



HealthCare Consumers



Strategic Plan 2021 - 2024



“Our work is really important because you can’t have effective, accessible health services if you don’t understand what consumers need. Through extensive consultation, lots of conversations with many, many different people and community groups, we’ve got a pretty solid sense of what’s important to consumers. We feel a heavy weight of responsibility to make sure that that’s reflected in any discussions we have with health services, policy makers, and the people who are planning research.”

DARLENE COX, EXECUTIVE DIRECTOR OF HCCA, 2021



Health Care Consumers' Association



Our Vision

Consumers in control of our own health.



Our Mission

Improve the safety and quality of health care to meet the needs of consumers and communities.



Our Values

We value our members' knowledge, experience and involvement in our organisation and the consumer movement. The values of Integrity, Collaboration, Equity and Inclusiveness underpin our work.

Our Organisation

The Health Care Consumers' Association of the ACT (HCCA) was incorporated in 1978 and is both a health promotion agency and the peak consumer advocacy organisation in the Canberra region.

HCCA provides a voice for consumers on health issues and opportunities for health care consumers to participate in all levels of health service planning, policy development and decision making.

HCCA involves consumers through:



Supporting consumer representation and promoting the consumer perspective in health care



Undertaking consumer and community consultations



Disseminating information on behalf of member organisations and health services



Facilitating training and education for consumers, carers and service providers



Delivering community forums and information sessions about health services



Conducting and participating in research into consumer experiences of human services.

HCCA has an Executive Committee which consists of a President, Vice-President, Treasurer and six (6) other Members, who are elected in accordance with the Constitution of the Association. The Executive Committee is responsible for ensuring that the work of HCCA meets the Aims and Objectives outlined in the organisation's Constitution and achieving the goals outlined in this Strategic Plan.

HCCA's work is guided by a number of strategic and policy documents. They are:

- > [Consumer and Community Participation Framework](#)
- > [Co-design Position Statement](#)
- > [Consumer-Based Research Framework](#)
- > [Health Policy Development Framework](#)
- > [Consumer-centred Care Position Statement](#)
- > [Health Literacy Position Statement](#)
- > [Health Promotion Framework](#)

Our stakeholders

ACT and Region Communities:

The diverse communities that we live and work in, and identify and connect with.

Consumer organisations

- > ACT ME/Chronic Fatigue Syndrome Soc.
 - > ACT Mental Health Consumer Network
 - > ACT Lymphoedema Support Group
 - > Advocacy for Inclusion incorporating People with Disabilities ACT
 - > Bosom Buddies ACT
 - > Canberra Alliance for Harm Minimisation and Advocacy (CAHMA)
 - > Canberra Lung Life Support Group
 - > Canberra Multicultural Community Forum
 - > Canberra Region Kidney Support Group
 - > Carers ACT
 - > Council of the Ageing ACT
 - > Heart Support Australia
 - > Pain Support ACT (Arthritis ACT)
 - > Women with Disabilities ACT
 - > Women's Health Matters
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Other organisations

- > ACT Council of Social Services (ACTCOSS)
 - > ACT Disability Aged Carer Advocacy Service (ADACAS)
 - > A Gender Agenda
 - > Alcohol, Tobacco and Other Drug Association
 - > Asthma Foundation ACT
 - > Australian Catholic University
 - > Australian National University
 - > Calvary Health Care ACT
 - > Capital Health Network
 - > Diabetes ACT and NSW
 - > Hepatitis ACT
 - > Mental Health Community Coalition ACT (MHCC)
 - > Meridian (formerly AIDS Action Council ACT)
 - > Multicultural Community Council of the Illawarra
 - > Palliative Care ACT
 - > Parkinson's ACT
 - > Public Health Association of Australia
 - > Self Help Organisations United Together (SHOUT)
 - > Sexual Health and Family Planning ACT
 - > Stroke Foundation
 - > Tresillian
 - > University of Canberra
 - > Youth Coalition of the ACT
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Government partners

- > ACT Government
 - > ACT Health Directorate
 - > ACT Human Rights Commission
 - > Canberra Health Services
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We work collaboratively with the following health consumer organisations around Australia:

- > Consumers Health Forum of Australia
- > Health Consumers NSW
- > Health Consumers Queensland
- > Health Consumers Tasmania
- > Health Consumers' Council - Western Australia
- > Health Issues Centre - Victoria

This Strategic Plan

This document provides a guide to the priorities the organisation will pursue over the 2021-2024 period.

HCCA is committed to being both focused and flexible, recognising the importance of being responsive to the environment in which we operate, and being clear about the long term goals of the organisation.

The Executive Committee will use this document as the foundation of its work. The Strategic Plan acts as a contract between the Executive Committee and HCCA's members and is a commitment on what we will work to achieve. It will also strengthen the strong partnership between the Executive Committee and the staff team within a robust and effective governance framework.

Priority Action Areas:

The Executive Committee has identified five issues of strategic importance for the 2021-2024 period. They are:



Quality and safety of health services



Infrastructure



Digital health



Environmental Sustainability of health care



Value Based health care

In addition to these Priority Action Areas the organisation will continue to focus on the key areas of self-management of chronic conditions, out-of-pocket costs for consumers and the health of older people.

Strategic Plan 2021 - 2024

The HCCA Executive Committee has identified four goals that will underpin our work during 2021 - 2024.

The Executive Committee will regularly review progress against these goals, drawing on input from members, staff and our stakeholders. An annual progress report against this Strategic Plan is included in HCCA's Annual Report.



Goal 1

HCCA continues to be a strong and credible voice for consumers on health care



Goal 2

Effective consumer participation in health policy, research, and health service planning, design, and governance



Goal 3

High levels of health literacy in Canberra communities



Goal 4

Our members, staff and stakeholders regard HCCA as a strong and responsive organisation



Goal 1

HCCA continues to be a strong and credible voice for consumers on health care

These are the strategies we will use to achieve this goal:

- 1 Build our membership and consumer networks to form broader perspectives on the consumer experience of health care.
- 2 Be a strong representative body for HCCA members.
- 3 Develop our consumer leaders.
- 4 Influence decisions about issues relating to the consumer experience of health care.
- 5 Strengthen the cohesion and coordination of consumer organisations.
- 6 Participate in public forums on issues affecting health care consumers.





Goal 2

Effective consumer participation in health policy, research, and health service planning, design, and governance

These are the strategies we will use to achieve this goal:

- 1 Use a systematic approach to consumer participation.
- 2 Promote the value of consumer participation to improve health care.
- 3 Provide trained and effective consumer representatives.
- 4 Increase consumer participation in monitoring and improving the quality and safety of health services in the ACT.
- 5 Support health services to increase consumer participation in their service.
- 6 Increase consumer participation in the training and development of the health workforce.
- 7 Influence health policy based on independent research and analysis, experiences and advice from HCCA members, networks and wider communities.
- 8 Build our capability to undertake high quality consumer-based research.

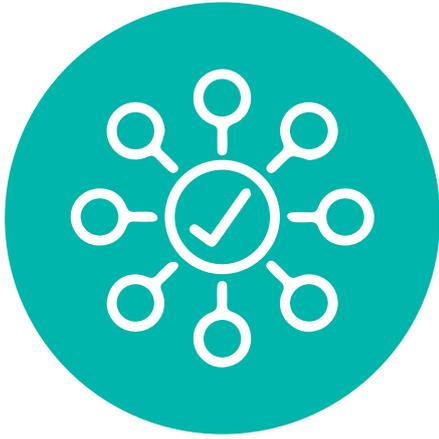


Goal 3

High levels of health literacy in Canberra communities

These are the strategies we will use to achieve this goal:

- 1 Identify health literacy needs in our communities.
- 2 Support the health literacy of consumers, health providers and community workers.
- 3 Provide workshops and information for consumers and carers to build their health literacy.
- 4 Improve communication and information in health care.
- 5 Work to improve the environmental health literacy of services, including the online environment.



Goal 4

Our members, staff and stakeholders regard HCCA as a strong and responsive organisation

These are the strategies we will use to achieve this goal:

- 1** We have responsible and accountable governance.
- 2** Identify and pursue funding and other resource strategies.
- 3** HCCA is a desirable place to work and attracts and retains suitably qualified, engaged and competent staff.
- 4** HCCA routinely evaluates our programs.





hcca.org.au

02 6230 7800 // adminofficer@hcca.org.au