



2012-2016 STRATEGIC DIRECTIONS



The Health Consumers Alliance of South Australia acknowledges the Aboriginal Peoples of South Australia as the traditional owners of the lands of South Australia. We recognise the deep and ongoing feelings of relationship and attachment to their country.

We recognise the importance of Aboriginal people's relationships with each other and with the broader South Australian community. We seek to treat all Aboriginal Peoples, their customs and beliefs with respect.





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FOREWORD

The Health Consumers Alliance of South Australia celebrated its 10th anniversary in 2012. To mark this important milestone we have renewed our vision and adopted 4 key strategic directions to guide our work over the next four years.

We are proud that we have done this in consultation with our members and stakeholders and with their support and encouragement.

Over February, March and April of 2012 we invited members and stakeholders to provide feedback on our activities. Sixty four people participated in this consultation and provided feedback through a mix of surveys and interviews. The HCA Board also hosted a Members Forum to provide an opportunity for members to provide feedback on the draft document.

HCA very much appreciates the ideas, suggestions and feedback from members and stakeholders and these have enabled the development of a realistic and responsive strategic directions document for the Alliance. HCA continues to provide leadership in its role as the peak consumer health body and is well placed to deliver on these strategic objectives as a respected and credible voice for health consumers in our state.



Tony Lawson
Chairperson

"HCA very much appreciates the ideas, suggestions and feedback from members and stakeholders..."

Tony Lawson





OUR BUSINESS

HCA was established in 2002 as the peak body for health consumers, and is funded by the South Australian Minister for Health & Ageing.

As an independent alliance of health consumers and health consumer organisations, we work together with our members to achieve our vision of consumers at the heart of health care. A strong and effective voice for the promotion and protection of health consumer wellbeing and rights, HCA promotes health equity and provides systemic advocacy to inform, shape and sustain consumer centred care.

As a peak body, HCA undertakes many activities to promote and strengthen the consumer voice and promote consumer leadership.

- HCA provides informed strategic policy advice to health planners and decision makers.
- HCA provides independent systemic health consumer advocacy and representation.
- HCA facilitates, promotes and supports consumer advocacy, networking and leadership.
- HCA raises awareness through engagement, information dissemination and training.





OUR APPROACH

Our practice as a consumer advocacy organisation is guided by our advocacy framework. The framework describes the building blocks, the enablers, and the purpose of our work.

Ultimately, our aim is equity. Rights are fundamental and a rights based approach guides our work.

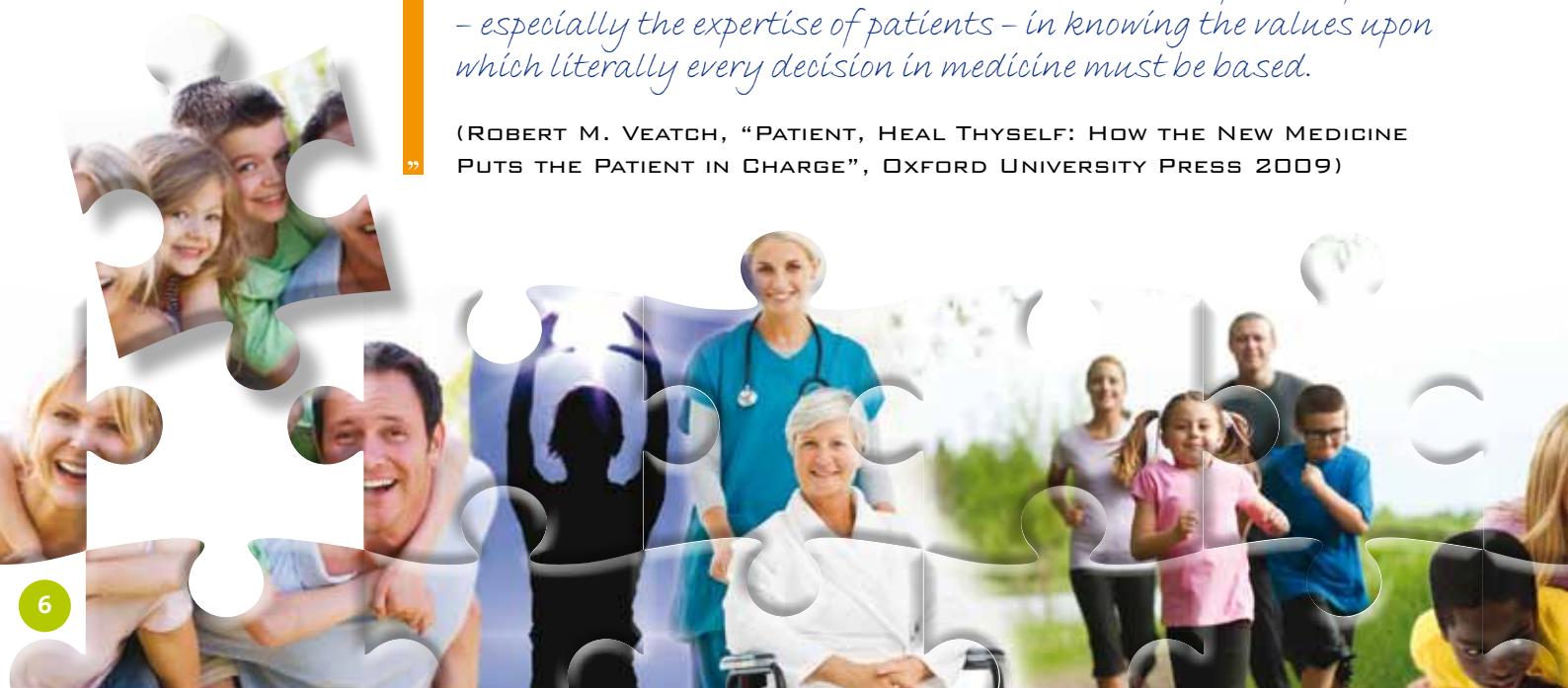
Better health is fundamental to equity; consumer centred care is fundamental to better health; engagement of patients, carers and families is fundamental to consumer centred care; equity, better health, consumer centred care and engagement are the key drivers of our advocacy work; which is informed by a rights based approach.

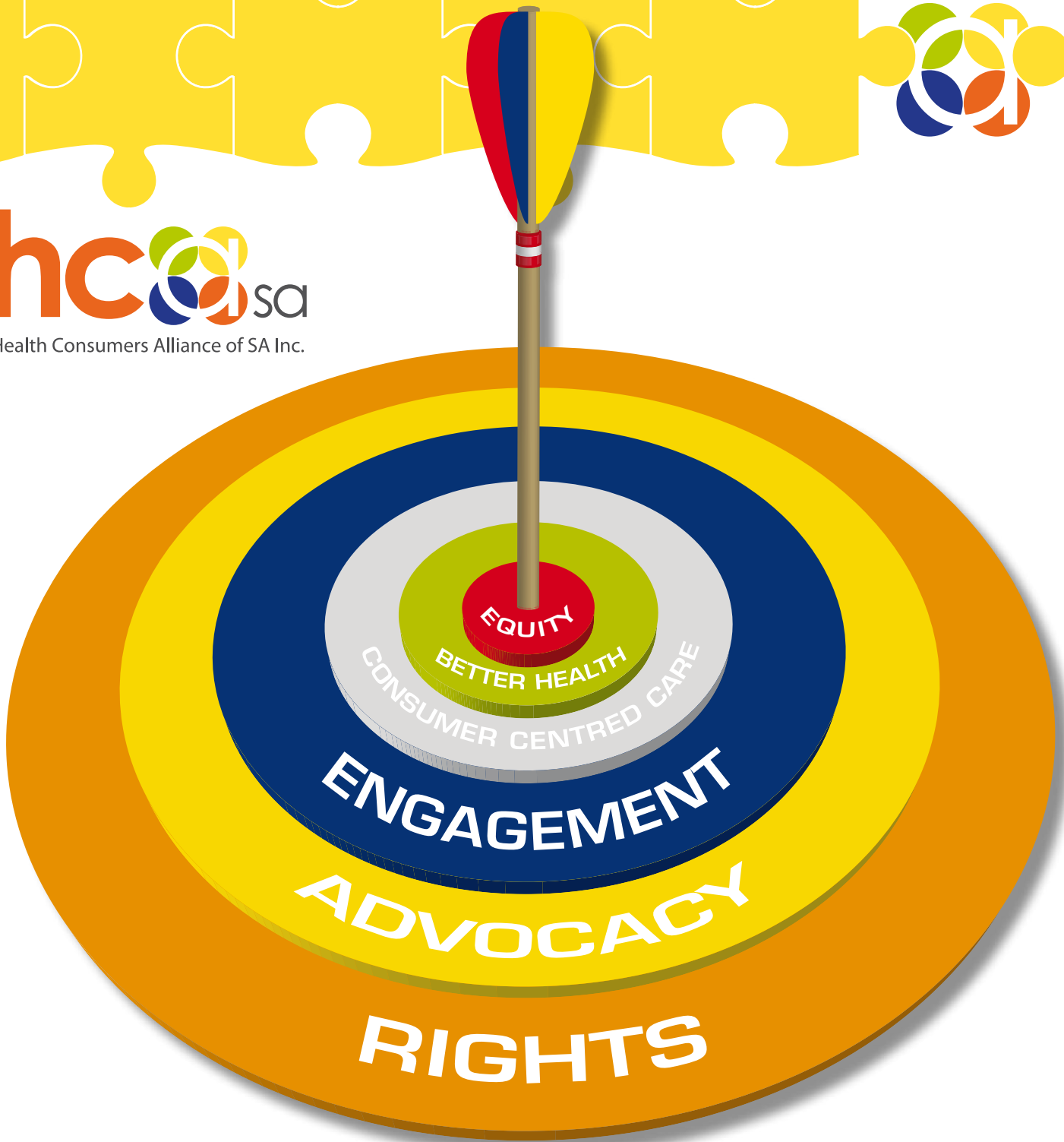


"I have the right to participate and flourish"

"The new medicine exists in a world in which doctor's expertise in medical science will have to be combined with the expertise of others – especially the expertise of patients – in knowing the values upon which literally every decision in medicine must be based."

(ROBERT M. VEATCH, "PATIENT, HEAL THYSELF: HOW THE NEW MEDICINE PUTS THE PATIENT IN CHARGE", OXFORD UNIVERSITY PRESS 2009)







STRATEGIC DIRECTIONS 2012-16

MISSION

A strong and effective voice for the promotion and protection of health consumer wellbeing and rights

Strategic Directions

1. Health equity and rights
2. Policy leadership and systemic advocacy
3. Strategic engagement and partnerships
4. Organisational strength and innovation

VALUES

- Collaboration
- Dignity
- Equity
- Honesty
- Inclusion
- Participation
- Respect
- Support



VISION

**Consumers at
the heart of
health care**





Health equity and rights

We work with health consumers, communities and other stakeholders to promote health equity and rights.

Policy leadership and systemic advocacy

We are policy leaders and provide systemic advocacy to inform, shape and sustain consumer centred care.

Engagement and partnerships

We lead health consumer and community engagement and collaboration.

Organisational strength and innovation

We develop the people, culture, systems and resources to be an effective and thriving organisation.

"Patient activists have to work by persuasion and influence. To do that, they have to affect the moral and ethical sensibilities of professionals... so that they no longer accept some policies, practices and standards... In spite of the benefits of emancipation to other interest holders... emancipation is a long and hard journey. Recognised emancipation movements show us this. So do the last 50 years of radical patient activism... But it is a journey of hope, the hope of making healthcare better for everyone."

(CHARLOTTE WILLIAMSON, "TOWARDS THE EMANCIPATION OF PATIENTS: PATIENTS' EXPERIENCES AND THE PATIENT MOVEMENT", THE POLICY PRESS 2010)





HEALTH EQUITY AND RIGHTS

We work with health consumers, communities and other stakeholders to promote health equity and rights.

Outcomes:

1. Improved individual and health system health literacy
2. Increased awareness of the SA Health & Community Services Charter of Rights
3. Strengthened capacity of health consumers for self-advocacy

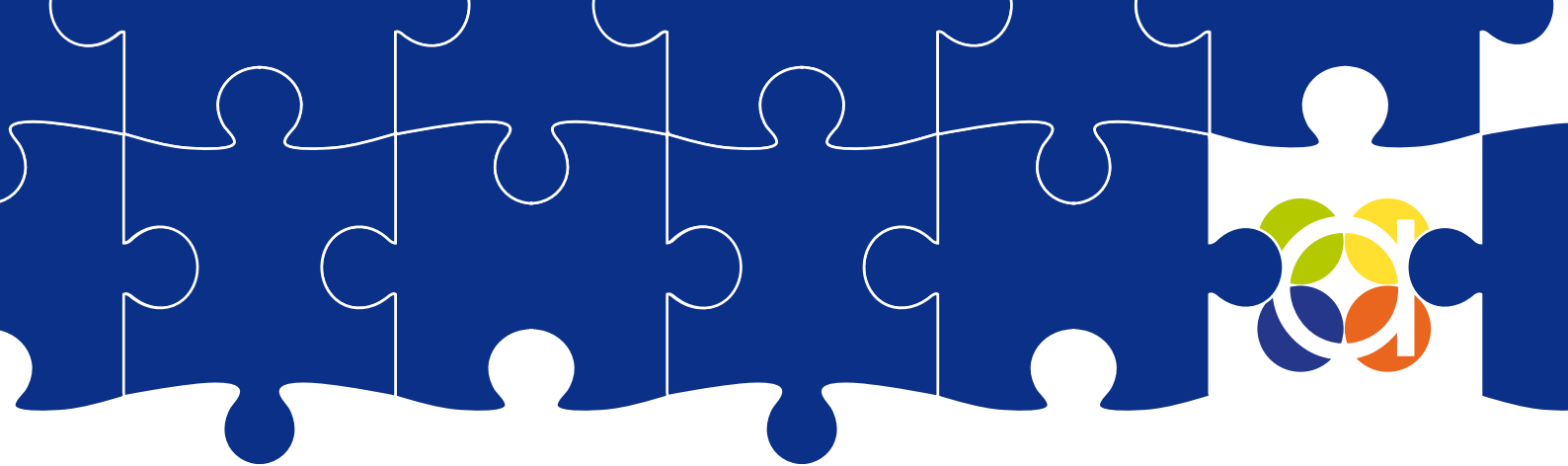
Strategies:

- Provide consumer and community information, education, and development initiatives in health literacy and health consumer rights
- Develop and implement advocacy campaigns that promote health literacy, health consumer rights and the Health in all Policies approach
- Implement the Know Your Rights community education project
- Develop strategic research partnerships that contribute to the evidence base for health equity and rights
- Develop and implement an individual advocacy pilot project
- Develop our work with vulnerable communities.



***“Tell me and I forget,
show me and I remember,
involve me and I
understand”***





POLICY LEADERSHIP AND SYSTEMIC ADVOCACY

We are policy leaders and provide systemic advocacy to inform, shape and sustain consumer centred care.

Outcomes:

1. Our consumer centred position on issues influences public debate and policy decisions
2. Health policy, planning, design and evaluation is influenced by consumer experience
3. Consumer centred care is a reality in our health services

Strategies:

- Provide policy leadership and systemic advocacy that is informed by consumer experience and other evidence
- Develop, promote and support health consumer leaders and advocates
- Establish mechanisms for member and community involvement in our policy and advocacy work, including a HCA Policy Council
- Implement a focussed and informed advocacy agenda
- Develop, promote and implement the Making Consumer Centred Care a Reality in SA Project in partnership with Planetree Inc., SA Health and other stakeholders
- Measure the impact of our voice and influence on opinion leaders and decision-makers





STRATEGIC ENGAGEMENT AND PARTNERSHIPS

We lead health consumer and community engagement and collaboration.

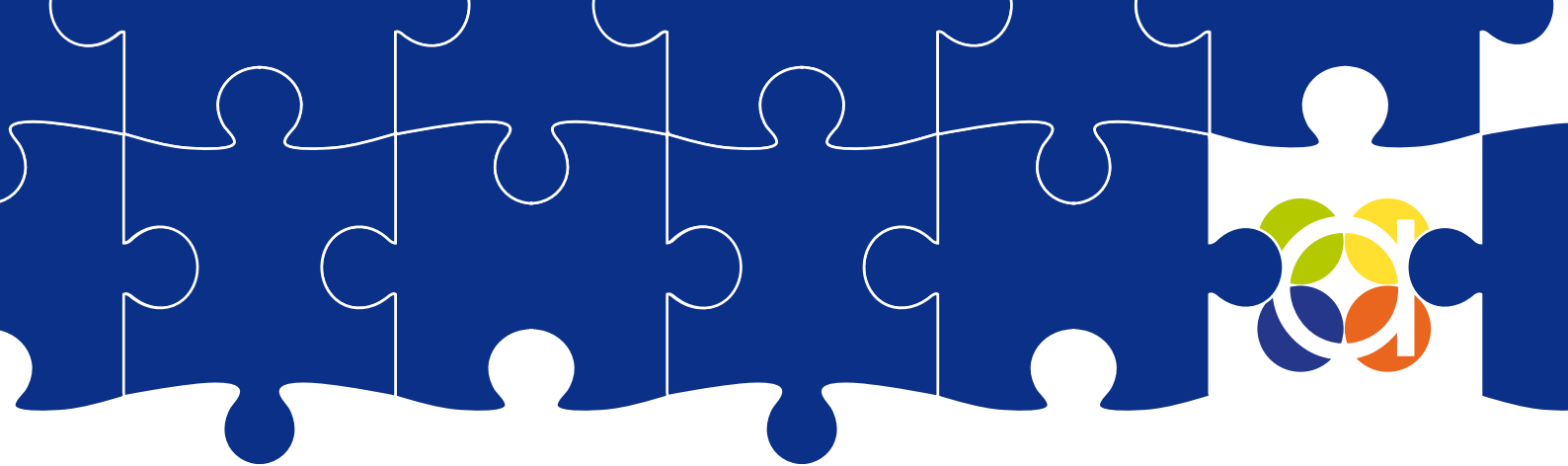
Outcomes:

1. Increase in the strength of our connections with health consumers and health consumer organisations
2. Improved resources to support consumer advocacy and engagement
3. The Partnering with Consumers Standard is a reality in our health services

Strategies:

- Develop and implement strategic partnerships that promote and facilitate consumer and community engagement
- Provide advice, education and training in consumer and community engagement
- Expand our consumer leadership, networking and advocacy programs
- Promote and provide independent and transparent health consumer advocacy and participation
- Develop and implement the Consumer Centred Framework for Consumer and Community Engagement in the establishment of the new Royal Adelaide Hospital project
- Use evaluation, research and practice review findings to strengthen our practice development and policy action





ORGANISATIONAL STRENGTH AND INNOVATION

We develop the people, culture, systems and resources to be an effective and thriving organisation.

Outcomes:

1. Organisational culture and systems foster wellbeing, innovation and excellence
2. Increased and diversified funding secured for sustainability and growth
3. Improved stakeholder relations

Strategies:

- Develop member, Board and staff capacity to foster and drive innovation and growth
- Improve staff recruitment, induction, performance management and retention
- Make environmentally sustainable choices whenever possible
- Develop and implement a business development strategy
- Build membership and other forms of participation in our work
- Strengthen the HCA brand through improved communications and marketing





PARTNERING WITH CONSUMERS: AN ESSENTIAL COMPONENT OF CONSUMER CENTRED CARE

Consumer engagement is increasingly regarded as a legitimate and valuable feature of the Australian health system and is recognition that people have the right to be included in decision-making processes that affect their health care. The national health reform process in Australia has recognised that a strengthened consumer voice is vital to moving towards safe, high quality consumer centred health services, and “creating an agile and self-improving health system”.

The Australian Health Ministers Advisory Council (AHMAC) has recognised the importance of consumer engagement by approving the Australian Commission for Safety and Quality in Healthcare’s (the Commission) ten National Safety & Quality Health Service Standards to drive the implementation and use of safety and quality systems and improve the quality of health service provision in Australia. Health services in Australia will be accredited against these standards from 1 January 2013.

The first two Standards, “Governance for Safety and Quality in Health Service Organisations” and “Partnering with Consumers”, set the overarching requirements for effective implementation of the remaining eight Standards, which address specific clinical areas of patient care.

The “Governance” Standard provides the framework by outlining the expected structures and processes for a safe organization. The “Partnering with Consumers” Standard requires effective and meaningful engagement of consumers in the review, design, implementation and evaluation of services.

The Standards reflect recognition of the rights of consumers to exercise power in health care across all levels of decision-making.

HCA has considerable expertise in consumer and community engagement and consumer centred care. We have developed a range of tools to demonstrate the value and importance of partnering with consumers and we are therefore able to advise and assist service providers in working towards and achieving the standards.

For further information please contact Stephanie Miller, HCA's Executive Director at sfmiller@hcasn.asn.au





HCA MEMBER ORGANISATIONS

Aboriginal Health Council of SA
Alzheimers Australia SA
Arthritis SA
Asthma Foundation SA
Australian Pain Management Association
Bridges & Pathways Institute
Cancer Council SA
Cancer Voices SA
Carers SA
Uniting Care Wesley Port Adelaide
COTA Seniors Voice
Diabetes SA
Flinders Medical Centre Consumer Council
Grow SA
Health Consumers Council WA
Healthcare Consumers ACT
Healthy Cities Onkaparinga
Hepatitis SA
Life Without Barriers
Loxton and Districts Health Advisory Council
Lower North Health Advisory Council
Lyell McEwin Health Service Consumer Advisory Council
Mallee Mental Health Community Liaison Program
Mental Health Consumer Advisory Council
Mental Illness Fellowship of SA
Migrant Resource Centre of SA
Mind
Modbury Hospital Consumer Advisory Council
Multicultural Communities Council of SA
Murray Mallee Consumer Advisory Group
Neami Limited
NOFASD Australia
One Voice Network
Parkinson's SA
Queen Elizabeth Hospital Consumer Advisory Council
Royal Adelaide Hospital Consumer Advisory Council
SA Ambulance Services Community Advisory Committee
Southern Adelaide Local Health Network Consumer Advisory Council
SHine SA
Southern Adelaide Health Network Mental Health Consumer Advisory Group
Uniting Communities
Women's & Childrens Health Network Consumer & Community Advisory Committee

HCA has three membership categories – individual, organisational and associate.



