

Consumer and Community Engagement Framework

Cancer Institute NSW



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The Cancer Institute NSW is Australia's first statewide government cancer control agency, established under the *Cancer Institute (NSW) Act 2003* to lessen the impact of cancer.

Cancer touches the lives of everyone in our community. The Institute's vision is to end cancers as we know them, by keeping as many people off the cancer journey as possible, and by improving health outcomes for those affected by cancer across the state.

Guided by the objectives outlined in the *NSW Cancer Plan 2011–2015*, the Cancer Institute NSW works across the full spectrum of cancer control to:

- reduce the incidence of cancer
- improve survival from cancer
- improve the quality of life of people affected by cancer
- be a source of expertise on cancer control for the NSW Government, health service providers, medical researchers, and the general community.

The Institute works to achieve this by coordinating priorities, resources and efforts among all individuals, organisations and governments involved in cancer control in NSW.

Consumer involvement in cancer control

Introduction

The *National Framework for Consumer Involvement in Cancer Control*¹ defines 'consumer' and 'community' as follows:

- Consumer: a person affected by cancer as a patient, survivor, carer or family member, or a consumer organisation representing the views of consumers. For the Cancer Institute NSW, this definition also includes individuals at risk of a cancer diagnosis.
- Community: a group of people sharing a common interest (e.g. cultural, social, political, health or economic interests), but not necessarily a particular geographic association.

Figure 1 below defines the elements for effective consumer involvement, as outlined in the *National Framework for Consumer Involvement in Cancer Control*.

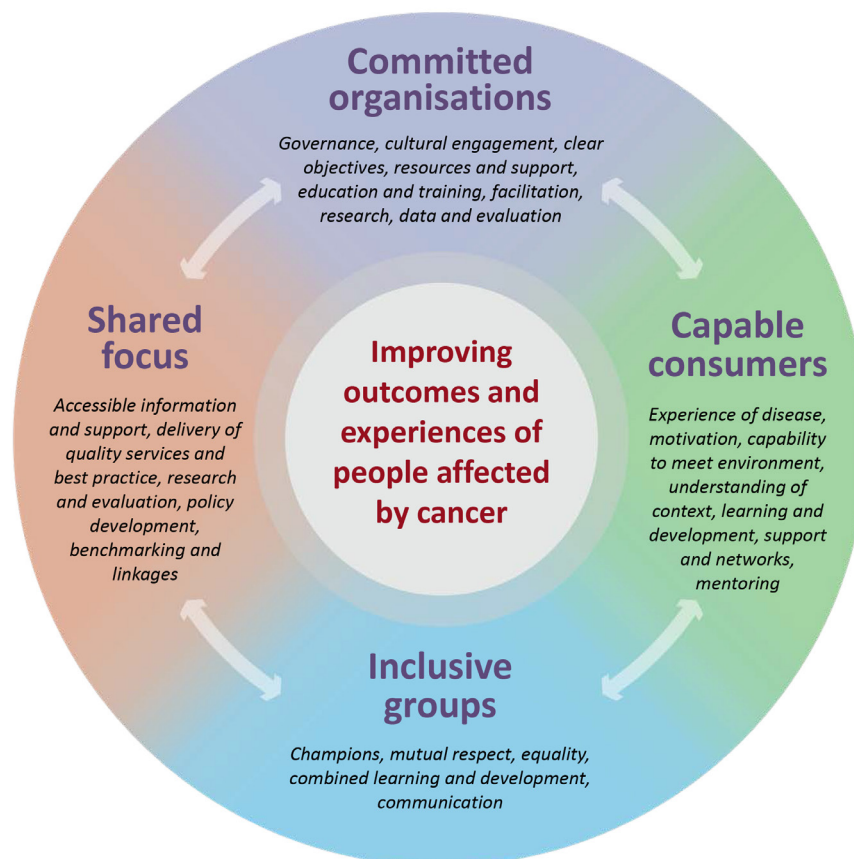


Figure 1: Elements for effective consumer involvement in cancer control

1. Cancer Australia and Cancer Voices Australia: National Framework for Consumer Involvement in Cancer Control. Cancer Australia, Canberra, ACT, 2011. http://cancer australia.gov.au/sites/default/files/publications/national_consumer_framework_web_504af020f2184.pdf



Why do we need a Consumer and Community Engagement Framework?

The Cancer Institute NSW is committed to engaging with the NSW community and consumers of cancer services to ensure its programs best meet the needs of people affected by, or at risk of, cancer. To date, the Cancer Institute NSW has primarily engaged consumers and the community through facilitating consumer membership on key Institute committees.

The Cancer Institute NSW is responsible for supporting health services, in both primary and acute care; enhancing the prevention and early detection of cancer; fostering quality cancer services; and attracting and promoting cutting-edge cancer research.

The objectives of the *NSW Cancer Plan 2011–2015* underpin all of the activities the Institute undertakes to fulfil its role. It is only through regular dialogue with consumers and communities that the Institute can be assured it is conducting those activities effectively to achieve optimal outcomes.

The Cancer Institute NSW Consumer and Community Engagement Framework sets out how the organisation will:

- understand the experiences of consumers as they interact with health services
- understand the community's expectations of cancer control
- facilitate mechanisms for consumers to be involved in the development of cancer control programs and services
- ensure consumer engagement takes into account the diversity of people at risk of, and affected by, cancer.

Framework objectives

Development of the Cancer Institute NSW Consumer and Community Engagement Framework

The Cancer Institute NSW is committed to applying the *National Framework for Consumer Involvement in Cancer Control* to its work (in ways that are relevant to a cancer control organisation), and we are committed to encouraging enhanced consumer and community involvement across cancer services in NSW.

The Institute's Consumer and Community Engagement Framework (the Framework) aims to ensure that, through effective engagement, our dialogue:

- reflects the diversity of people in NSW, including those who experience poorer health outcomes
- supports consumers and communities to meaningfully participate across the organisation
- provides meaningful information about the patient experience to NSW cancer services
- reflects ongoing learning from, and improve to, the organisation's engagement activities.

Accordingly, the Cancer Institute NSW consulted with a range of consumers and community groups to inform the development of the Framework.

Key objectives under this Framework

- Expand and broaden consumer and community networks involved with the Cancer Institute NSW.
- Provide ongoing communication and support to consumer networks.
- Inform consumers of the role of the organisation and consumer participation.
- Engage in continuous improvement through evaluation and monitoring in consultation with consumers and community networks.

Framework implementation

Consumer and community capability

While there are many examples of successful consumer engagement across the Cancer Institute NSW, implementing the Framework aims to move this beyond 'committee representation' to incorporate the five levels of participation outlined in the *National Framework for Consumer Involvement in Cancer Control*.

The experience of consumers will vary depending on their level of involvement. To achieve the objectives of the Framework, the Cancer Institute NSW will consider its program areas and match capability requirements with consumer capabilities.

Figure 2 (on page 5) illustrates how the Cancer Institute NSW will adapt the *National Framework for Consumer Involvement in Cancer Control* as a cancer control organisation, and outlines examples of activities the organisation will engage in under the Framework.

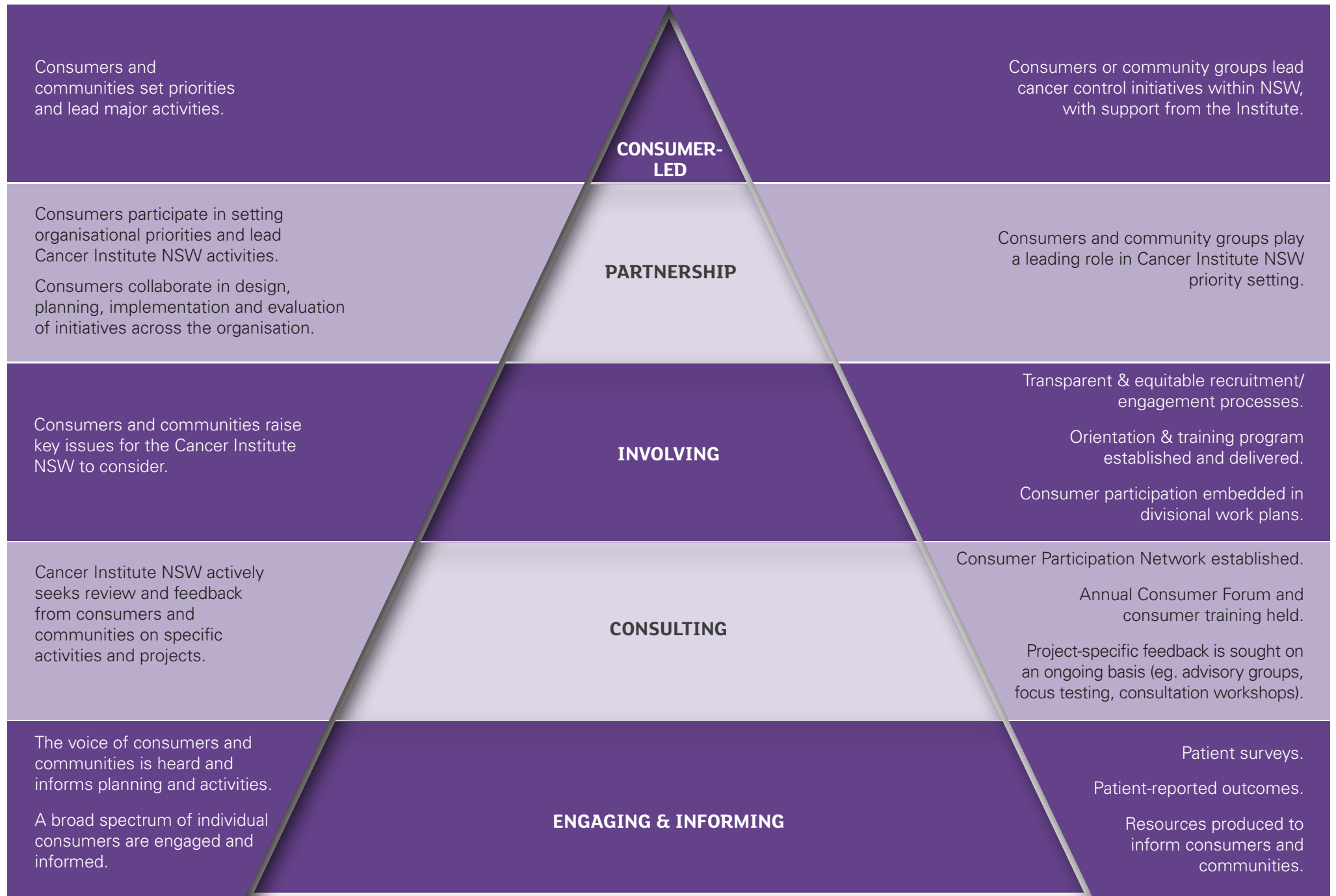


Figure 2: Cancer Institute NSW Consumer and Community Engagement Framework



Working together to lessen
the impact of cancer

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