

**Ambulance**  
Victoria



# Community and Consumer Engagement Plan 2023-2028

Highlights: January – June 2024

# Ambulance Victoria Community & Consumer

# Engagement Plan 2023-28

## We believe



- ✓ People deserve health care that is responsive, easy to access and meets their needs.
- ✓ Communities thrive when people know when and how to seek help.
- ✓ Services work best when they are shaped by the people who use them and the partners who deliver them.

## Our purpose



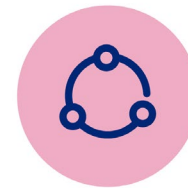
To provide fair and easy access to ambulance and healthcare services, to build healthy and resilient communities, and to continuously improve our service in partnership with Victorians.



### Focus 1

## Health education

*A shared understanding connects communities.*



### Focus 2

## Service co-design

*For our community, with our community.*



### Focus 3

## Organisational capability

*Engagement is at the heart of what we do.*



### Focus 4

## Collaborative partnerships

*Together, we go further.*



# Overview

## Background

- ▶ Community & Consumer Engagement Plan 2023-2028 (CCEP) was endorsed by the AV Board on 4 September 2023.
- ▶ The CCEP is aligned to the new AV Strategic Plan via Pillar Four: Connection.

*By 2028 we will be seamlessly connected to each other, our patients, our partners and to the wider healthcare system. Connection will enable us to understand, trust and collaborate with each other. This will lead to better and sustainable performance.*

- ▶ Delivery led by Community & Partner Engagement, with a decentralised approach to community and consumer engagement – this model recognises that the paramedic voice is trusted in the community.

## Status

- ▶ Reporting cadence: bi-annual – this reporting period is Year 1: 1 January to 30 June 2024.
- ▶ Overall status for period one is 'On Track'.
- ▶ Current risks relate to financial and resource constraints and data quality with mitigation activities in place.





# Focus 1 Health education

*A shared understanding connects communities.*

## Outcome statements and indicators

### 1.1 Communities are resilient, prepared and capable to respond to health emergencies and can effectively navigate the health system

As a result of health education, communities in Victoria have learnt skills and acquired knowledge which enables them to recognise and appropriately respond to different health emergencies and access alternative health care pathways.

- ✓ Increased knowledge and skills to recognise and respond in a health emergency, including when to call Triple Zero (000) and when to use alternate care pathways.
- ✓ Increased community training in bystander cardiopulmonary resuscitation (CPR).
- ✓ Increased number of publicly accessible automated external defibrillators (AED) registered.

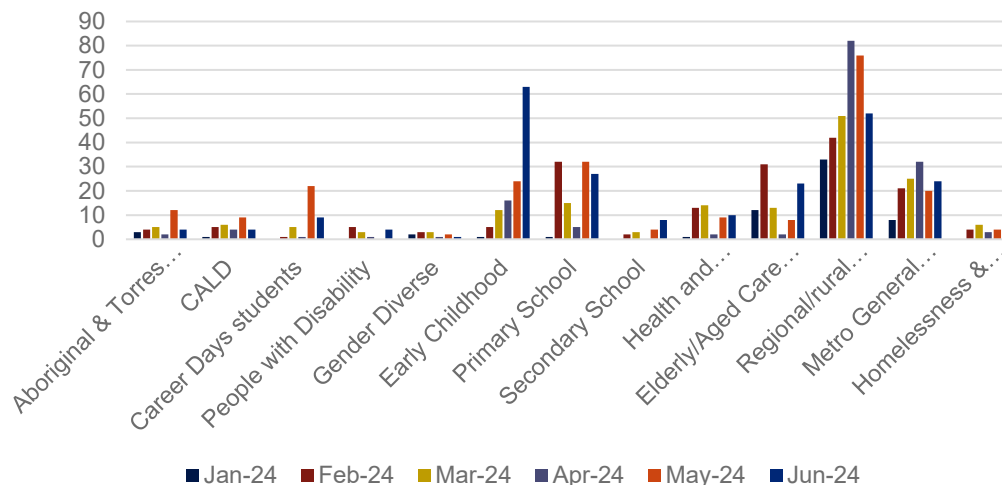
### 1.2 Diverse communities have access to health information

Health information is tailored to diverse audiences across Victoria and aims to be culturally safe, accessible, and inclusive to ensure that everyone has the information they need to make informed health decisions.

- ✓ Increased engagement with diverse communities.
- ✓ Increased cultural competence of the Ambulance Victoria engagement workforce.
- ✓ Increase the voice and representation of Aboriginal and Torres Strait Island people.

**Owner: Strategy & Engagement**

Community engagement events - diverse communities: Jan 2024 - June 2024



**Delivered**  
994 events  
**Reaching**  
43,000+ people\*  
*\*includes estimated numbers*



- ### Programs & campaigns\* delivered Jan-June 2024
- Call, Push, Shock
  - Heart Safe Communities
  - Residential Aged Care Facilities (RACF)
  - National Reconciliation Week
  - Summer Campaign
- \*See Appendix 1 for program and campaign overview*

- ### Heart Safe Communities
- 76 sessions delivered across 12 Heart Safe community locations reaching 1,236 people.
  - 36 additional AEDs registered.





## Focus 2

# Service co-design

*For our community,  
with our community.*

### Outcome statements and indicators

#### 2.1 Ambulance services and patient care pathways are informed by patients and the community

We aim to ensure patients and their lived experiences are at the centre of informing all Ambulance Victoria's service design and patient care pathways. To ensure communities and patients feel satisfied with their engagement with Ambulance Victoria we will ensure they are represented and can provide feedback in a process that will be transparent, valued and adequately considered through continuous improvement processes.

- ✓ Increased consumer and community participation in ambulance service design, governance and patient pathways.
- ✓ Increased ongoing participation and partnerships with lived experience and diverse consumers and communities.
- ✓ Increased satisfaction from consumers who have engaged in Ambulance Victoria programs.

#### 2.2 Our pathways better meet people's health needs (leading to better patient experience)

The experience of interacting with Ambulance Victoria is enhanced, by ensuring all pathways better meet the health needs of consumers when they engage us. By engaging with consumers and the community, we use their feedback and input about their health needs to improve our health pathways and service delivery and programming.

- ✓ Increased opportunities and avenues for input and feedback from consumers and the community.
- ✓ Increased representation of diverse voices including people from non-English speaking backgrounds, LGBTQIA+, people with disabilities and other priority groups.
- ✓ Increased the voice and representation of Aboriginal and Torres Strait Island people.

**Owner: Quality & Clinical Innovation**

43 community and consumers have participated in service design, governance & patient pathways in the period January to June 2024.

42% of Community Advisory Committee membership represents diverse communities.







## Focus 3 Organisational capability

*Engagement is at the heart of what we do.*

### Outcome statements and indicators

#### 3.1 Ambulance Victoria staff are capable, skilled and confident in community and consumer engagement

A specific skill-set is needed to design, implement and measure community and consumer engagement effectively. By providing tools, processes and training we seek to upskill our community and consumer engagement teams across Victoria to create safe and meaningful outcomes.

- ✓ Increased effectiveness of people delivering community and consumer engagement.

#### 3.2 Engagement is evidence informed, agile and sustainable

Engagement approaches will be driven and informed by best practice and global standards in community and consumer engagement. Our engagement will be sustainable and robust, processes will be integrated and streamlined. Support from design, to monitoring and evaluation will be provided to deliver effective and efficient place-based programs.

- ✓ Increased oversight and assurance of community and consumer engagement processes and activities.
- ✓ Increased strategically aligned community and consumer engagements that are informed by data.
- ✓ Increased monitoring and evaluation of community and consumer engagements.

**Owner: Strategy & Engagement**

### International Association for Public Participation (IAP2) training

10 Operational Community Engagement Liaison Coordinators (OCELC), Paramedic Community Support Coordinators (PCSC) and corporate staff participated in IAP2 Essentials training.

### Training Needs Analysis

OCELCs undertook a training needs analysis to identify necessary skills and gaps for their role which will inform the FY25 training program



### Place-based Demographic Data

2021 Census data utilised to inform diverse cohorts for engagement through Regional Delivery Plans, resulting in 71 sessions and engaging 12,896 people, including CALD communities, people with disabilities, gender diverse groups, and homelessness participants.





## Focus 4

# Collaborative partnerships

*Together, we go further.*

### Outcome statements and indicators

#### 4.1 Partnerships better identify and address community health needs

Partnerships with organisations will help Ambulance Victoria understand the needs of different communities and consumers across the state. Being mutually beneficial is a key trait of effective partnerships, therefore we will seek to maximise our impact by pursuing and maintaining the right partnerships.

- ✓ Increased understanding of Ambulance Victoria's partners and their effective contributions.

#### 4.2 Partnerships are effective and efficient

Partnerships that are effective and efficient will bring increased connectivity within our health ecosystem. We will track our partnerships and create opportunities for greater integrated connectivity across the Victorian health system in different regions. We will ensure we are continuously improving our approaches by measuring the impact of our partnerships on our programs and services.

- ✓ Increased sharing of health messaging from both Ambulance Victoria and partner organisations.
- ✓ Increase effective mutually beneficial engagements with partners.

**Owner: Strategy & Engagement**

### AV health messages amplified by partner organisations

Partner organisations amplified AV health messaging with 419 social media mentions.



### Partner health messages amplified by AV

AV shared 135 partner health messages via social media.

### Public Health Networks

Partnering with Public Health Networks, staff from 89 Residential Aged Care Facilities were trained to utilise alternative care services such as Residential In-Reach, Victorian Virtual Emergency Department (VVED), and Palliative Care Advice Services (PCAS) to reduce AV operational demand.



# Appendix 1: Programs & campaigns

- ▶ **Act F.A.S.T.** Save Lives program supports stroke awareness. Every minute counts. Learning the F.A.S.T. signs of stroke – Face. Arms. Speech. Time. – can save lives.
- ▶ **Call Push Shock** aims to build confidence and capability to recognise a cardiac arrest and take the lifesaving action of calling Triple Zero (000), starting CPR immediately and providing shocks with an AED (if available).
- ▶ **Heart Safe Community** is a public health initiative aimed at improving survival from out-of-hospital cardiac arrest (OHCA) by empowering bystanders to step in and have a go at CPR and use an AED.
- ▶ **Residential Aged Care Facilities (RACF)** are a common location for emergency and non-emergency ambulance attendance. This program aims to better support out-of-hospital care planning for patients in RACFs and reduce AV operational demand from this sector by encouraging RACFs to use Residential In Reach (RIR), Victorian Virtual Emergency Department (VVED) and Palliative Care Advice Services (PCAS) prior to calling Triple Zero (000) for residents with low to medium acuity presentations or palliative/end-of-life care needs.

