

Our Engagement Approach

phn
COUNTRY SA

An Australian Government Initiative



Our heart is in the health of the country

Community and Stakeholder Engagement

Community and stakeholder engagement forms the corner stone of what we do. It's consciously embedded in our culture and core function of developing and providing health services to country South Australians. Community and stakeholder engagement strengthens rural voices to help shape local health priorities based on community needs - particularly for those at risk of poor health outcomes. Our engagement enables us to achieve our primary objectives:



Community Engagement

Our community engagement helps us plan effectively for the real health needs of our communities. It informs our policy and commissioning approach. Our relationships with country South Australian communities help us provide tailored health services that match community need and expectation and help communities to build long-term local sustainability.

As such, community engagement is mutually beneficial.

Communities benefit from the opportunity to:



Provide expert opinion



Provide input about local issues



Participate in the decision-making process

We benefit from:



The opportunity to gain local feedback to provide relevant health services



To build on-going relationships with the communities we serve

Stakeholder Engagement

Effective stakeholder engagement enhances planning and informs policies, service delivery and program development. Through this engagement within local communities we gain a greater understanding of local and regional health issues.

Stakeholder engagement is vital to:

- meeting our strategic goals and objectives;
- ensuring the successful delivery of all services; and
- making sure that all our activity effectively meets community needs.

We collaborate with a wide range of stakeholders in our development and provision of rural health services, including:



Our People



Our people are the local face of Country SA PHN. They're responsible for strengthening the rural voice in all our planning and activities and ensuring that this rural voice is heard at all levels of our organisation to facilitate effective local health care.

Our people link your local needs to our Local Health Clusters (LHCs) and is integral to all that we do. Our people live and work in the communities we serve – acquiring extensive local knowledge, forging strong relationships and meaningful connections with their communities and stakeholders – to develop effective and efficient local health services.

Our people strongly believe in equitable health care for all South Australians – regardless of postcode.

Our people are working to:



Foster and maintain positive relationships



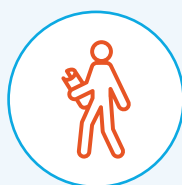
Ensure rural voices are heard



Facilitate relevant, equitable health solutions for their local communities



Encourage better integration and communication between health providers



Assist health providers with service mapping, networking, community education and eHealth



Identify the most relevant health services required for their local communities

Local Health Clusters- LHCs

99.8%
of the
state

Community engagement is particularly important to us because of the large geographical area we cover – 99.8% of the state – and the disparate distribution of our population. To help us engage with all country South Australians we currently have LHCs spanning right across country South Australia. These LHCs, in conjunction with our people, are essential to making sure local rural voices are heard - no matter how remote your community may be.

Our Local Health Clusters are the voice of the community – providing an essential community perspective and professional and local knowledge to our health care decision making. We work hand in hand with the LHCs to put local voices into action – ensuring that our decisions and investments in health services are:



Patient centred



Cost effective



Locally relevant



**Aligned with
existing local care
experiences and
expectations**

Local Health Cluster members bring a range of local and professional skills, governance and lived experience to the LHCs. They meet regularly to gather and discuss a wide range of information on local health needs as well as education, social and transport issues affecting their community.

Primary Health Care Committees



EQUITY

SA

Clinical Councils

Clinical Councils are networking committees that provide us with clinical advice and facilitate community and clinician engagement. Clinical advice helps us to work collaboratively to develop local strategies to improve patient outcomes – particularly those at risk of poor health and to contribute to effective local population planning.

Our Clinical Councils:



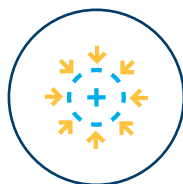
Streamline and improve the quality of patient care



Utilise existing health resources efficiently to improve health outcomes



Provide advice on relevant clinical issues to improve the local health care system – particularly for those at risk of poor health outcomes



Help develop local strategies to improve the primary health care system and reduce avoidable hospital presentations and admissions

Our Clinical Councils are led by General Practitioners but when necessary, include a wide range of country South Australian health care professionals - enabling a multidisciplinary health care focus for greater integration of care.

We also facilitate Virtual Clinical Councils - an online community and clinician collaboration site that facilitates engagement at a convenient time and place - ensuring input from all areas of our region no matter how remote. Virtual Clinical Councils can share documents, raise issues or questions and participate in online conversations.

State Partnerships



Our people make sure the health needs of country South Australians are included in the decision making of our key stakeholders. We advocate for the needs of country South Australians to have a focus in all state health planning. We work collaboratively with national and state peak health organisations such as the Heart Foundation, Beyond Blue, Arthritis SA and local, state and federal governments to ensure the voice of country South Australians is present at all levels of health services discussions in this state.

Our Commissioning Team and Health Integration & Coordination Team responsible for designing, implementing, managing and evaluating meaningful stakeholder engagement, partnership and relationship building strategies to bridge the gap in health equity for country South Australians. To do this, we share information about health services and population planning and local knowledge with peak health organisations. This collaboration helps these organisations decide how and where their health services would be most effective and efficient. In many cases, we also actively assist the successful implementation of these health services to country South Australians.

General Practice and Allied Health Engagement

We build strong relationships with country South Australian General Practitioners and Allied Health Practitioners.

The Primary Care Support Team provides a wide range of support to local General Practice and Allied Health so that Health Care providers can provide the best quality primary health care to the community, including:



community health programs
e.g. immunisation, diabetes, mental health



chronic disease management



digital Health – onsite support and maintenance



providing after-hours preventative health activities and services



accreditations



continuous quality improvements

Aboriginal Engagement



We are embedding Aboriginal health across country South Australia.

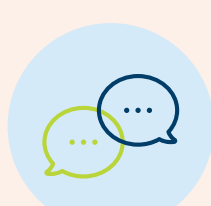
We're addressing the social determinants of health and providing a culturally safe, respectful and competent process. We are establishing a reconciliation action plan and is active in Aboriginal health planning. The team is working with communities, Aboriginal Community Controlled Health Organisations (ACCHOs), government and non-government organisations to ensure that commissioned health services are sensitive to local needs and protocols.

We are committed in partnership with South Australian ACCHOs to improve access to health services and health outcomes for Aboriginal people.

Underpinning all our Aboriginal engagement is a shared knowledge ensuring:



respectful culturally sensitive consultation;



recognition that Aboriginal health outcomes will be achieved when Aboriginal people control them



that commissioned service delivery will be a strengths-based approach reflecting the United Nations Declaration on the Rights of Indigenous Peoples.

Engaging with You - Community Communication

A thriving, healthy happy community starts with you.

Being healthy means not just physical well-being but also social, mental, emotional and cultural well-being. When you are healthy, you can achieve your full potential as a human being and you can then bring about the total well-being of your whole community.

To make sure that all country South Australians have the opportunity to receive optimal primary health care, regardless of where in the state they live and to bridge the gap in health equity of services it's vital that we engage with you.

We want to make sure that we:

- are aware of what's important to you and your community;
- listen to your voices;
- represent your voices to peak health organisations and other stake holders;
- provide you with positive health information;
- commission effective, efficient health services that you and your community need;
- provide access to these services;
- communicate information about these services; and
- provide you with important health alerts.

To do this we use a variety of different methods to communicate with South Australians living in rural and remote communities, including:



social media
(Facebook, Twitter, LinkedIn)



website



community forums
and workshops



educational material – fact
sheets, brochures, posters



providing health information
to health care providers

