**Community and Consumer Engagement Plan 2023–2028 on a page**

We believe:

* People deserve health care that is responsive, easy to access and meets their needs.
* Communities thrive when people know when and how to seek help.
* Services work best when they are shaped by the people who use them and the partners who deliver them.

Our purpose is to provide fair and easy access to ambulance and healthcare services, to build healthy and resilient communities, and to continuously improve our service in partnership with Victorians.

**We will focus on 4 strategic pillars**

**Health education**

We will educate people:

* about how to access information to look after their health and get the care they need.
* to help them find the right healthcare service for their needs.
* in a way that is appropriate for our diverse communities.

*A shared understanding connects communities.*

**Service co-design**

We will:

* consult with people to design and deliver our healthcare services.
* design services that meet the needs of diverse groups, including rural communities and people who speak languages other than English.
* respond to the needs of Aboriginal and Torres Strait Islander communities.
* listen to community feedback so we can continuously improve our services.

*For our community, with our community.*

**Organisational capability**

We will:

* develop our employees’ skills and knowledge to engage effectively with our communities.
* measure the outcomes of our engagement activities.
* use what we learn to improve our services.
* continuously improve the way we engage.

*Engagement is at the heart of what we do.*

**Collaborative partnerships**

We will:

* work with people, organisations and communities to improve health outcomes.
* build partnerships based on trust, respect, integrity, and fairness.
* continuously improve and strengthen our partnerships, making them more effective.

*Together, we go further.*

**We will strengthen our pillars with**

**Effective leadership**

Our leaders will:

* create a culture that supports and encourages engagement.
* commit to building relationships through engagement and be open to feedback.
* measure and report on our engagement activities.

**Communicating impact**

We will:

* measure and report on our engagement with the community.
* share our achievements and celebrate them.
* have staff motivated to drive community engagement.

**Sustainable delivery**

We will:

* allocate appropriate resources to our engagement activities.
* improve our processes, tools and systems.

**Skilled employees**

We will:

* train our employees to design, deliver and measure engagement activities to deliver results.
* train our employees to deliver safe, effective and professional engagement.

**Data and innovation**

We will:

* collect data from our engagement activities.
* evaluate the data we collect.
* improve our programs and services based on learnings.

**We commit to being**

**Genuine**

We are open and honest in all our work with other service providers, and the people and communities we serve. We value open communication and knowledge-sharing, so everyone can participate.

**Inclusive**

We actively seek input from the people and communities we serve, irrespective of language, culture, age or disability.

**Responsive**

We consult with our service providers and the people and communities we serve. We will understand how and when to best engage. We set and manage expectations throughout the process.

**Purposeful**

When we engage, we will have a clear understanding of what we want to achieve. We will plan how to communicate and engage with people, partners and communities. This will help us to manage expectations and build trust.

**Respectful**

We acknowledge and respect the expertise, diverse perspectives and varying needs of the people and communities we serve. We ensure that engagement is a two-way process. We welcome alternative views.

**Our key outcomes**

**Health education**

* Improved health outcomes.
* Community resilience.
* Access to health information for all.

**Service co-design**

* Services shaped by the people and communities who use them.
* Easy-to-access healthcare based on individual need.

**Organisational capability**

* Staff are capable, skilled and confident in engagement.
* Engagement is integrated, supported, responsive and sustainable.
* Engagement is informed by evidence.
* Improve healthcare service design, delivery and governance based on our learnings.

**Collaborative partnerships**

* Identify the partnerships that will assist us to improve health outcomes.
* Effective partnerships that provide impact.