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# MEMO

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**To:** Board Members  
**From:** Judith Holmes, Consumer Council Chair  
**Date:** 19 October 2020  
**Subject:** **Consumer Council Report**

## *Status*

This report contains:

- For decision
- Update
- Regular report
- For information

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The Consumer Council met on 19 October in Nelson and received a presentation from Stephanie Gray, Victoria Weingartner, Keith Marshall on the Communications Strategy and Engagement approach for the Ki Te Pae Ora framework.

The Council were asked “what do the Council and the community need in order to be empowered and to be involved in developing solutions with us?”

Key points from the discussion were:

- Consumers need to know what is meaningful and relevant at an individual level.
- Consumers need to know Nelson Marlborough Health (NMH) is making a cultural shift. This can be demonstrated through our communication. The language that is used is very important. (For example phrases like “working with you for your better health”).
- The Choosing Wisely four questions are key in the empowerment of consumers to accept responsibility in determining their own health care choices.
- The Council also raised the importance of involving consumers in the development of the framework, initiative and projects.
- Consumers need to be involved and engaged throughout the process not just in one-off consultations. NMH programmes are complex. Understanding and meaningful contributions are achieved through on-going involvement.

The Council also received a presentation from Lorellin Syben on the Consumer Engagement Quality Safety Marker. The Council noted the complexity of the framework developed by HQSC and the potential workload involved in implementing the reporting across NMH. A simpler self-assessment tool has been developed and the Council have agreed to test the tool and provide feedback at the next council meeting. The discussion centred on the role of the Consumer Council in this work. It was agreed that the implementation was the responsibility of NMH and the Council could add value by taking the role of being a reviewing group for the self-assessments.

Feedback was also provided on the recruitment of new Council members. Three members, including the Chair, will attend their last meeting on 7 December 2020. The Council agreed on the importance of balancing diversity with the skills needed for the role. One of the key attributes identified was strong connections in the community and a willingness to link in with and network in the community. The Council endorsed the change from an application form to an expression of interest form with the option for groups to nominate candidates. Council members have agreed that, when available, they

will accompany the Consumer Council Facilitator to community meetings to promote and encourage interest.

Judith Holmes  
**Consumer Council Chair**

## **RECOMMENDATION**

**THAT THE BOARD RECEIVES THE CHAIR'S REPORT.**