

About this strategy

At West Moreton Health, we place our consumers and community at the heart of everything we do, embracing diversity and prioritising person-centred care.

Through meaningful engagement, co-design and open communication, we empower consumers to actively participate and shape our services.

This aligns with the National Safety and Quality Healthcare Standards (NSQHS) Standard Two – Partnering with Consumers and supports the strategic priorities outlined in the West Moreton Health Strategic Plan 2025–29.

Guided by the International Association for Public Participation (IAP2) framework, we maintain open, transparent communication about our engagement activities and decisions.

Our vision

West Moreton - where everyone's health matters.








Our purpose

Creating healthier communities, through connected, compassionate care.

Our values

Connect. Respect. Excel.

Our consumer engagement principles

-  **Trust and transparency** - Foster open communication across consumers, community, staff, Executive and Board.
-  **Active listening** - Capture ideas and input to shape shared decisions.
-  **Inclusive access** - Use flexible, culturally appropriate methods for accessible engagement.
-  **Considerate planning** - Account for the needs and interests of all participants.
-  **Empowerment** - Encourage consumer and community involvement in impactful decisions.
-  **Meaningful information** - Provide timely, balanced information for informed participation.
-  **Feedback loop** - Show consumers and community how their input shaped outcomes.

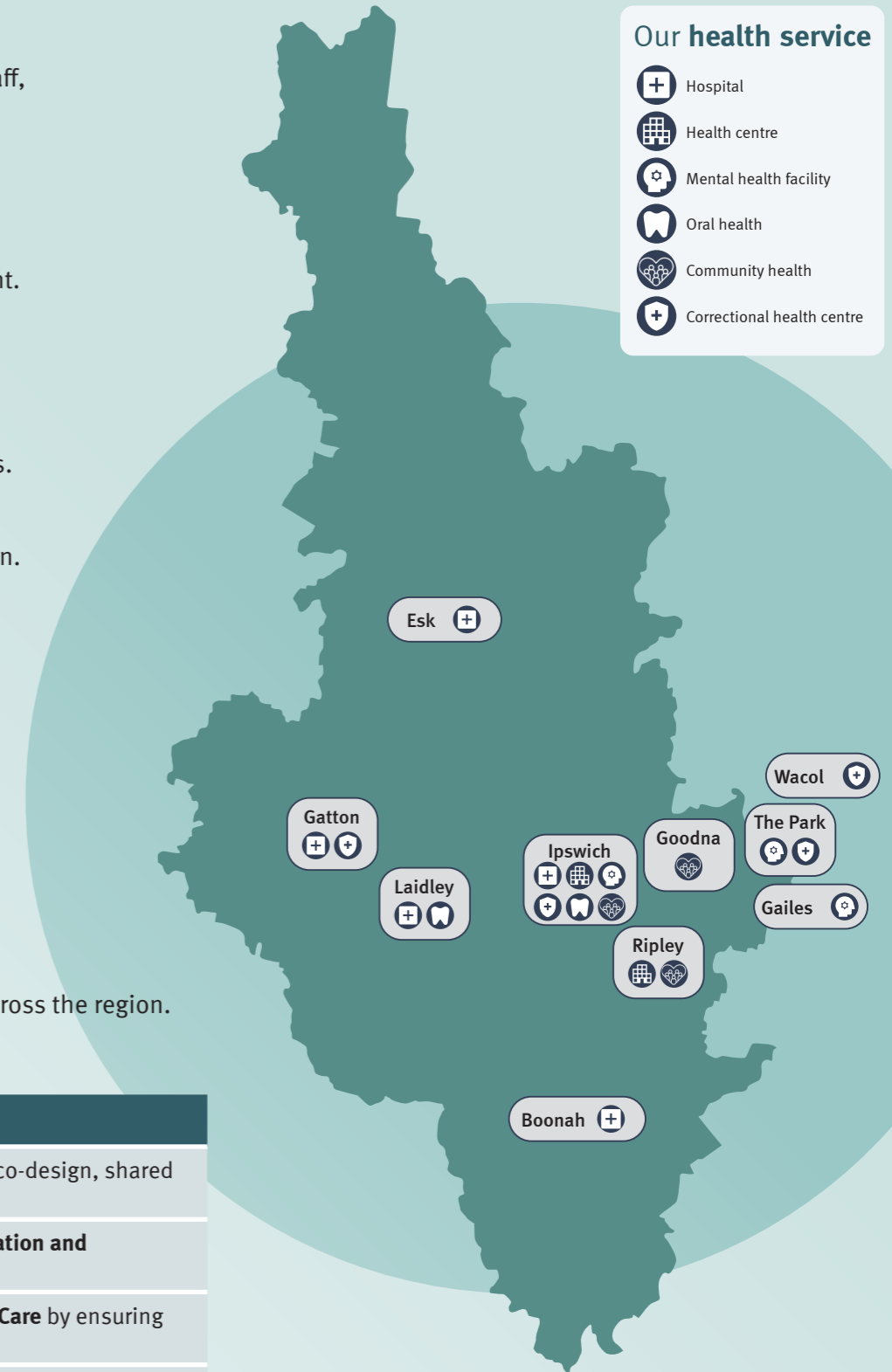
How this strategy supports our bigger picture

This strategy supports the delivery of the West Moreton Health Strategic Plan 2025–2029.

It puts consumers and community at the centre of how we plan, deliver and improve health care across the region.

Each of the four engagement focus areas align directly with key pillars of the Strategic Plan.

Engagement focus area	Strategic Plan alignment
Partnering for improved care	Supports the With Communities, For Communities pillar by embedding co-design, shared decision-making and collaborative partnerships across services.
Building knowledge to improve access	Enables action under Reducing Barriers, Improving Care and Transformation and Sustainability by improving health literacy and digital access.
Celebrating diversity to drive inclusion	Aligns with Great People, Great Work and Reducing Barriers, Improving Care by ensuring culturally safe care and inclusive engagement.
Elevating consumer voice to shape services	Advances Working Together and Governance and Accountability by embedding lived experience into innovation, research and service improvement.



Our plan

What we are doing

How we will do it

How we'll measure success

Partnering for improved care



We're working with consumers and communities to co-design services, share decision-making and deliver care that reflects local needs.

Build strategic partnerships: Partner with community groups, local government and service providers to co-design care models and service improvements.

Embed consumers in decision making: Involve consumers in governance, project design and executive recruitment processes.

- ✓ Number of consumers engaged to co-design service initiatives annually.
- ✓ Percentage of key governance, project, and executive recruitment panels with consumer representation.
- ✓ Increase in percentage of positive patient-reported experience and outcome measures.

Building knowledge to improve access



We're strengthening health literacy by creating accessible, culturally appropriate information and improving how people find, understand and use health services.

Enhance health literacy: Co-design communication tools with consumers to ensure information is relevant and easy to act on. Build staff capability in health literacy and inclusive communication.

Enhance access: Leverage digital platforms, such as social media and virtual care, to expand access to health information and services

- ✓ Number of health materials co-designed and distributed with consumer input.
- ✓ Number of staff upskilled in health literacy and inclusive communication practices.
- ✓ Increase in digital engagement metrics (e.g. website visits, social media reach and telehealth access).
- ✓ Consumer feedback indicating health information is clear, relevant and easy to act on.

Celebrating diversity to drive inclusion



We're embedding inclusion by working with First Nations peoples, multicultural communities and priority groups to ensure care is respectful and culturally safe.

Strengthen cultural partnerships: Collaborate with First Nations health providers, multicultural health organisations, Local Decision-Making Bodies (LDMBs), and community leaders to ensure inclusive care.

Broaden engagement networks: Maintain a diverse and up-to-date consumer database and ensure inclusive representation across all advisory groups.

Promote culturally safe care: Use storytelling, campaigns, and staff education to build understanding and awareness of culturally safe care.

Promote culturally safe engagement: Apply culturally appropriate engagement methods that reflect community preferences and protocols.

- ✓ Representation of priority populations across all advisory groups.
- ✓ Number of culturally tailored engagement activities and communication materials produced.
- ✓ Staff confidence in delivering culturally safe care (via survey or reflective tools).

Elevating consumer voice to shape services



We're empowering consumers to influence how services are designed and delivered, so their voices drive change.

Seek and act on consumer feedback: Use diverse channels to seek feedback and identify trends.

Show the impact of consumer feedback: Use a 'you said, we did' approach to regularly demonstrate how consumer insights are driving change.

Empower consumers in research and innovation: Create opportunities for consumers to co-design research and participate in innovation projects.

Engage consumers in real-time: Develop an online engagement hub to capture ongoing consumer insights, ideas and feedback.

- ✓ Volume and reach of consumer feedback received across all channels.
- ✓ Percentage of projects reporting changes based on consumer input ('you said, we did').
- ✓ Number of research or innovation initiatives involving consumer co-design.
- ✓ User engagement with online engagement hub (e.g. submissions, visits, repeat contributors)

We commit to an annual review of this strategy to adapt to community needs and feedback, ensuring it remains responsive, inclusive and impactful. Adjustments will be made as needed to continuously reflect the evolving needs of West Moreton's diverse community.



Acknowledgement of Traditional Owners

West Moreton Health acknowledges the Jagera, Yuggera and Ugarapul peoples, Traditional Custodians of the land. We recognise their continuing connection to land, waters and community and we pay our respect to Elders past and present, and those who follow their path.

