

Consumer Engagement Success Stories



Clinical redesign of Child Development Service

Background

The Child Development Service (CDS) Clinical Redesign project aimed to establish an integrated and comprehensive approach to children's health in the region, so to enhance the management of developmental and behavioral concerns in childhood. The revised model of care will facilitate sustainable delivery of allied health; nursing and paediatric behavioral and developmental medicine.

Overview

As a part of the project diagnostics, consumer interviews were undertaken, the project team met with 5 consumers (parents and carers) in the Boonah region. Amongst other information provided, the group indicated that information was disparate and difficult to find, 100% of these consumers were unable to find information to help them navigate the next best steps for their child. With most of them indicating that they used their parent or friend networks to find out information as to how to get help. The group told us that they didn't really care about the names of services, they wanted one place that gave all the information about what was available at WMH for children. They didn't care whether it was child health; child development or childbirth, for the former two, they did not realise that there was a difference. The other thing they mentioned was what all the team did, what does an 'OT' do was asked during the session.

Outcomes, benefits and learnings

The project team met with another 9 parents/ carers, this time targeting the Springfield region. The project was to develop a one stop information brochure that could help parents navigate the complexity of children's services at WMH. Learnings were multiple, and ranged from highly insightful feedback such as 'I don't know what paediatric means' to 'I am not sure what the normal developmental things are to look for in my baby'

Another insight was the difficulty for parents in the Ripley area travelling to Ipswich on public transport with sometimes only one bus scheduled an hour, and with multiple toddlers or small children in tow. Signage in the service was highlighted as another quick and easy opportunity to improve on, the project team was able to take some of these suggestions back to the team to instigate quick improvements.

The group developed the Women Children and Family brochure of information pertinent to them. Who was in the team, what services do we offer, and where are we located was included in this work. A social media campaign was commenced to align with this project, the campaign focusing on information that had been identified by the consumers as relevant for them, this including parenting tips; developmental milestones and links to relevant information such as fussy eating habits in childhood.

Feeding the outcomes of the work back to the consumers involved was important, the project team checking in with the group as to the content and layout of information provided to these consumers. Follow-up feedback sessions at the Boonah Community Reference group has also occurred and this consumer engagement work has gone on to inform other organisational improvements.