



# **PARTICIPANT SUMMARY:**

## **Development and validation of a Consumer Engagement Framework**

**Prepared for:**

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**Why are you receiving this?**

This summary information has been prepared for people who assisted the Office for the Ageing (OFTA), late last year, to develop a model to plan effective consumer engagement with Baby Boomers (people born between 1946 and 1964). We are sending it to you for your interest and to invite any further comments.

**Background**

In mid-2014, OFTA commissioned the International Centre for Allied Health Evidence (iCAHE) at the University of South Australia to do a literature review of best practice engagement with Baby Boomers. iCAHE found nothing of substance because, in research, the concept of 'Baby Boomers' is relatively new. We can't wait for the literature to be published before we plan our work with this group. So iCAHE offered to look at consumer engagement literature in general and come up with a model we could test and use. You helped us to do this so we now have a validated Consumer Engagement Model and 4-step process to use it.

**The Consumer Engagement Model**

The model has five components: consumers, community, levels, scope and principles. The first four come from the literature – the principles come from your collective practical experience.

**Components**

**Consumers**

These are people with whom we engage - as individuals; in groups; via an organisation; or systemically.

*For example, individual baby boomers via a community survey; a focus group; an advocacy organisation; or baby boomers who have a particular status within a system eg hold a government Seniors Card.*

**Community**

These are the communities with whom we want to engage. The communities in the model are based on the determinants of active ageing (WHO 2002).

*For example, unemployed women living in remote, low SES communities*



**Figure 1 Determinants of active ageing and their interactions**

*Adapted from: World Health Organisation (2002) Active Ageing: a policy framework*

**Level**

This uses the International Association of Public Participation (IAP2) Public Participation Spectrum. You are all very familiar with this.

		INCREASING IMPACT ON THE DECISION				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC		We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

**Figure 2 IAP2 Spectrum of Participation**

*Adapted from International Association for Public Participation (2004) IAP2 Public Participation Spectrum*

**Scope**

This refers to the sector or setting to which the question is relevant. *For example, financially subsidising internet access is of relevance to a number of sectors including community and social services.*

**Principles**

You identified these and you can see them in the following picture of the model.



**4 steps in using  
the model**

We can use the Consumer Engagement Model to develop a Consumer Engagement Plan in relation to a particular issue by following 4 steps:

1. Use a standard framework to frame a question, so you can use it for a literature review (if you need to) and so you can compare responses to different questions. One framework is PIO:

	<b>What it means</b>	<b>Example</b>
<b>P</b>	<b>Population</b> (i.e. consumers) <i>'Who are you engaging with? What are their characteristics?'</i>	<i>Unemployed female baby boomers living in remote, low SES communities</i>
<b>I</b>	<b>Intervention</b> (i.e. scope of interest) <i>What potential policy/strategy do you want consumers to engage with?</i>	<i>Government subsidisation of internet access</i>
<b>O</b>	<b>Outcome</b> <i>'What are the relevant outcomes?'</i>	<i>Views and perspectives about subsidisation of this population</i>

2. Decide how many consumers to engage – the *breadth* of your engagement (the model gives research advice for this and for step 3)
3. Decide how much detail you want – the *depth* of your engagement
4. Address practical issues, assess risk and develop strategic partnerships to ensure the Plan is reasonable, affordable and achievable.

**What next?**

Thanks to your input, this model and 4-step process provides a systematic approach to consumer management, so we can ensure we are purposeful and participating consumers can see how they have had a meaningful impact on a specific project or planning activity. We plan to use it and hope you can too.