



**ASTHMA
AUSTRALIA**

CONSUMER ENGAGEMENT STRATEGY 2018-2020



WELCOME TO OUR CONSUMER ENGAGEMENT STRATEGY 2018-2020

For over 50 years Asthma Australia and the Asthma Foundations have been the leaders in asthma services and research, delivering high quality support to people with asthma and their carers.

On October 1, 2017, the Asthma Foundations of Queensland, New South Wales, Victoria, South Australia and the Australian Capital Territory joined forces with Asthma Australia to become a unified, more effective and efficient organisation focused on: excellence in the delivery of services for people with asthma, advocacy for the improvement of the asthma environment and investment in world class research. All with the view to achieve a community free from the impacts of asthma.

As part of our move to a national body, Asthma Australia is committed to being recognised as a consumer centred organisation that meets the diverse needs of people with asthma and those who care for people with asthma.

In 2018, we developed a Consumer Engagement Framework in conjunction with our Consumer Advisory Council to confirm our commitment to being a consumer centred organisation. This document outlines the strategic objectives that we will undertake to meet this commitment over the next 3 years.

In each of the activities developed to progress these strategies, Asthma Australia recognises that the voice, experience and ideas of our consumers and the community in general are vital in providing a value-base to all initiatives developed and delivered.

Michele Goldman
Chief Executive Officer

“[IT’S] ABSOLUTELY CRUCIAL TO HAVE CONSUMERS AT THE FOREFRONT, CONSUMERS AT THE CENTRE WHEN MOVING FORWARD.”

Staff member, Asthma Australia

SUPPORTING CONSUMER ENGAGEMENT

In 2018, Asthma Australia established its first Consumer Advisory Council (CAC). With representatives from each member state, the Council is a formal mechanism to more broadly engage with the community to ensure that the interests of consumers and carers are at the centre of Asthma Australia’s planning, communications and processes.

The CAC’s purpose is to:

- Represent the interests of people with asthma and their carers, with particular representation from priority population groups
- Inform and have oversight of the Asthma Australia consumer engagement strategic objectives
- Provide recommendations into all aspects of Asthma Australia’s work including but not limited to: the Strategic Plan, the National Research Framework, program design and delivery, marketing, communications and engagement, fundraising, and the identification and prioritisation of advocacy issues.

Asthma Australia has also established our Professional Advisory Council (PAC) to engage with the professional asthma community. The purpose of the PAC is to provide Asthma Australia with advice, information and guidance on medical, scientific and health related matters to assist Asthma Australia to achieve its strategic objectives.

Our Consumer Advisory Council



PRINCIPLES OF ENGAGEMENT

www.hcq.org.au/our-work/framework

Our CAC adapted industry best-practice principles to reflect the values and ideas that were articulated by consumers, staff and stakeholders during our Consumer Engagement Framework consultation.



CONSUMERS AT THE CENTRE OF ALL WE DO



SUPPORTED AND CAPABLE CONSUMERS



EMBRACING DIVERSITY AND INCLUSION



ENTRENCH A SHARED FOCUS



TRUSTWORTHY AND EXPERT VOICE

DIVERSITY AND INCLUSION

Engagement processes are accessible, flexible and designed to promote partnerships with populations that reflect the diversity of their communities and identified health needs.

GROWTH, REFLECTION AND IMPROVEMENT

Engagement activities are evaluated for continuous improvement. Ongoing opportunities are provided to support the capability building of all engagement partners.

EMPATHY AND RESPECT

Engagement partners value each other's perspectives, knowledge and beliefs and develop relationships based on clear and open communication and shared goals.

COMMUNITY

A sense of community is created with all engagement partners to shape service delivery to better meet consumer and community needs.



CONSUMER ENGAGEMENT STRATEGY

STRATEGIC GOAL	STRATEGIC COMMITMENT	STRATEGY IN ACTION
<p>CONSUMERS AT THE CENTRE OF ALL WE DO</p>	<p>We will embed consumer engagement within our organisational culture.</p>	<p>Governance processes based on consumer and community engagement principles and actions are established and embedded across the organisation to support effective engagement</p> <p>We will engage broadly, share information and expand feedback opportunities</p> <p>Staff and consumers are enabled to work together, engage and contribute</p> <p>Develop and implement a continuous learning and improvement system based on engagement experiences.</p>
<p>SUPPORTED AND CAPABLE CONSUMERS</p>	<p>We will support consumers to be empowered to achieve their personal goals and support them to actively participate in their healthcare.</p>	<p>Asthma Australia actively engages with and surveys the needs and preferences of consumers, carers and the community during program and resource design</p> <p>We will foster health literacy consistently across the organisation.</p>
<p>EMBRACING DIVERSITY AND INCLUSION</p>	<p>We will increase efforts to engage with people who experience poorer asthma outcomes and barriers to accessing information, education and health care services.</p>	<p>Aboriginal and Torres Strait Islander peoples are a key focus of our program activity</p> <p>Culturally and linguistically diverse (CALD) communities, vulnerable and hard to reach people living with asthma are a focus of program activity</p> <p>Staff are guided in appropriate and respectful engagement with Aboriginal and Torres Strait Islander and non-English speaking communities</p> <p>The Asthma Australia workplace demonstrates active measures to attract and retain a culturally, linguistically and demographically diverse workforce</p> <p>Our diversity and inclusiveness is evident to all.</p>
<p>ENTRENCH A SHARED FOCUS</p>	<p>We will establish mechanisms to connect consumers with all parts of the business so the unique consumer input drives all that we do.</p>	<p>Operational communications and channels are optimised to reflect the consumer voice</p> <p>National Research Program is optimised to benefit people with asthma.</p>
<p>TRUSTWORTHY AND EXPERT VOICE</p>	<p>We are known nationally as the expert, trusted voice about asthma and extend our presence across community and within health and community settings.</p>	<p>Asthma Australia's health information is developed with and reviewed in consultation with consumers and reflects best available evidence and in language appropriate for audience</p> <p>Our trusted, expert, evidence-based voice reaches all relevant communities.</p>



**ASTHMA
AUSTRALIA**

1800 ASTHMA
(1800 278 462)

asthma.org.au