

# Draft National Consumer Engagement Strategy for Health and Wellbeing

## Overview

**A NATIONAL CONSUMER ENGAGEMENT STRATEGY FOR HEALTH AND WELLBEING:** This Strategy is designed to strengthen partnerships between health policy makers and the community, as set out in one of the immediate priorities for action under the *National Preventive Health Strategy 2021-2030*. The purpose of this Strategy is to mobilise a person-centred prevention system by involving communities and consumers in preventive health policy design and implementation in order to enable and support a more engaged population and improved health outcomes for all Australians.

**STRATEGY GOALS:** This Strategy will equip policy-makers (those involved in informing, designing and developing policy) and program developers with knowledge, frameworks and skills to engage effectively and purposefully with consumers and communities in the design and development of preventive health policies and programs. This Strategy will also support the engagement of consumers, community groups and consumer and community organisations with policy-makers.

**STRATEGY DEVELOPMENT:** This Strategy is informed by evidence of effective consumer engagement approaches and methods, by expert advisers in relevant disciplines such as social marketing, primary care and community engagement, and by a national program of consultations with consumers including through community conversation groups, with policy-makers and with consumer and community organisations.

## Why your views matter

This is a draft of the National Consumer Engagement Strategy for Health and Wellbeing. It has been developed based on extensive consultations at various stages of its development. Guided by the fundamentals and good practice guidelines detailed in the National Consumer Engagement Strategy for Health and Wellbeing, the purpose of this consultation is to seek stakeholder and community feedback at another crucial developmental stage in this Strategy's development - at its draft stage. The diverse perspectives, experiences and knowledge of all stakeholders, consumers, and community organisations are valued and respected and will contribute to the final strategy.

**IMPORTANT:** Please read this Strategy in full before completing this survey and providing feedback. It can be found at the bottom of the page under the 'Related' heading.

Please note that the HELPToolkit is designed as a stand-alone brief representation of the Strategy. In practice, the toolkit would be a website with icons and brief descriptions linking to resources that provide more detail.

## Introduction

### 1 What is your name?

Name

### 2 What is your email address?

Email

### 3 Are you responding on behalf of an organisation, or as a consumer/individual?

*(Required)*

*Please select only one item*

- On behalf of an organisation
- On behalf of a section/team within an organisation
- A consumer or individual
- Unsure

### 4 Are you a policy-maker?

In the context of this Strategy, policy-makers are recognised as those involved in informing, designing and developing policy – both individuals and organisations across government and non-government settings.

*(Required)*

*Please select only one item*

- Yes
- No
- Unsure

### 5 What is your organisation and/or field of expertise?

*(Required)*

### 6 If representing an organisation, which sector does your organisation belong to?

*Please select only one item*

- State or Territory Government Department/Agency
- Commonwealth Government Department/Agency
- Local Council
- Primary Health Network
- Local Health District
- First Nations/Aboriginal and Torres Strait Islander Org
- Professional body/Peak organisation
- University/Education/Research Institution
- Health service delivery organisation
- Not-for-profit/Community organisation
- Industry/Business
- I am a consumer/individual
- Other: Please specify

### Consultation Questions

These questions relate to the draft National Consumer Engagement Strategy for Health and Wellbeing that can be found at the bottom of the homepage of this consultation, under the 'Related' heading. The questions are related to engaging consumers to be involved in policy-making

### 7 Purpose

*(Required)*

Not at all clear

Not clear

Unsure

Clear

Very clear

The purpose of the strategy and/or the target audience is clear?






*Please select only one item*

If not, what would make it clearer?

### 8 Objectives

*(Required)*

Not at all clear

Not clear

Unsure

Clear

Very clear

Are the objectives for the Strategy clear and appropriate ?






*Please select only one item*

If not, what is missing?

## 9 Fundamentals

*(Required)*

Not at all clear

Not clear

Unsure

Clear

Very clear

Do the Fundamentals capture what you see as essential for consumer engagement?

*Please select only one item*






If not, what is missing?

## 10 Good Practice Guidelines

*(Required)*

Not at all

Very little

Unsure

Well

Very Well

Do you think the Guidelines describe what is needed to help policy-makers work effectively with consumers?

*Please select only one item*






*(Required)*

Not at all useful

Useful

Unsure

Clear

Very clearly explained

Are the Guidelines explained in a way that makes them useful?

*Please select only one item*






Do you have anything to add about the Guidelines?

## 11 If you have been involved in policy-making before as a consumer, what made your engagement in that process

A positive and welcome experience

A dissatisfying experience

## 12 HELP Toolkit

*(Required)*

Not at all

Very little

Unsure

Easy

Very easy

Do you think the Toolkit will be easy to use?

*Please select only one item*






*(Required)*

Not at all

Very little

Unsure

Helpful

Very helpful

Do you think the Toolkit will help policy-makers better engage consumers in policy-making?

*Please select only one item*






Do you have anything else to add?

## 13 Are you supportive of the overall purpose, vision and aim of the Strategy?

*(Required)*

*Please select only one item*

- Yes
- Yes, with proposed changes
- No, with proposed changes

Please specify proposed changes

## 14 If you are a consumer and haven't been involved in policy making, would you like to be? Why/Why not?

*Please select only one item*

- Yes
- No
- Unsure

If you have wanted to be involved, what has stopped you from doing so?

**15** Are there any other engagement approaches that you have found helpful and effective?

**16** Do you have any other comments or suggestions?