

**Ambulance**  
Victoria



# Community and Consumer Engagement Plan 2023-2028

Highlights: July – December 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



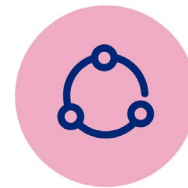
To provide fair and easy access to ambulance and healthcare services, to build healthy and resilient communities, and to continuously improve our service in partnership with Victorians.



### 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 2: 1 July to 31 December 2024.
- ▶ Overall status is 'On Track'.
- ▶ A new risk has been identified in relation to Focus 2: Service co-design. Clinical Governance and Innovation has changed its approach to engaging with consumers to now use peak bodies and community groups with development of an action plan required for mitigation. The known risks – relating to financial and resource constraints, and data quality – have 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**

## Heart Safe Communities

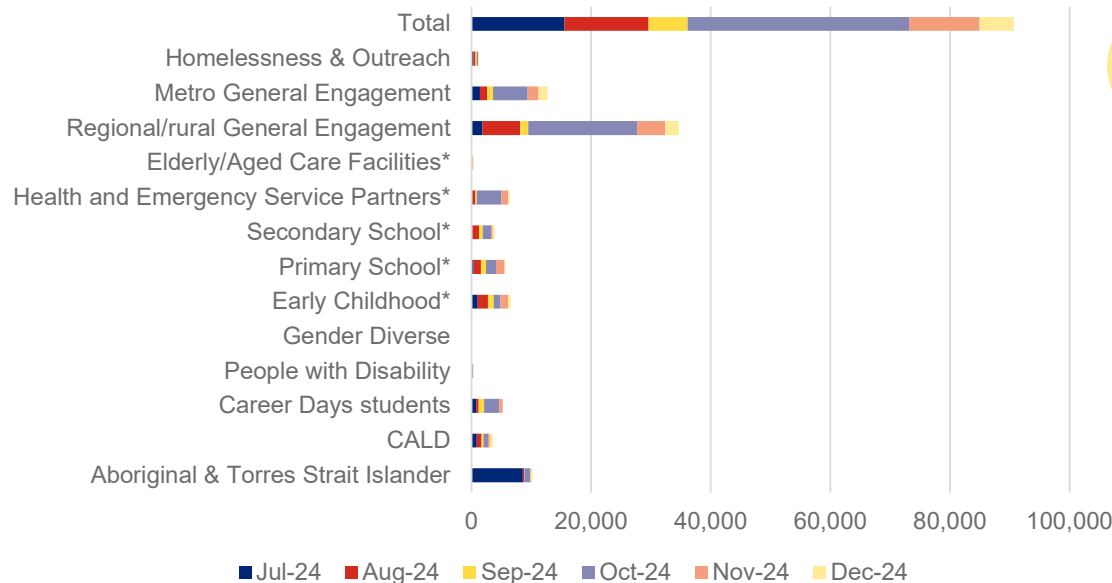
- Graduated 12 Heart Safe Communities bringing the total to 43 locations state-wide.
- Plus, commenced the program in 12 new locations.

## Programs & campaigns July - Dec 2024

- Call, Push, Shock
- Heart Safe Communities
- Shocktober
- Winter campaign
- Summer heat health campaign
- Parents & carers of young children
- Alternative pathways



Community engagement participant numbers  
by cohort: July - Dec 2024



**Delivered**  
1,410 events  
**Reaching**  
90,646 people\*  
*\*includes estimated numbers*





## 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**

### CAC workshop

Patient Care Academy facilitated a workshop with the Community Advisory Committee to plan ongoing participation in service design, governance & patient pathways.

### Community & consumer engagement approach

CAC insights are to be synthesised to inform Quality & Clinical Innovation's approach to community and consumer engagement in service design, governance & patient pathways.





## 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**

### Learning & development

Operational Community Engagement Liaison Coordinators have been provided access to:

- A learning and development register of webinars to undertake self-paced learning.
- The Scope Emergency Healthcare Communication Book, Easy English community resources, Australian Disability Network resources, Amaze resources and Auslan training via the AV Learning Hub.



### FY25 Regional delivery plans

- Considered 2021 census demographic data to inform their place-based engagement priorities.
- Aligned to the CCEP outcomes.
- Developed taking a one-on-one coaching approach to uplift OCELCs planning skills.
- Endorsed by Regional Directors.
- Quarterly monitoring and reporting at a local level.





## 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**

### Scope National Best Care for People with Communications Disability project

AV & Scope co-designed new resources to break down barriers for people with communication disability and improve the emergency health care we provide to those patients.

### Partnerships creating a more inclusive AV

**Australian Disability Network:** to create a more inclusive workplace.

**Amaze:** to better understand and improve how ambulance services can be more autism inclusive.

**Awesome Auslan:** to provide AV staff access to Deaf awareness and basic Auslan on the Learning hub.



### AV health messages amplified by partner organisations

Partner organisations amplified AV health messaging with more than 380 social media mentions.

### Partner health messages amplified by AV

AV shared 66 partner health messages via social media.

