



# Engaging for Change

## CUTTING THROUGH THE NOISE

### Some Reflections on working effectively with consumers

Consumers make almost every health choice in a vacuum of information. We don't know what we don't know and the Choosing Wisely's Five Questions to Ask Your Doctor is simple tool can change the game. BUT as is clear from some of the poster presentations here, most consumers still don't know about it. We can work together effectively to address this, and here's some things to think about...

#### **SHARE THE PROBLEM**

The temptation is always to define the problem develop several solutions and then engage. The opportunity is to share the problem and develop solutions together.

#### **TRUE CO-DESIGN WHO GETS TO DECIDE?**

Many times, what is actually consultation gets badged as co-design. The key thing to remember is if you're not sharing the power and decision making, it's consultation.

#### **MANY CHANNELS, MANY NETWORKS**

To bring in the voices of the "hardly reached", be willing to reach out, visit people in their own spaces. Keep as many different channels open to receive feedback.

**AUSTRALIA-WIDE PROJECT?  
CONTACT CONSUMERS HEALTH FORUM**

[www.chf.org.au](http://www.chf.org.au) [info@chf.org.au](mailto:info@chf.org.au)

**DID YOU KNOW THAT WE HAVE HEALTH CONSUMER COUNCILS IN MOST STATES AND TERRITORIES? CALL ON OUR EXPERTISE AND NETWORKS TO SUPPORT YOUR STATE-BASED PROJECT'S SUCCESS.**

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