



Family Engagement Using Social Media



100 Years Growing Together

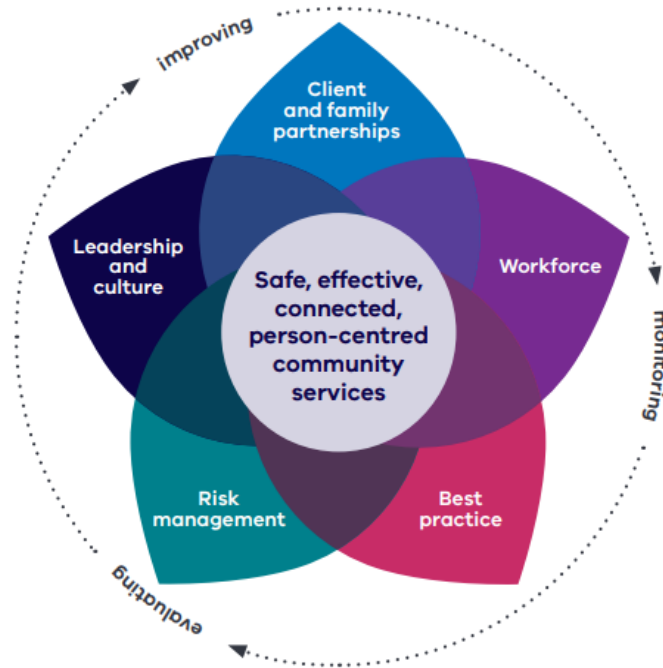
Introduction to QEC

- Victoria's largest provider of residential and community based Early Parenting Services.
- Programs designed to meet the specific needs of children from birth until turning 4 years, parents, caregivers and families.

Programs include:

- Assessment and Intake
- Residential
- Groups
- Home based

Quality Governance Domains



Taken from Community Services Quality Governance Framework October 2018

QEC's Family Engagement Journey

- QEC's work is underpinned by the Family Partnership Model.
- QEC's Consumer Participation Policy and associated framework was developed in early 2018.
- The framework was implemented and revised in early 2019 and a Consumer Participation Plan was developed.
- Revision of the framework included a self assessment of levels and types of consumer engagement.

Consumer Participation Plan

QEC Consumer Engagement Plan				
No.	Action/Strategy	Responsibility	Due Date	Status
1	Seek consumer input in the development of the new QEC Strategic	CEO	Sep-18	Completed
2	Consumer Documentation Review Log developed and maintained to log documents that were reviewed by clients and to summarise their feedback and how it was used in the final document	Quality and Risk Manager (Q&R Mgr)	Oct-18	Completed
3	Re-develop Exit Surveys so that clients can nominate whether or not they would like to participate in the ongoing improvement of QEC services	Q&R Mgr	Oct-18	Completed
4	Introduce 'You Said - We Did' posters at the Noble Park site	Q&R Mgr	Oct-18	Completed
5	Organise for a family to attend the QEC AGM to share their	Q&R Mgr	Nov-18	Completed
6	Assist the Department of Health and Human Services (DHHS) in client consultations and client partnership opportunities	Q&R Mgr, CEO and Mgr SMR	Nov-18	Completed
7	Develop a list of clients that indicate via exit surveys that they would like to be involved in improving QEC services	Q&R Mgr	Dec-18	Completed
8	Seek networking opportunities to gain and share ideas for consumer engagement	Q&R Mgr and Jenny Fairbairn (JF)	Jan-19	Completed
9	Consumer Engagement training offered for staff	Q&R Mgr	Jan-19	Completed
10	Implement 'QEC Stories', using videos and written stories to share client experiences internally and externally	Q&R Mgr	Dec-19	Completed
11	Develop formal QEC 'Online Client Panel' seeking feedback	Q&R Mgr	Jul-19	Completed
12	Consumer Advisory Group established and meets at least two times per year	Q&R Mgr and JF	Dec-19	Completed
13	Revise QEC Consumer Engagement Framework to: * Provide updated documentation * Describe current strategies * Include key concepts relating to Health Literacy	Q&R Mgr and JF	Jul-19	Work in progress
14	Explore ways to engage with existing QEC groups for consumer participation opportunities	Q&R Mgr and JF	Mar-20	Not yet started
15	Investigate consumer representation on key QEC committees	Q&R Mgr, JF and	Jun-20	Not yet started

Self-Assessment

	Inform	Gather Information	Discuss	Engage	Partner
Individual/ Family Level					
Program Level					
Organisational Level					

The types of engagement are taken from the Health Canada 5 Level Continuum Model which is referenced in the Australian Commission on Safety and Quality in Healthcare's 'Development of a Consumer Engagement Statement for the Commission'

Led by our Quality and Risk Manager.

Jenny Fairbairn is a volunteer supporting QEC and has assisted in the development of the framework and chairing the Client Advisory Group meetings.

An Administration Trainee joined QEC in August 2019 and provides some part time assistance.

Existing Strategies

- Clinical work including care plans
- Exit surveys
- Feedback forms
- Complaints process
- QEC Facebook page
- Department led program reviews
- Client Interview at AGM in 2018

Three Key New Strategies

1. QEC Video Stories
2. Client Advisory Group
3. Client Online Panel

QEC Video Stories

- Only 'Inform' type but 'Organisational' level
- Short video stories about client experiences
- Used at Board meetings, non-clinical team meetings
- Aims to ensure client voice is central to the work we do including management and governance
- Informally done since late 2018. A schedule now exists

Client Advisory Group - Attendance

- First two meetings held in April 2019 and August 2019
- Clients invited from exit surveys feedback (tick box) – 3 confirmed
- Clients invited via Facebook – 5 confirmed
- 8 parents and 12 children attended the first meeting
- 2 parents and 1 child attended the second meeting
- Next meeting scheduled for November 2019



Client Advisory Group – Agenda Items

First Meeting

- Consumer Engagement Framework, including planned engagement strategies
- Client Rights and Responsibilities Policy
- Client welcome processes – letters and admission day

Second Meeting

- New draft Model of Care, four pillars

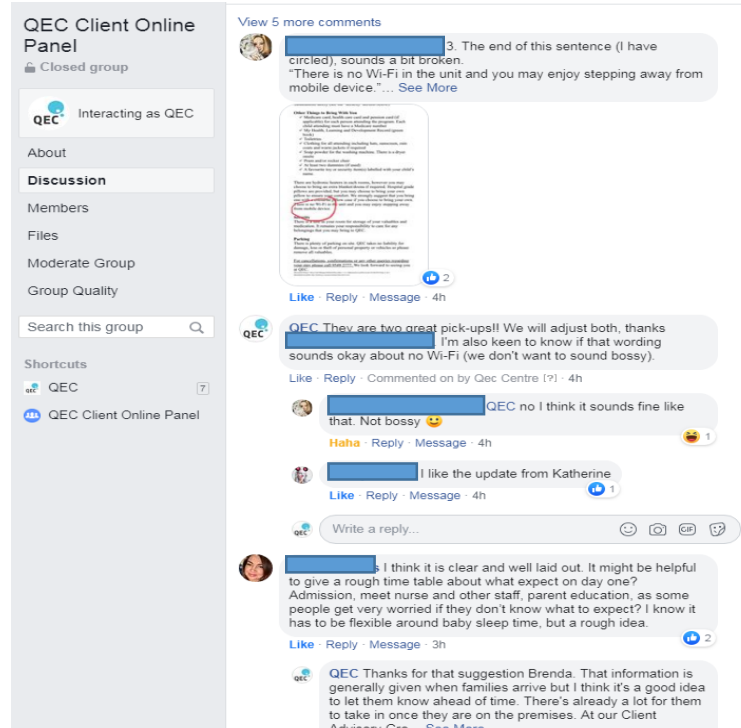
Client Advisory Group – Learnings

- Cap numbers due to room and noise (8 parents)
- Try to avoid school holidays
- Try to avoid the middle of winter (4 last minute cancellations due to illness in August)
- Those that can't attend can still participate via email
- Provide remuneration and morning tea to show appreciation for their time and effort
- It may take longer than expected to get started but it is worth it

Client Online Panel

- Facebook closed group launched in September 2019
- Currently 10 members
- First task – revising the two residential welcome letters
- Second task – feedback on the video script, as requested by the Client Advisory Group
- Benefits – quick feedback, community/regional clients can participate, group can interact with each other and interaction can be brief or attach documentation

Client Online Panel - Screenshot



QEC Client Online Panel
Closed group

Interacting as QEC

- About
- Discussion**
- Members
- Files
- Moderate Group
- Group Quality

Search this group

Shortcuts

- QEC
- QEC Client Online Panel

View 5 more comments

[User] 3. The end of this sentence (I have circled), sounds a bit broken.
"There is no Wi-Fi in the unit and you may enjoy stepping away from mobile device..." See More

QEC **QEC** **QEC**

Hi! I'm sorry to hear that. We will look into this for you. We will get back to you as soon as we can. Thank you for your patience.

QEC They are two great pick-ups!! We will adjust both, thanks [User] I'm also keen to know if that wording sounds okay about no Wi-Fi (we don't want to sound bossy).

Like Reply Message 4h

[User] QEC no I think it sounds fine like that. Not bossy 😊

Haha Reply Message 4h

[User] I like the update from Katherine

Like Reply Message 4h

Write a reply...

[User] I think it is clear and well laid out. It might be helpful to give a rough time table about what expect on day one? Admission, meet nurse and other staff, parent education, as some people get very worried if they don't know what to expect? I know it has to be flexible around baby sleep time, but a rough idea.

Like Reply Message 3h

QEC Thanks for that suggestion Brenda. That information is generally given when families arrive but I think it's a good idea to let them know ahead of time. There's already a lot for them to take in once they are on the premises. At our Client Adviser Gro... See More

Next Steps

- Continue with current strategies
- Close the loop - use social media to provide updates about achievements and outcomes of engagement
- Explore client participation on committee meetings and interview panels
- Consider how to encourage participation from culturally and linguistically diverse families

Client Video Story - Example

<https://www.youtube.com/watch?v=qObxRm7x3XQ&feature=youtu.be>



Thank you

