe and effective space to share their experience and highlight what is working well and what isn't.



01 — FEEDBACK

Feedback forms the basis for quality improvement purposes and help to drive change. Knowing what our consumers need from us allows us to uphold our value of Total Care - delivering care that is safe, effective, and person-centred, always.

We will maintain our existing range of feedback mechanisms, including via phone, web form, in person, via email or written letter, offering different communication channels that cater to a range of needs, including upholding privacy and anonymity where preferred.

Our Marketing and Feedback team will continue to work closely with all staff to promote our feedback mechanisms and take action to rectify and improve instances where our quality falls short of expectations.

We are committed to responding to all negative feedback within a 30 day timeframe, and continue to work to resolve the issue to close the feedback loop and meet our commitment to providing quality care.



02 — COMMUNITY FORUMS

Hosting a series of Community Forums across the towns we service has provided a platform for us to communicate directly with consumers, asking them what matters to them and what they feel should be done differently, and then taking action to make necessary changes.

They have been well received and attended by community members, and beneficial for the progress of our health service. They have become a key element in our stakeholder engagement and we are committed to continuing them, hosting one town each month.

KEY INITIATIVES

CULTIVATING POSITIVE RELATIONSHIPS

We are passionate about inspiring a sense of community in everything we do. Through our models of care and communication methods, we strive to put people at the centre.



01 — FRIENDS AND RELATIVES FACEBOOK PAGE AND NEWSLETTERS

In our Aged Care facilities at Jeparit, Kaniva, Nhill, Rainbow and Rupanyup, we understand the significance of positive relationships and are committed to fostering strong bonds with our residents, their families, and friends, all while promoting a culture of inclusion, trust, and support.

To achieve this, we utilise a variety of channels, including our Friends and Relatives Facebook page and Newsletters. These communication channels serve as invaluable platforms to keep our residents and their families informed and engaged. Through these channels, we share stories, insightful updates, and essential information.

We believe that keeping families connected to their loved ones' experiences in our care not only brings peace of mind but also strengthens our relationships with them and empowers them to be an integral part of their loved one's care journey.



02 — ENHANCED COMMUNICATIONS PRESENCE

Through our broad range of communication channels, we are able to share the stories of locals to others where they prefer to receive their messages. For example, we tailor content and ensure its promoted through relevant local channels including local newspapers, social media accounts or Lions Club newsletters to resonate best with the intended audience. By interviewing locals and sharing their stories, we offer them a voice and presence in the health care they receive.

Through our social media channels, including Facebook, LinkedIn and Instagram, we offer our followers an additional, and in some instances more convenient mode of communication with us, all while engaging in two-way communication to assist in building that sense of community, understanding and trust.

PARTNERING IN HEALTHCARE FRAMEWORK



Safer Care Victoria established the *Partnering in Healthcare Framework*, which consists of five domains, and aims to guide health services in improving the way they partner with their communities to improve the consumer experience and outcomes.

The five domains are embedded throughout this strategy, and form the basis for which our three goals have been developed. We have also selected two priority domains to focus our efforts, which relate directly to the framework.

WORKING TOGETHER

‘I AM INCLUDED AS A RESPECTED PARTNER IN MY HEALTHCARE AND LEARNING ABOUT AND IMPROVING HEALTHCARE.’

West Wimmera Health Service is committed to upholding its values, one of which directly relates to this domain: Total Care - delivering care that is safe, effective and person-centred, always. Through strong collaboration and engagement and shared responsibilities, we can consistently deliver Total Care.

"Personalised and holistic care is possible when people work together in strong teams, partnerships and share knowledge. Knowledge transfer is a two-way street. Without exchanging this information, the knowledge of each party may be limited, and the resulting care may be compromised."
- Partnering Framework

OUR PRIORITY FOCUS AREAS WILL BE TO:

- Use feedback from consumers for quality improvement.
- Include consumers in staff training.

We have a robust feedback system and staff actively encourage its use among consumers. Feedback can be anonymous, and our stringent policies ensure feedback is actioned and responded to accordingly. All suggestions and recommendations are acted upon, and used to make meaningful changes and improvements to our service offering.

We recognise the strong impact of consumer stories, and appreciate its place in training and upskilling staff. We make use of existing videos that share the stories of consumers in our state and further afield, however, we will aim to take a more proactive approach to working with consumers in our communities and allowing them the platform of sharing their stories with staff as a form of training, generating greater understanding and the fostering of an inclusive, respectful and effective environment.

EQUITY & INCLUSION

‘I RECEIVE CARE THAT IS SAFE, EFFECTIVE AND RESPONSIVE TO MY NEEDS.’

At West Wimmera Health Service, we are proud to be working together to create culturally sensitive and welcoming spaces for people from diverse backgrounds across the communities we serve. We are committed to providing care of equal quality that is safe, effective and person-centred to ensure everyone’s unique and individual needs are met.

"Equity is the absence of avoidable or remediable differences among groups of people, whether they are defined socially, culturally, linguistically, economically, demographically or geographically"
- World Health Organisation

OUR PRIORITY FOCUS AREAS WILL BE TO:

- Provide advocates for those with limited or no personal supports.
- Develop more inclusive community consultation strategies.

We are committed to empowering people to have a voice in their health services, and acknowledge this is particularly important for those from diverse and refugee backgrounds.

We have a dedicated Multicultural Worker who is employed by the Service to provide support to those from such backgrounds, helping them to access health services and better understand what’s available to them. We are also exploring options for volunteer opportunities in our residential aged care settings, to be advocates for residents and better ensure we are delivery care that meets the unique needs of every individual.

We have recently developed a Multicultural Working Group, comprises community members from diverse and refugee backgrounds, to be the voice for their respective communities. Regular in-person meetings offer an ideal opportunity for inclusive community consultation, with key points then fed back into the community groups by the Working Group member. We are in the process of developing after-hours hospital tours with the various community groups, offering them a safe and inclusive space to learn more about the hospital and services on offer.

