



HEALTH CONSUMERS'
COUNCIL
YOUR VOICE ON HEALTH

Is weight a weight on your mind?

Consumer engagement activity carried out by the Health Consumers' Council
for the Obesity Collaborative – Partners in Change Project

November 2018



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Introduction

The Health Consumers' Council (WA) Inc. was established in 1994 with the purpose of giving a voice to health consumers in Western Australia and improving health outcomes by encouraging and supporting consumer engagement and involvement in health services.

In 2018 HCC received a grant from the Department of Health and the WA Primary Health Alliance to engage consumers and gather stories of people's experiences of taking action to lose weight.

We undertook an online survey "Is weight a weight on your mind?" and received 748 responses. We also held a number of focus groups and provided opportunities for people to share their stories via an online form, and to contribute to an online brainstorm process. We also host a private [Facebook group](#).

This report outlines progress against the Consumer Engagement plan for the project.

Updates have also been provided throughout the project at the project Steering Committee meetings and via the project Basecamp page.

In addition to the information outlined below, details of the project were sent to:

- HCC members through e-news
- Multicultural groups
 - Ethnic Disability Advocacy Centre
 - Women's Health and Family Services
 - Umbrella Community Care
 - Multicultural Services Centre WA
 - Ishar
 - Richmond Wellbeing
 - Save the Children
- Youth groups
 - Youth Reference Group – Telethon Kids Institute
 - Youth Disability Advisory Network
 - Youth Advisory Committee – CAHS
 - Cambridge Youth Network
 - Youth Reference Group – City of Mandurah
 - Peel Youth Services
 - Youth Reference Group, NMHS Youth Mental Health program
 - Youth Reference Group, VISABILITY
 - Youth Reference Group, Youth Focus
 - Youth Ambassadors Network (MYAN)

See:

- [HCC presentation](#) to Obesity Collaborative Summit
- [GroupMap responses](#)
- Consumer videos on HCC website
 - [Opening session video](#)
 - [Family and Adolescent video](#)

Activity

Engagement Method	Project stage	Date	Participation Level	Purpose of Engagement Activity	Delivered
Survey	Stage 1	Jun - Aug 2018	Consult	To seek consumer feedback on their experiences with weight management	Survey was open for approx. 6 weeks. 748 responses were received. Responses were used in the consumer workshops and the summit.
Online platform - Facebook	Stage 1	Established 10 July 2018	Involve	Begin the dialogue and provide a platform to build participation in other consumer engagement activities.	HCC has moderated and instigated conversations by sharing articles on the topic, as well as updates on the project. The group has been advertised on the HCC Facebook page and website, and promoted it via mailings to survey respondents. At the time of writing, there are 39 members.
Online platform – GroupMap	Stage 1	Sept – Oct 2018	Involve	Begin the dialogue and provide a platform to build participation in other consumer engagement activities.	<p>HCC hosted a GroupMap process inviting people to share their views on:</p> <ul style="list-style-type: none"> • How they've used the health system for weight management • What they liked and learned, what was lacking and what they longed for • What barriers there are to using the health system • How they'd like to feel after using the health system. <p>The GroupMap was advertised on the HCC Facebook page and website, and promoted via mailings to survey respondents.</p>
Face to Face Workshops – focus groups	Stage 1	Sept 2019	Involve	<p>Obtain personal stories, experiences, and journeys.</p> <p>Identify what their desired patient journey would be.</p>	<p>Three focus groups were organised</p> <ul style="list-style-type: none"> • 27 Sept 4.30pm – 7.30pm Citiplace Perth • 29 Sept 9.30am – 12.30pm Citiplace Perth • 11 Oct 9.30am – 1pm Langford Aboriginal Association

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					<p>The HCC team also attended focus groups with parents and children at the Optimal Weight for Life clinic in Cockburn.</p> <p>Across all four sessions there were 30 participants in the discussions. Of the sessions organised by HCC there were 18 participants.</p>
Establish the Community Leaders Group	Stage 1	Jul – Oct 2018	Empower	<p>Seek volunteers to participate in the virtual Community Leaders Group who will act as community champions for the life of the project.</p> <p>Support members of the Group as needed to ensure their meaningful contribution to the Project.</p>	<p>289 people have registered their interest in being involved in this work on an ongoing basis. A number of emails about the project have already been sent to this list.</p> <p>Further information about the Community Leaders Group will be sent to these consumers once details of requirements have been clarified by the Steering Group – for example, duration of involvement (month to month? 12 months? Longer?), nature of involvement (attending meetings, reading papers, participating in online discussions etc), participation payments etc.</p>
Develop resources - consumer stories	Stage 1	Aug to Oct 2018	Collaborate	<p>Develop written and visual resources detailing consumer perspectives for use at the Obesity Circuit Breaker Forum and throughout the life of the Project. Resources could include written case studies with photos, video interviews etc.</p>	<p>HCC invited people to share their stories of managing their weight. Stories were sought by:</p> <ul style="list-style-type: none"> • emailing those people who had registered to stay informed about the project after completing the original survey – approximately 280 people • sharing posts on HCC's social media pages including the private "Partners in Change" Facebook group • sending details of the project to the Perth contact for Overeaters Anonymous

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					<ul style="list-style-type: none"> • sending details of the project to the Chairs of Community Advisory Committees across WA Health. <p>People were invited to send their stories by email or by completing an anonymous online form.</p> <p>We received 26 stories in total. Three of these were read out at the Summit. Quotes from the stories were posted on the wall at the event. Themes from the stories were used to inform the HCC presentation at the Summit.</p>
Develop resources - consumer videos	Stage 1	Aug to Oct 2018	Collaborate	Develop written and visual resources detailing consumer perspectives for use at the Obesity Circuit Breaker Forum and throughout the life of the Project. Resources could include written case studies with photos, video interviews etc.	HCC invited focus group attendees to tell their stories on video. We produced two videos – a general opening video, and a video focused on children and adolescents.

For further information, please contact Clare Mullen, Engagement Manager, clare.mullen@hconc.org.au