

**Improving community health through  
participation**

**VHQA Conference May 28<sup>th</sup> 2015**

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**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

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



# Participatory Mapping to Therapeutic landscapes

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

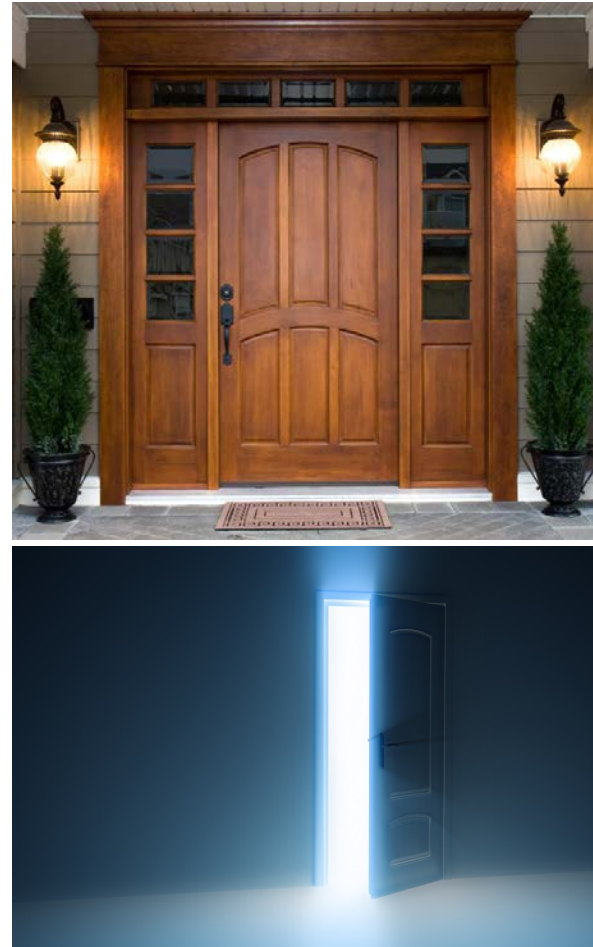


# Community mapping exercise

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

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

# 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 EXPO 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 organisations role in health consumers “Therapeutic Landscape”?
- What is your organisations “Landscape of care” 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

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### 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

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