

Summary Framework for the State Public Health Plan 2019 - 2024

Consumer Forum Report

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HCA acknowledges the Traditional Custodians of Country. We pay respect to Elders past and present, and recognise that their cultural heritage, beliefs and relationship to Country are important for sustaining health and wellbeing.

Executive Summary

Health Consumers Alliance of SA Inc (HCA) held a consumer forum, *Summary Framework for the State Public Health Plan 2019 - 2024*, on Tuesday 29 May 2018, from 4.00 to 6.00pm. Thirteen people attended.

The objectives of the forum were to provide consumers the opportunity to:

1. learn more about the draft Plan and the role of public health
2. share their views about what a healthier South Australia looks like to them
3. help shape the development of the draft State Public Health Plan, which will set the direction for public health and wellbeing in South Australia over the next five years.

HCA Chief Executive Julia Overton welcomed participants and acknowledged the Traditional Custodians of Country. Julia emphasized the value of hearing the voices of community members in the development of the State Public Health Plan. She detailed the forum objectives and format, and introduced the forum speakers.

Professor Paddy Phillips, Chief Medical Officer / Chief Public Health Officer, outlined the role of public health, and the importance of the community voice in this process to inform the development of the draft State Public Health Plan 2019-2014.

Danny Broderick, Public Health Policy Manager, Local Government Association of South Australia, discussed the translation of the State Public Health Plan into local community outcomes, and highlighted the role of local government in achieving public health outcomes.

Lisa Atwell, Principal Project Officer, Partnerships and Programs, Prevention and Population Health Branch, provided background on the draft Plan's review and process to date, and introduced the components of the Plan's draft framework.

Kathy Mickan, HCA's Manager of Consumer Engagement, and Lisa led small group discussions addressing the following questions:

- What does a healthier South Australia look and feel like to you?
- Does the vision 'a healthy, liveable and socially connected community for all South Australians' resonate with you.
- Do the four priorities of the draft Plan resonate with you?
 - 'Create Healthier neighbourhoods and communities'
 - 'Protect against public and environmental health risks and adapt to climate change'
 - 'Prevent chronic disease, communicable disease and injury'
 - 'Further develop and maintain the state-wide public health system'.

A final small group discussion addressed the question of how the draft Plan could be improved to make it a great State Public Health Plan.

Lisa then summarized the discussions, and detailed the next steps. She reinforced the commitment to a thorough consultation and engagement process, and indicated that online feedback can be provided until mid-June 2018 via [yourSAy](#). There will also be an opportunity later in the year for feedback on the full draft Plan.

Kathy closed the forum, and thanked attendees for their participation and valuable feedback.

Eleven participants completed an evaluation form. Most participants felt their voices were heard and valued. The feedback was overwhelmingly positive in relation to meeting the three forum objectives listed above.

The draft State Public Health Plan 2019 – 2024 is available for download [here](#).



Forum participants welcomed the opportunity to provide feedback on the *Summary Framework for the State Public Health Plan 2019 – 2024*. Participants provided positive feedback about the look and feel of the Plan, however it has too great a focus on local government and should include a cross government approach. It is recommended that:

- the role of housing services, employment programs, education, business, non-government agencies and community groups be referenced.
- a link to the previous plan and summary of achievements should be included.
- there should be an indication of how this plan will be evaluated.

Background

Health Consumers Alliance of SA Inc (HCA) was established in 2002 as the peak body for health consumers in South Australia. We are a member-based, independent, not-for-profit organisation, funded by SA Health. We work with our members and supporters to achieve our vision: *Consumers at the centre of health in South Australia*. Our mission is to engage consumers and health services to achieve quality, safe, consumer-centred care for all South Australians.

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The objectives of the forum were to provide consumers the opportunity to:

1. learn more about the draft Plan and the role of public health
2. share their views about what a healthier South Australia looks like to them
3. help shape the development of the draft State Public Health Plan, which will set the direction for public health and wellbeing in South Australia over the next five years.

Thirteen people attended the forum, and the eleven participants who completed evaluations were overwhelmingly positive in their feedback.

Detailed Forum Program

HCA Chief Executive Julia Overton welcomed participants and acknowledged the Traditional Custodians of Country. Julia emphasized the value of hearing the voices of community members in the development of the State Public Health Plan and introduced the forum speakers. Summaries of the presentations and small group discussions are detailed below

Public Health and the State Public Health Plan

Professor Paddy Phillips, Chief Medical Officer / Chief Public Health Officer, outlined the role of public health through a [video](#) that was developed for public health week 2017.

Paddy reinforced that public health strategies impact on the lives of all South Australians every day, through access to clean air and water, waste management and food safety programs. In contrast, public hospitals are used by many people only a couple of times in their lives.

Paddy discussed the significant role that local government has in public health and indicated that the framework under consideration has had input from local government to improve and build on the work of the 2013 - 2018 plan. He also acknowledged the importance of the community voice in this process, to inform the development of the draft State Public Health Plan 2019 – 2024.



Professor Paddy Phillips addresses participants on public health.

Translation of the State Public Health Plan into local community outcomes

Danny Broderick, Public Health Policy Manager, Local Government Association of South Australia, discussed the translation of the State Public Health Plan into local community outcomes, and the role of local government in implementing the public health plan.



Local government public health actions

Danny also encouraged the participants to be more active in their local areas, and vote in local government elections taking place in November 2018.

Public Health and the State Public Health Plan

Lisa Atwell, Principal Project Officer, Partnerships and Programs, Prevention and Population Health Branch, gave a short background on the draft Plan's review and process to date, and introduced the components of the Plan's draft framework.

The review consultation process has to date included:

- internal review of actions against SA Health commitments
- broader consultation between October 2017 and February 2018, involving a wide range of stakeholders
- feedback gathered through meetings, workshops and written submissions
- feedback to the review from over 180 individuals and organisations, including:
 - 29 Councils
 - 15 NGOs/professional associations
 - 12 Government Departments.

Small group discussion 1: A healthier South Australia looks like...

Kathy Mickan, HCA's Manager of Consumer Engagement, led the first small group discussion to address the question *What does a healthier South Australia look and feel like to you?*

Participant responses have been broken into what a healthier South Australia looks like at an individual, community and environment level.

Individual

- Increased sense of safety
- Improved health literacy
- People make healthy choices about food
- People are more active and make use of open space
- Increased social connection
- People have a positive mindset
- People are engaged in fulfilling activity – work, study and volunteering.

Community

- Quality education
- Affordable housing
- Quality urban infrastructure – roads, footpaths, open space and sporting facilities
- Collaboration and cohesion between levels of government and across government departments
- Investment in health and wellbeing, rather than hospitals and doctors
- Access to art and cultural experiences
- Access to quality medical services.

Environment

- Sustainable housing design
- Housing density is developed with corresponding infrastructure – shops, parks, schools, community centres and services
- Community gardens
- Recycling programs
- Reduced litter.



Participants' views are captured in small group discussions.

Small group discussion 2: Vision

The second discussion addressed the question *Does the vision 'a healthy, liveable and socially connected community for all South Australians' resonate with you?*

The feedback on the vision was varied amongst the forum participants. Some thought the vision was excellent and needed no change, and most thought it was an improvement on the 2013 - 2018 vision. Proposed changes included:

- Change the term 'socially connected' to 'culturally rich'. Socially connected is considered too aligned with Facebook.
- Add 'sustainable' community.
- Change to 'All South Australians live the healthiest lives they can in a socially connected community'.

There was some debate about the balance of focus on community or individuals, with some participants wanting more focus on individuals, and others appreciating the community focus.

Small group discussion 3: Priorities

Following an explanation of the priorities of the draft Plan, Kathy and Lisa asked participants to address the question *Do the four priorities of the draft Plan resonate with you?* Each of the four priorities are listed below with participant comments.

Promote

'Create healthier neighbourhoods and communities'

- Yes, we like this
- Add 'safer'
- Emphasise culture (see LGA cultural indicators framework)
- Want to see action relating to: dog parks, cultural groups, clubs and community groups, meeting spaces, and management of fast food outlets, poker machines and alcohol venues.

Protect

'Protect against public and environmental health risks and adapt to climate change'

- Agreed – another vote for trees and shade cloth
- Want to see action relating to: building design and block size, advocacy on climate change and sustainable energy.

Prevent

'Prevent chronic disease, communicable disease and injury'

- Agreed, but not always easy
- Add 'isolation and loneliness'
- Want to see action relating to: food security, sugar tax, food modification, food advertising.

Progress

'Further develop and maintain state-wide public health system''

- It is not obvious what this means
- Replace 'develop and maintain' with 'strengthen'
- Want to see action relating to: cross government and non-government organisation collaboration, health in all policies, community education and evaluation of the plan.

There was a sense that the words ‘promote’, ‘protect’, ‘prevent’, and ‘progress’ were selected because someone wanted all ‘p’ words. Only two of those words actually appear in the corresponding priorities, which makes them meaningless.

Deliverable action areas, reporting and measuring

In this presentation, Lisa explained that each of the four priorities contain deliverable action areas (see Appendix 2 State Public Health Plan 2019-2024 Framework).

The overall aim is to improve measurability of the Plan. Indicators will be based on those outlined in the South Australian Public Health Indicator Framework, and reporting on these indicators will occur every two years.

The intention is to measure impact (priorities) as well as process (deliverable actions). For example:

Prevent – indicators and measures could be about risk factors and immunisation rates.

Protect – indicators and measures could be about air quality or food safety.

Progress – indicators and measures could be about quality of partnerships or workforce capacity.



Kathy Mickan, HCA’s Manager of Consumer Engagement (far right), with consumer participants in one of several small group discussions.

Small group discussion 4: General feedback

The final small group discussion led by Kathy addressed the question of how the draft Plan could be improved to make it a great State Public Health Plan.

While the important role of local government in public health is appreciated, participants felt that the document over-emphasizes their role, and misses the opportunity to value the role of housing services, employment programs, education, business, non-government agencies and community groups.

Participants liked the general layout and colour of the draft Plan, although some of the font size was too small, and acronyms should not be used (page 4).

There should be a link to the previous plan and summary of achievements, including data on walkability, cultural impact and creative economy.

There should be an indication of how this plan will be evaluated.

The public don't really understand what public health is – perhaps an info-gram to delineate public, primary and tertiary health would be useful.

How do we make it easy to make healthy choices?

Identify government innovation (see SITRA, the Finnish Innovation Fund as an example).

A message from the Minister might indicate government commitment to the plan.

Summing up and next steps

Participants provided key points. Lisa detailed the next steps and reinforced the commitment to a thorough consultation and engagement process. She indicated that online feedback could be provided until mid-June 2018 via [yourSAy](#). There will also be an opportunity later in the year for feedback on the full draft Plan.

Thanks and close

Kathy indicated that a forum report would be distributed to participants, and would be available on the HCA website in due course. Participants were asked to complete feedback forms.

Kathy closed the forum, and thanked attendees for their participation and valuable feedback.

Forum Evaluation - summary

Eleven participants completed an evaluation form. Ten participants indicated that they felt their voices were heard, and nine also felt that their voices were valued. One person was not sure if their voice was valued, and another felt heard and valued to some extent.

The feedback was overwhelmingly positive in relation to meeting the three forum objectives:

1. Ten participants considered the objective to provide consumers the opportunity to learn more about the draft Plan and the role of public health was well or very well met. One participant rated achievement of this objective between ok and well met.
2. Eight participants considered the objective to provide consumers the opportunity to share their views about what a healthier South Australia looks like to them was well or very well met. Three participants rated achievement of this objective between ok and well met.
3. Eight participants also considered the objective to help shape the development of the draft State Public Health Plan, which will set the direction for public health and wellbeing in South Australia over the next five years, was well or very well met. Three participants rated achievement of this objective between ok and well met.

Words to describe the event or how it made participants feel included:

- Interested
- Engaged
- Informative
- Hopeful
- Interested
- New knowledge, optimistic
- Democracy on (proactive) action
- Encouraged greater interest in local implementation of the plan
- I got a lot of ideas across, when I actually didn't know who to tell
- Need more people/ consumers involved.

General comments from participants indicated appreciation for SA Health and Local Government Association including consumers in the consultation, and hope that some of their ideas can be implemented.

Some participants indicated that the session highlighted the inefficiency that exists between levels of government, and felt that innovation in government could be an enabling factor across a range of portfolios.

One participant considered that visual aids could be useful for demonstrating public health and the principles outlined in the framework. These have been provided to SA Health.

Conclusion

Thirteen participants attended the consumer forum, *Summary Framework for the State Public Health Plan 2019 - 2024*, on Tuesday 29 May 2018. A copy of the Forum Program is attached at Appendix 1.

Participant feedback was overwhelmingly positive, indicating that the objectives of the forum were met. Participants appreciated the opportunity to provide their input, and look forward to providing input on the draft plan in the next stage of the consultation process.

Forum participants welcomed the opportunity to provide feedback on the *Summary Framework for the State Public Health Plan 2019 – 2024*. Participants provided positive feedback about the look and feel of the Plan, however it has too great a focus on local government and should include a cross government approach. It is recommended that:

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Appendix 1 – Forum Program



Summary Framework for the State Public Health Plan 2019-2024 Consumer Forum

2.00pm – 4.00pm, Tuesday 29 May 2018
HCA Training Room, Level 1/12 Pirie Street, Adelaide

	Item	Presenter
2.00pm	Welcome	Julia Overton
2.05pm	Public Health and the State Public Health Plan <ul style="list-style-type: none"> • What is public health? • Significance of the State Public Health Plan, achievements to date and importance of community voice 	Professor Paddy Phillips
2.15pm	Translation of the Public Health Plan into local community outcomes	Danny Broderick
2.25pm	Public Health and the State Public Health Plan <ul style="list-style-type: none"> • Short background about the review and process to date • Introduction to the components of the draft framework of the 2019-2024 Plan 	Lisa Atwell
2.35pm	Exercise 1: A healthier South Australia looks like..... <ul style="list-style-type: none"> • What does a healthier South Australia look and feel like to you? 	Kathy Mickan
3.00pm	Exercise 2: Vision <ul style="list-style-type: none"> • Does the vision resonate with you? 	Kathy Mickan
3.10pm	Exercise 3: Priorities <ul style="list-style-type: none"> • Explanation of priorities • Do the four priorities resonate with you? 	Lisa Atwell and Kathy Mickan
3.25pm	Deliverable action areas, reporting and measuring <ul style="list-style-type: none"> • Explanation of what we are aiming for with the deliverable action areas and increased measurability of the Plan 	Lisa Atwell
3.35pm	Exercise 4: General feedback <ul style="list-style-type: none"> • From a community member perspective, how can it be improved to make it a great State Public Health Plan 	Kathy Mickan
3.45pm	Summing up and next steps	Lisa Atwell
3.55pm	Workshop close and thank you	Julia Overton

Appendix 2 - State Public Health Plan 2019 - 2024 Framework

