Improving community health through participation
VHQA Conference May 28th 2015
John Aitken
La Trobe Rural Health School
Rural Northwest Health
Health service-related concerns of remote areas

Higher & rising % of older people

Chronic & complex illness

Migration patterns

(Fear of?) service erosion

Security Access to A&E/ (risk)

Appropriate economic development?

» Market failure

Transport issues

Infrastructure issues

Available & affordable good housing

Inconsistent weather

[Insular-ism & conflict]
Law of unintended consequences

- Adam Smith in The Wealth of Nations in 1776.
- "led by an invisible hand to promote an end which was no part of his intention."
- Donald Rumsfeld 2002 (Iraq WMD)
- “There are known knowns. These are things we know that we know. There are known unknowns. That is to say, there are things that we know we don't know. But there are also unknown unknowns. There are things we don't know we don't know.”

- **Community engagement** can provide some of this information.
  - What do consumers know/not know? *Capacity and Health Literacy*
  - What do hospital staff know/not know? *Engagement and Interventions*
  - What do hospital boards know/not know? *Policy and Strategy*
Community action research group

- 28 members
- 8 bi-monthly meetings
- Governance committee
- 17 community presentations
- 7 community issues
- 4 recommended proposals
- 2 projects begun
What happened at our meetings?

Community garden planning meeting

- Dietitian providing dietary advice
- Benefits of community gardens in increasing fresh food consumption
- Benefits of community garden in increasing social connectedness
  - “I wouldn’t meet these people in my back yard at home”
Community and allied health staff – Collegiality & Team Building

An unintended consequence
Landscape of Care

“Such landscapes can encompass the institutional, the domestic, the familial, the community, the public, the voluntary and the private as well as transitions within and between them”

Milligan (2010)

TOUCHPOINTS

Where do people access our health services and where do health service staff go to provide care?

How do people cope with the loss of individual power as the health service moves deeper into their daily lives and the family home?
Staff Engagement 60 staff – Essential learning
Health service design in 5 years time
Staff consultations – Former drug addict perspective

- Ice addiction for 6 months
- Access to rehab
- Family support
- Employer support
- Community forum with 350 attendees
- Community partnership led by secondary college
What does sustainable engagement look like?
We can’t do it by ourselves

• Who are the community champions?
• Which existing community organisations will help us?
• How do we spread the load?
• Who are the gatekeepers?
• Who’s not at the table?
• Is every voice heard..... and acknowledged?
Strategies to improve community engagement

• Translation agents
  ▪ Internal contacts – carers, friends and family
  ▪ External contacts – RNH staff, NGO facilitators & volunteers (are they sustainable?)
  ▪ Community leaders – Men’s shed, churches, etc.

We need to identify who isn’t at the table

• Young mums
• Youth
Community action research group

- Elderly and Loneliness
- Drugs and alcohol
- Mental Health
- Transport
- Communication on Health issues and services
- Self help, connecting people and social glue
- Sustainability of community and health services
Participatory Mapping
Places that affect your health and well being

Community members asked to identify places:
Positive or Negative effect on their health and wellbeing

- From a personal perspective
- From a community perspective
# Community mapping exercise

<table>
<thead>
<tr>
<th>Place</th>
<th>Services</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local community (0-100km)</td>
<td>GP, Dentist, Pharmacy, Day-Centre, Infant Welfare, Allied Health</td>
<td>Convenience, Familiarity, Waiting not an issue</td>
<td>Lack of privacy, Limited services, Doctor not always available</td>
</tr>
<tr>
<td>Regional Cities (30-200km)</td>
<td>GP, Specialist, Dentist, Optometrist, Allied Health, A&amp;E, Some oncology, Emergency surgery, Some elective surgery, Day procedures</td>
<td>Saves travelling to regional capital, Most services available</td>
<td>Travel, Waiting/Recovery, Synchronising appointments</td>
</tr>
<tr>
<td>Regional capital (200-300km)</td>
<td>Specialist Doctors, Surgery, Oncology, Elective surgery, Day procedures</td>
<td>Most specialist services available, Integrated treatment</td>
<td>Travel, Waiting/Recovery, Synchronising appointments, Missed appointments</td>
</tr>
<tr>
<td>State capital (340-450km)</td>
<td>Specialist Doctors, Hospitalisation, Elective surgery</td>
<td>Teaching hospital “Best” treatment, Integrated treatment</td>
<td>Travel, Accommodation, Waiting/Recovery, Unknown, Missed appointments</td>
</tr>
</tbody>
</table>
Participatory Mapping to Therapeutic landscapes

- Landscapes associated with treatment or healing
- Social spaces, family spaces, volunteering spaces
Community mapping exercise

What’s behind the door

* Parents with health problems
* Family problems
* Home office
* Farm office
* Depressed Teenager

An unintended consequence
Therapeutic Landscapes

Places that are good for your health

- Safe and comfortable
- Warmth and nourishment
- No transport issues
- No health literacy problems
- Health monitored
- Things can only get......???
Improving the health of rural communities with Community Engagement

*Low birth-weight babies*

*Teenage pregnancies 1:5 in Yarriambiack*

*Who’s my father, where do I fit in?*

*STD’s*

*Drug-usage/Foetal alcohol syndrome*

*Will we live on “Struggle Street”?*

*Will I have a nursery? What colour?*

*Therapeutic landscape – maternal child health, play group, Supported play group, kindergarten*

*Schooling—Literacy (40% rural pop.) – health literacy*
## Community mapping exercise

<table>
<thead>
<tr>
<th>Place</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streetscape</td>
<td>Socialisation</td>
<td>Empty shops</td>
</tr>
<tr>
<td></td>
<td>Meeting people</td>
<td>Idle youth</td>
</tr>
<tr>
<td></td>
<td>Volunteering</td>
<td></td>
</tr>
<tr>
<td>Green spaces Blue spaces</td>
<td>Exercise</td>
<td>Seasonal</td>
</tr>
<tr>
<td></td>
<td>Meeting with people</td>
<td>Drought</td>
</tr>
<tr>
<td></td>
<td>Reflective</td>
<td>Safety</td>
</tr>
<tr>
<td>Sporting facilities</td>
<td>Sport</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Family</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Volunteering</td>
<td>Injuries</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotels Gambling Venues</td>
<td>Socialising</td>
<td>Alcohol abuse</td>
</tr>
<tr>
<td>Racecourses</td>
<td>Meeting people</td>
<td>Violence anti social behaviour</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Problem gambling</td>
</tr>
<tr>
<td>Family home</td>
<td>Time to relax with family and friends</td>
<td>Family conflict</td>
</tr>
<tr>
<td></td>
<td>Your own space (spaces)</td>
<td>Aged parents</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Depressed teenager</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Home office</td>
</tr>
</tbody>
</table>
Community action research group

Recommendations:

• Aged care expo - “To retirement and beyond”

• Community Garden - Facilitator appointed

• Outdoor gym - Dementia friendly community

• Youth forums – Youth social worker
A conversation about ageing:
• Only 15% plan with their family
• Downsizing difficult in rural areas
• What services are needed?
• What services are available?

Discover what's just around the corner at the...

To Retirement and Beyond 2014

• DISPLAYS • SEMINARS • ENTERTAINMENT
• BARBECUE TEA • OPEN FORUM

Come along and find out how the experts can help you to...
• KEEP WELL AT HOME
• PUT THINGS IN PLACE FOR YOUR FUTURE
• MAKE YOUR RETIREMENT & BEYOND

FUN & ENJOYABLE

Warracknabeal
Warracknabeal Town Hall
Monday April 14th 2-8pm

Hopetoun
Hopetoun Memorial Hall
Tuesday April 15th 2-8pm
New therapeutic landscapes
Community Gardens in Warracknabeal, Beulah and Hopetoun

Demolished shop site

Future community garden partnership between RNH, community garden planning group and WAG
Adding health to place: new therapeutic landscapes

1. Where would it go?
2. Who would fund it?
3. Who would use it?
4. Would it get people out exercising?
5. What other strategies could we use?
6. What are the goals of a dementia friendly community?
What do young people think?

An unintended consequence

Adolescent challenges.

• Social media
• Body image
• Sexting becomes foreplay
• Pornography puts pressure on young women
• Don’t know how to flirt and just be friends
Seasons of Wellness

School Forums for 120 students

Community forum for 40 participants

• What are your real values how do we define them?

• What do we share about ourselves on social media and when we talk?

• How and where do these values impact our health and wellbeing?
Take home messages
Another unintended consequence

- What is your organisation's role in health consumers' "Therapeutic Landscape"?
- What is your organisation's "Landscape of care" and how does it impact consumers?
- How do we achieve "Patient centred engagement"?
  - Empowerment, knowledge, engaged, team member
- What is the role of "Patient activation" in improving outcomes?
  - Capacity to own manage care – team leader
Take home messages

Another unintended consequence

• How do we use “Social Prescribing” to improve health and well-being?
  • Health begins in the community
  • What community resources can we use
  • Where do we get that knowledge
• Are “health trainers” the answer?
  • Personal trainers for health consumers
  • Care plan implementation
  • Social connections
Resources

Deloitte Review

ISSUE 16 | 2015

Complimentary article reprint

RISING CONSUMERISM
Winning the hearts and minds of health care consumers

BY Sheryl Coughlin,
Jeff Wordham, and Ben Jonash
> ILLUSTRATION BY LIVIA CIVES

You want a pair of arse kickers.......???
Thank you

John Aitken M.Pharm PhC MPS
PhD Candidate

La Trobe Rural Health School
Faculty of Health Sciences
Bendigo Campus
PO BOX 199 Bendigo 3552
M 0408 307 286
E jcaitken@students.latrobe.edu.au