



# Inner East Co-design and Consumer Participation Report

2018

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In May 2018 the Inner East Primary Care Partnership held a full day workshop, facilitated by the Australian Centre for Social Innovation (TACSI), to promote regional understanding of the theory, mindset, and methodology of co-design. This event attracted over seventy delegates from across the Eastern Metropolitan Region. During the workshop the IEPCP asked participants for their written responses around the challenges to planning for and implementing co-design in their work. This information was collected and themed as part of this report.

Following the workshop, we also used SurveyMonkey to ask attendees and other partners interested in consumer participation to explore the status of co-design in the inner east of Melbourne and to understand the support needs of our local governments and health and community services. Thirty four participants responded to the survey, with 21 answering all questions.

The Inner East PCP wished to understand the uptake and status of consumer engagement and participation in the health and community services operating in the inner east of Melbourne. We used the Australian Government Department of Health Stakeholder Engagement Framework<sup>1</sup> to measure organisational levels of commitment to engagement: from the desire to inform and consult, through to the most fully engaged models incorporating collaboration with and empowerment of community members.

Co-design is a form of consumer engagement which, when done properly, results in a sharing of power between services and communities and enables an active contribution by consumers in the health services that they use. The Inner East PCP are committed to building regional capacity to incorporate consumer engagement and co-design into health and community service practice in the inner east region of Melbourne.

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<sup>1</sup> Australian Government Department of Health 2015, Stakeholder Engagement Framework  
[https://www.health.gov.au/internet/main/publishing.nsf/Content/1F0E2D5CE7969177CA257EEB00017F66/\\$FILE/framework.pdf](https://www.health.gov.au/internet/main/publishing.nsf/Content/1F0E2D5CE7969177CA257EEB00017F66/$FILE/framework.pdf)

## DH Stakeholder Engagement Framework

Inform	Consult	Involve	Collaborate	Empower
to inform or educate stakeholders in one-way communication, there is no invitation to respond	to gain information and feedback from stakeholders to inform decisions made internally. Limited two-way communication - ask questions, stakeholder provides answers	to work directly with stakeholders throughout the process to ensure that issues and concerns are understood and considered. Two-way or multi-way communication where learning takes place on both sides	to partner with stakeholder and/or stakeholder groups for the development of mutually agreed solutions and joint plan of action. Two-way/multi-way communication where learning, negotiation and decision making on both sides. Stakeholders work together to take action	to delegate decision-making in the hands of the stakeholders on a particular issue. Stakeholders are enabled/equipped to actively contribute to the achievement of outcomes
<i>We will keep you informed</i>	<i>We will keep you informed, listen to your concerns, consider your insights, and provide feedback on our decisions</i>	<i>We will work with you so that your concerns and issues are directly reflected in alternatives developed and provide feedback on how input influenced the outcome</i>	<i>We will work together to agree on what we will implement and incorporate your advice and recommendations into the outcomes to the maximum extent possible</i>	<i>We will implement what you decide and we will support and complement your actions</i>

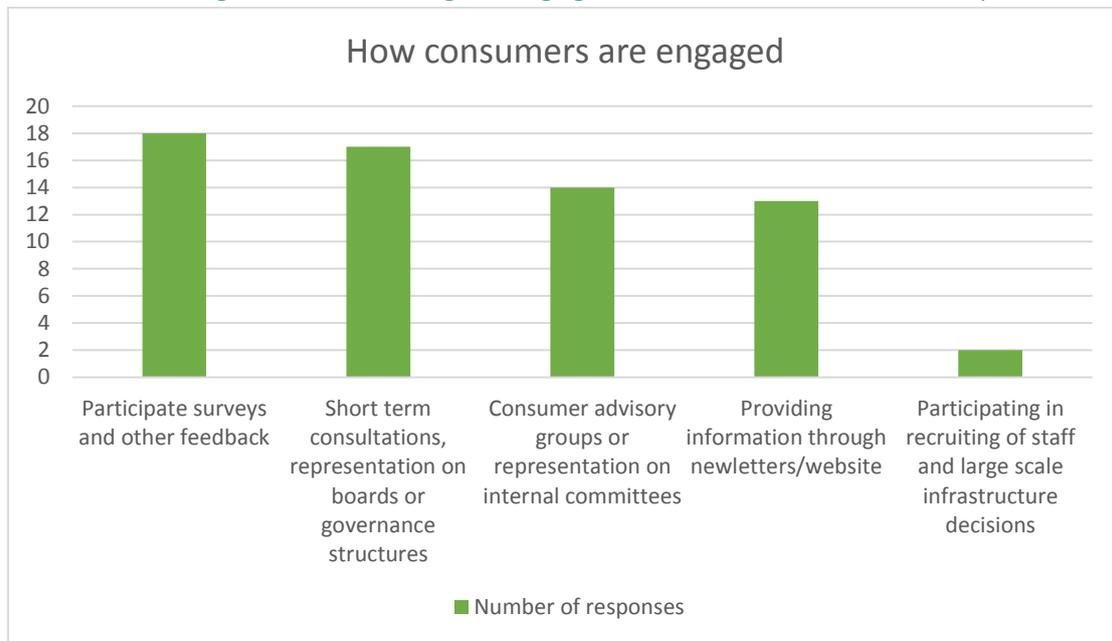
	Inform	Consult	Involve	Collaborate	Empower
Methods of engagement	<ul style="list-style-type: none"> <li>Fact sheets and websites</li> <li>Bulletins and letters</li> <li>Corporate documents (annual reports)</li> <li>Speeches, conference and public presentations</li> <li>Media releases and advertising</li> </ul>	<ul style="list-style-type: none"> <li>Surveys</li> <li>Focus groups</li> <li>One-on-one meetings</li> <li>Public meetings and workshops</li> <li>On-line feedback and discussion</li> </ul>	<ul style="list-style-type: none"> <li>Multi-stakeholder forums</li> <li>Advisory panels</li> <li>Consultative committees</li> <li>Participatory decision making processes</li> <li>Workshops</li> </ul>	<ul style="list-style-type: none"> <li>Reference groups</li> <li>Joint projects</li> <li>Multi-stakeholder initiatives</li> <li>Partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Integration of stakeholders into governance structure (e.g. as members or shareholders on particular committees)</li> </ul>

### How many organisations are working towards co-design?

Respondents to the survey were overwhelmingly from community and women’s health organisations, community and social services organisations, and local or state government organisations.

65% of respondents indicated that co-design was incorporated into their organisational practice.

### What are those organisations doing to engage consumers and community?

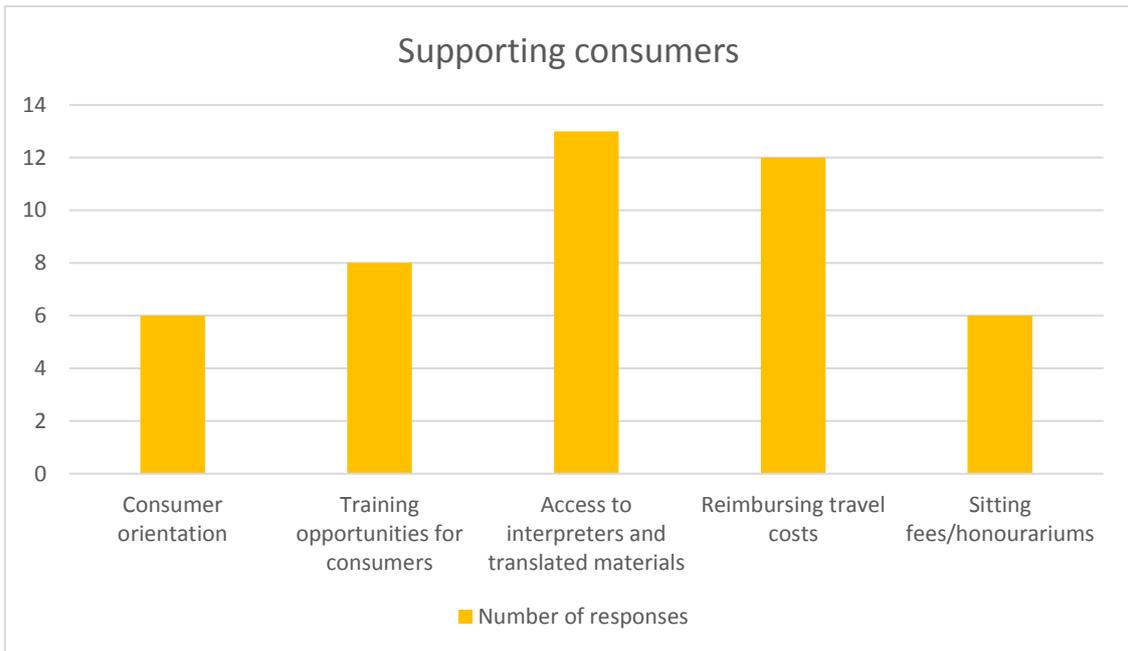


Consumers are most commonly involved in research and service design. The data collected suggests that in our region consumers are engaged across all levels of stakeholder engagement, though more likely to be involved in being informed, consulted and involved through short term engagement.

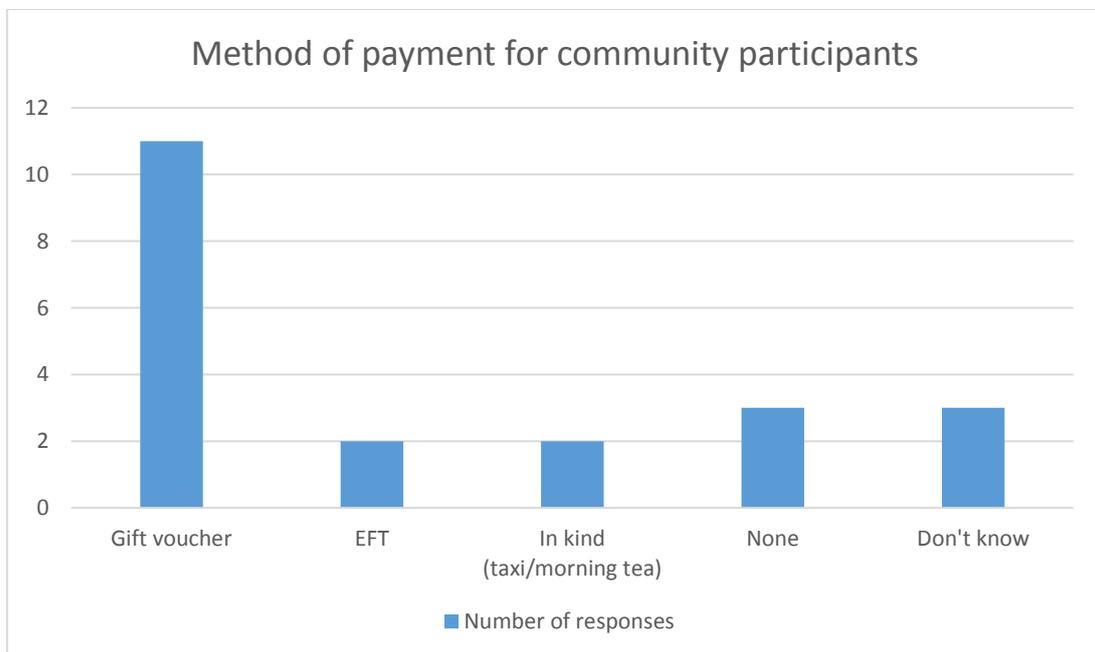
### Organisational commitment to co-design

Partner organisations are committing to supporting co-design in their practice by:





How are consumers rewarded by organisations for their involvement?

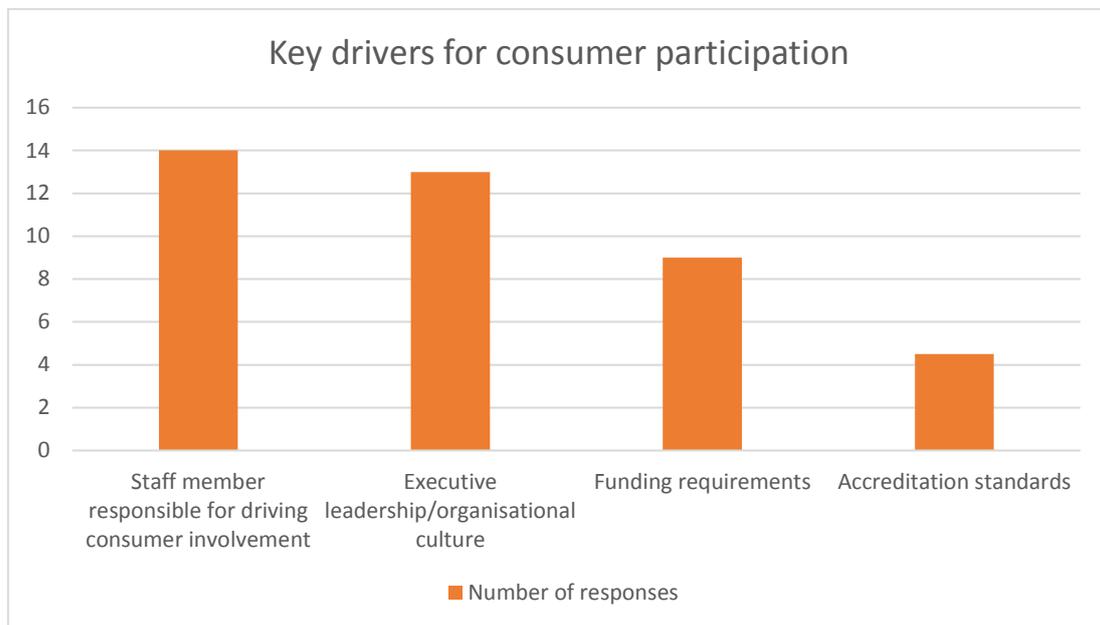


Consumers are recruited/encouraged to participate through provision of particular resources such as transport reimbursement and the availability of translators. These elements essentially aim to address the barriers of location, comprehension and an enabled voice.

The majority of respondents who answered this question did report reimbursing consumer’s time with gift vouchers.

## Why are organisations working with consumers?

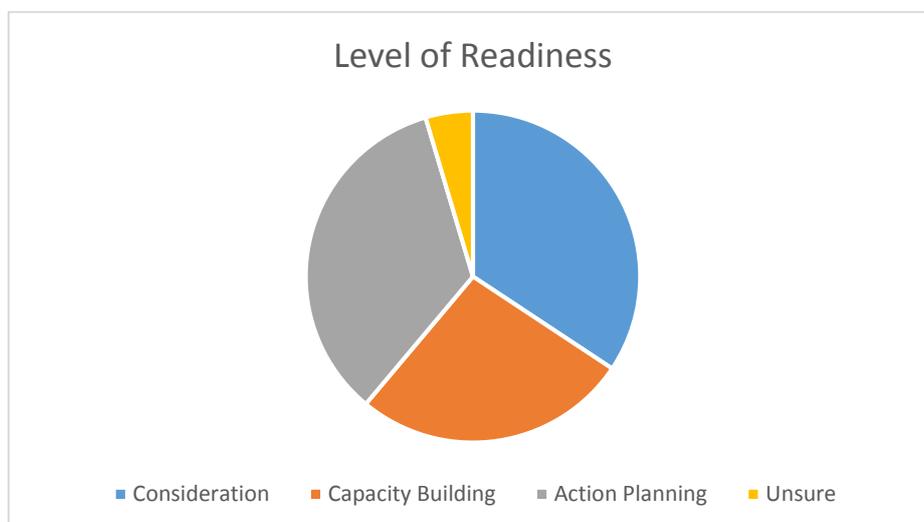
The key drivers of consumer involvement for organisations are:



## How are organisations planning for the future to incorporate co-design?

Survey respondents were asked what was planned for the next 12 months for co-design within their organisations. The range of responses illustrate the different levels of understanding and intention for the application of Co-design. We themed responses into four categories:

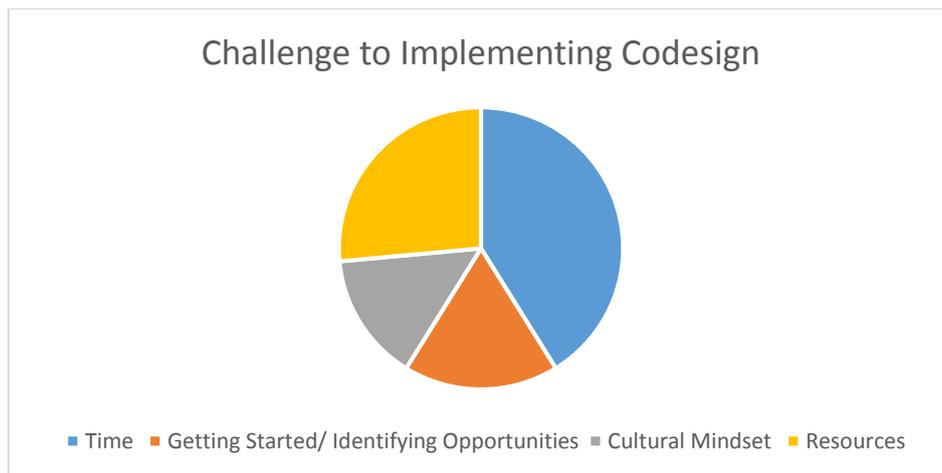
- **Consideration:** organisations looking for opportunities to apply co-design principles
- **Capacity Building:** recognising the need to build staff capacity to involve consumers and implement good practice
- **Action Planning:** Projects and work already planned or established to apply co-design principles
- **Unsure:** some participants were unsure where co-design could be applied



## Challenges experienced implementing co-design

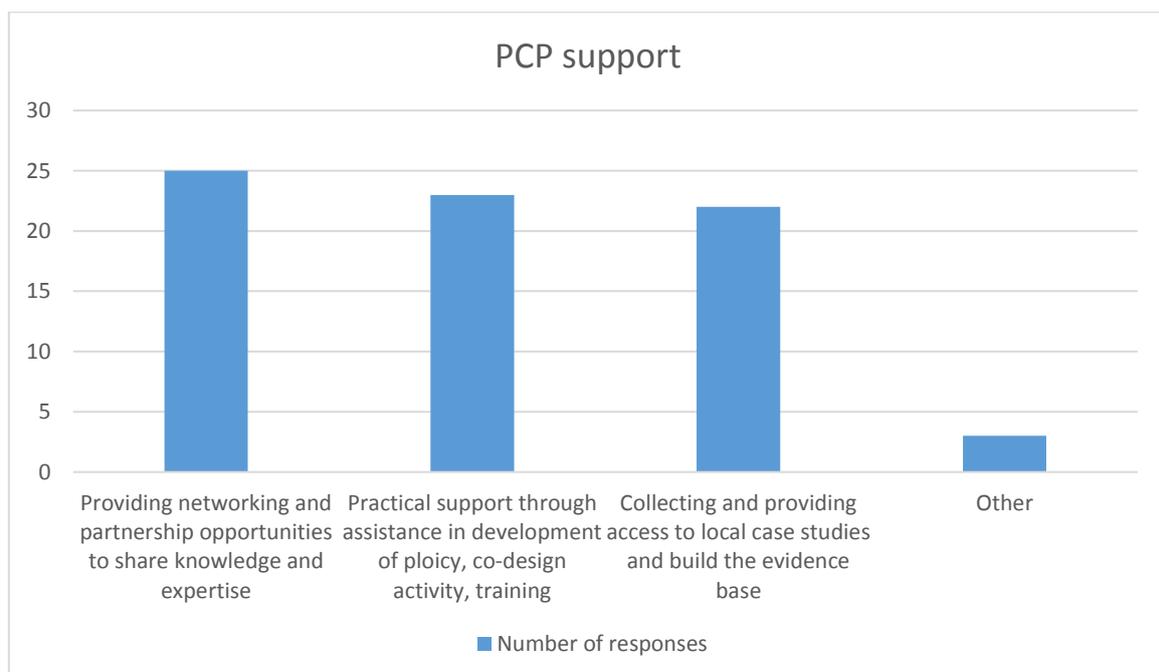
The written responses of workshop participants were grouped into four themes:

- Time
- Resources
- Getting Started/Effort
- Organisational/Cultural Mindset
- Identifying opportunities at the appropriate level of the organisation

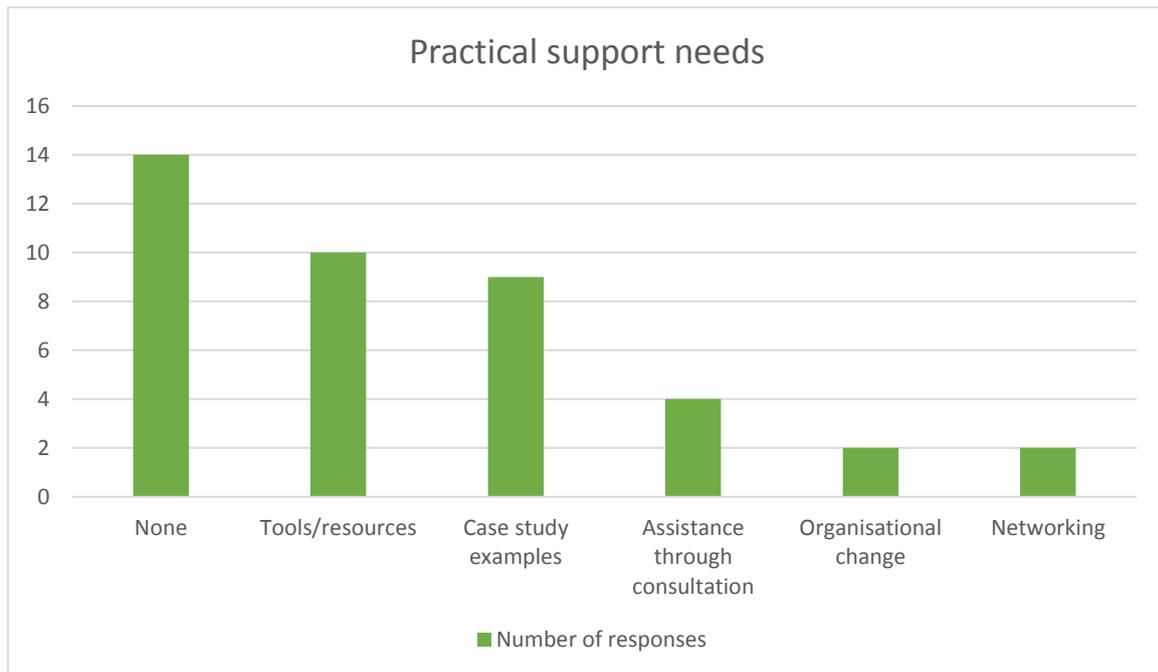


## Recommendations for IEPCP action

Respondents were asked how the Inner East PCP could support their work in co-design.



Further need for technical and practical support for co-design work were also investigated:



## Recommendations

Despite barriers, most organisations demonstrate the desire to implement co-design and would like support to do so.

- Most organisations are engaged with aspects of co-design in their work, however further exploration is required to determine how this level might be deepened.
- The value of consumer engagement could be promoted amongst partners, perhaps through sharing good practice examples through The Well as well as sharing protocols and policies that have been developed within some regional and external organisations.
- Organisations appear to have willingness and some means to implement co-design. Further exploration is required to determine how best to support capacity in methodology and implementation.