

BreastScreen  
Victoria

**CONSUMER ENGAGEMENT**  
**2022 REPORT**



# ACKNOWLEDGEMENTS

To begin, I would like to acknowledge our dedicated Consumer Network. We are immensely grateful for their support and engagement over the past year. It is a privilege and a joy to work alongside passionate, skilled and motivated people who are key to ensuring our service continually evolves to address the needs of BreastScreen Victoria clients.

2022 was a milestone year for BreastScreen Victoria, as we implemented our Consumer Engagement Framework for the first time. It's been fantastic to see staff across the organisation embrace the Framework and commit to working with Consumer Network members to generate ideas and improve our systems, policies and procedures.

We will continue to strengthen our commitment to consumer engagement this year through a number of new initiatives, such as integrating the consumer voice into BreastScreen Victoria's governance structure. We are excited to see what we can achieve together in 2023.

*Teri McIntyre*

Consumer Engagement Coordinator



# OUR CONSUMER NETWORK

The BreastScreen Victoria Consumer Network is a committed group of people who are invested in the continual improvement of our program and participate various in opportunities of interest. These can range from social media promotion and advocacy to formal committee participation.

The Consumer Network structure recognises that all individuals have different but equally valuable experiences and contributions to share. Different engagement activities are relevant or of interest to different individuals at different times.



## THE NETWORK AT A GLANCE

It is not mandatory for consumers to share demographic information with BreastScreen Victoria when joining the Network. The below data is representative of a small sample of the Network who have provided us with these details.

**1895**

Metro Consumers

**429**

Regional Consumers

**44**

Consumers have had a breast cancer experience

**73**

Language groups represented in the Network

**13**

Consumers identify as LGBTIQ+

**21**

Consumers identify as having a disability

**5**

Consumers speak Punjabi

**18**

Consumers speak Arabic

**43**

Consumers speak Mandarin

**46**

Consumers identify as Aboriginal or Torres Strait Islander

# CONSUMER ENGAGEMENT ACTIVITIES IN 2022

20

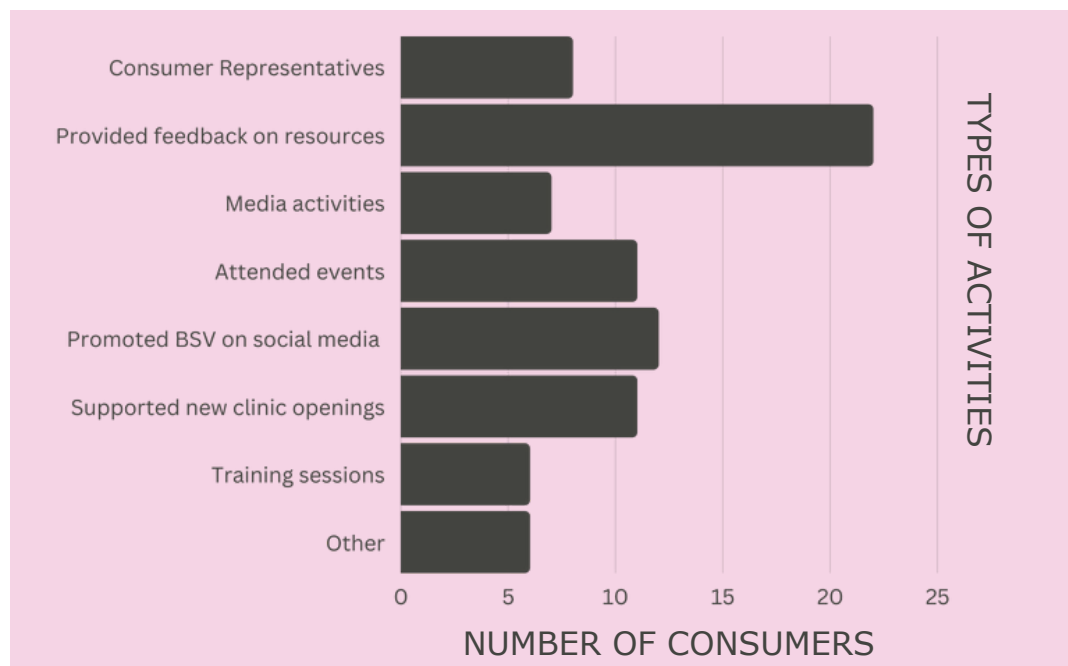
CONSUMER ENGAGEMENT ACTIVITIES

69

CONSUMERS INVOLVED IN ENGAGEMENT ACTIVITIES

4.6/5

OVERALL SATISFACTION WITH ENGAGEMENT EXPERIENCE



“BSV seems very respectful of my input. I get a lot of satisfaction from my work & feel that I'm making a contribution.

“It feels good to be part of something that ultimately helps people and leads to better health outcomes for patients, and also be able to offer my Communications/Media/Public Relations skills set for feedback on various BSV resources as well.



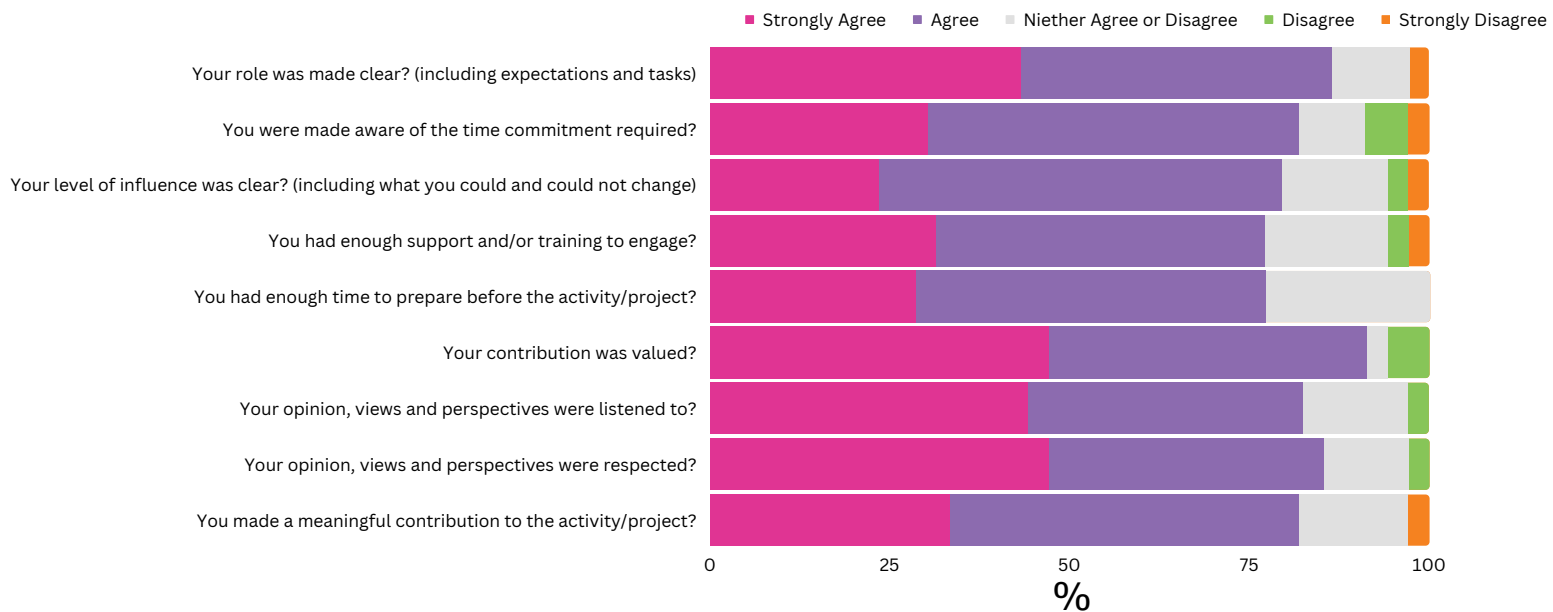
## CASE STUDY: MONASH ACCREDITATION

In June 2022, the Monash Region was supported through its accreditation process by the BreastScreen Coordination Unit and Consumer Representative, Shirley Glance OAM. Shirley is a member of Monash Health's Advisory Committee, a consumer representative on the Monash BreastScreen Service Quality Committee and a survivor of breast cancer. She has a wealth of personal and professional experience with disability access and passionately spoke with the broader Monash team and the accreditors about her role as a consumer.

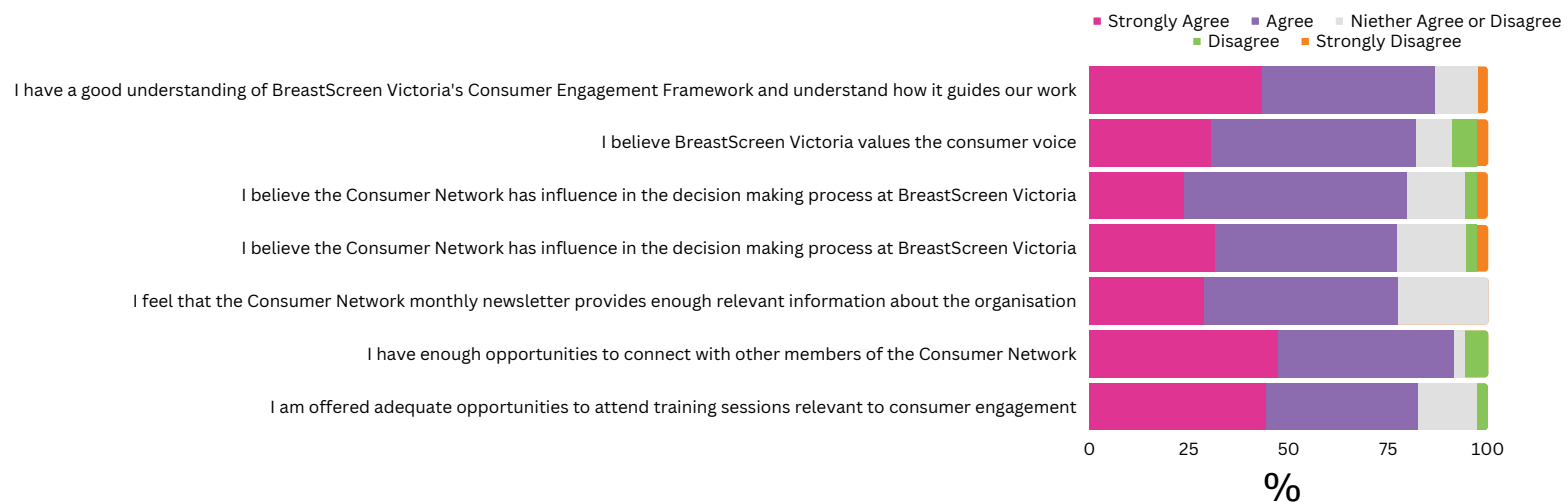
# THE CONSUMER EXPERIENCE

The Consumer Network was surveyed in November 2022 about their experience. 151 consumers responded to the survey – 6.5% of the total Network. Findings from this survey will be used to improve Consumer Engagement processes and experiences.

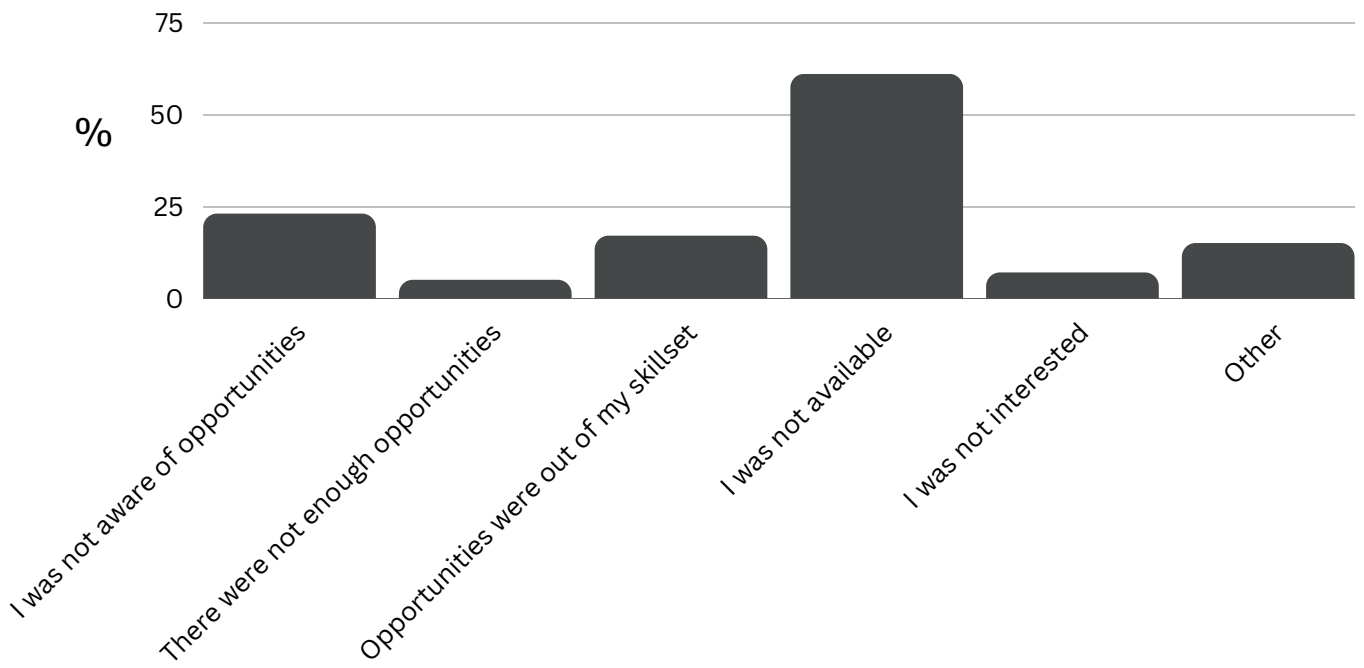
## WHEN PARTICIPATING IN AN ENGAGEMENT ACTIVITY, DID YOU FEEL THAT... (N=37)



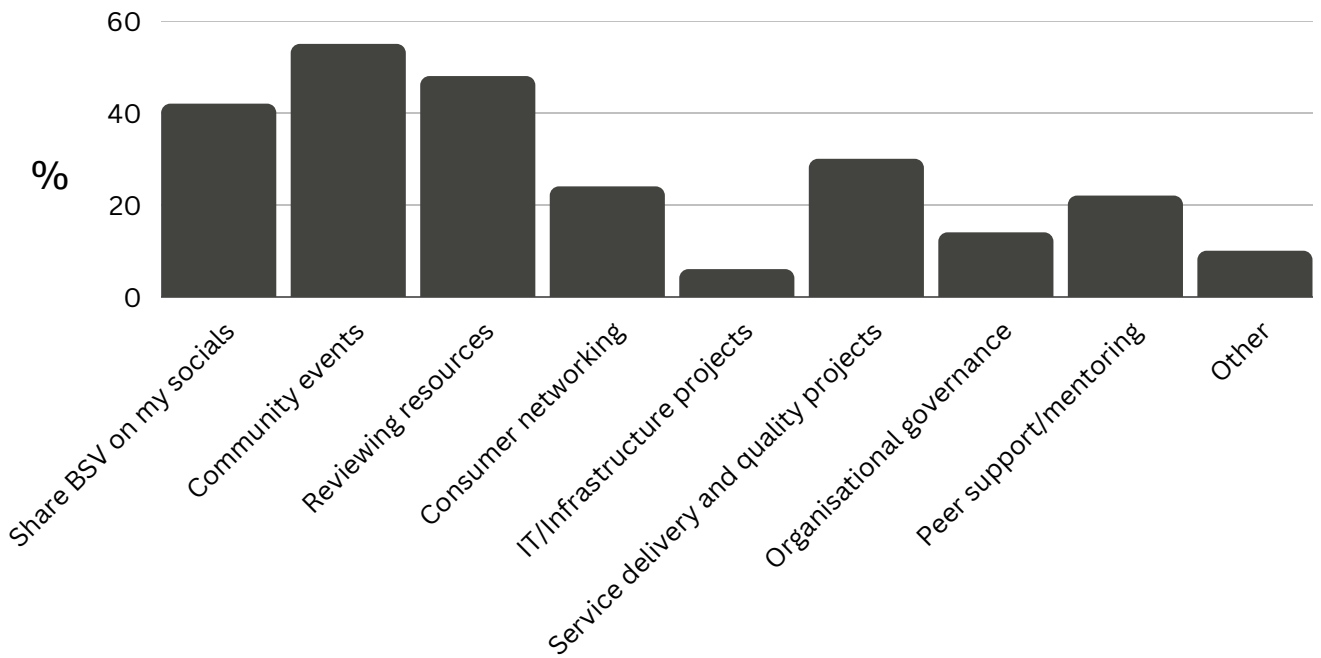
## HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS? (N=150)



**IF YOU WERE NOT INVOLVED IN ANY PROJECTS OR ACTIVITIES, SELECT THE ANSWERS THAT MOST ACCURATELY DESCRIBE WHY (N=121)**



**WHAT TYPES OF ACTIVITIES/PROJECTS WOULD YOU LIKE TO BE INVOLVED IN IN 2023? (N=133)**



**Improvement Areas**

- Clarify the difference in responsibilities between a 'Consumer Network Member' and a 'Consumer Representative'
- Increase engagement with rural and regional consumers
- Provide more opportunities for consumers to connect with one another
- Host events and training sessions at a variety of times

# CONSUMER ENGAGEMENT IN 2023

Elevating the consumer voice will continue to be a priority for BreastScreen Victoria. To further support staff in working with the Consumer Network, a number of process guides have been developed to provide clear, easy-to-implement directions for common activities such as resource reviews, new clinic openings and accreditation. There are plans to involve network members in other community engagement activities in future, so they can share their screening experiences and advocate for the importance of regular screening.

## **There are four key focus areas for consumer engagement in 2023:**

### **INCREASE THE DIVERSITY OF THE CONSUMER NETWORK**

Engaging with consumers from diverse backgrounds enables us to deliver a service that truly meets the needs of all clients. Thus, it is important that our Consumer Network is representative of Victoria's diverse communities. We will continue to grow the diversity of the network and engage with all consumers in a meaningful way.

### **ABORIGINAL CONSUMER ADVISORY GROUP**

In partnership with the Victorian Aboriginal Community Controlled Health Organisation (VACCHO), we plan to establish an Aboriginal Consumer Advisory Group (ACAG) to support our focus on achieving equitable screening participation for Aboriginal and Torres Strait Islander women. This group will provide advice and direction to improve cultural safety along the screening and assessment pathways. We hope to open expressions of interest in early 2023.

### **EXECUTIVE CONSUMER ADVISORY GROUP**

We will establish an Executive Consumer Advisory Group (ECAG) to work alongside our Executive Leadership Team to ensure consumer voices are championed at all levels of governance. This group will provide advice on strategies, service delivery improvements, planning, research and policy development. We hope to include consumers from diverse backgrounds, cultures and experiences in this group, and establish a co-chair model with our CEO, Rita Butera, and a consumer representative. Expressions of interest will open in early 2023.

### **SERVICE QUALITY COMMITTEE REPRESENTATION**

Currently, we have Consumer Representation on 6 of 9 of our Service Quality Committees (SQCs). Consumers on these committees use their voice and experiences with BreastScreen Victoria to support the continued improvement of local services for their communities. Expanding representation from consumers across the service will remain a key focus for 2023.