



The why, the what and the **how** of consumer engagement

Dr Nadia Corsini

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Acknowledgement of Country

We would like to acknowledge this land that we meet on today is the traditional lands of the Kurna peoples and that we respect their spiritual relationship with their country. We also acknowledge the Kurna peoples as the custodians of the greater Adelaide region and that their cultural and heritage beliefs are still as important to the living Kurna peoples today.

The “how” - what I hope you will reflect on

1. Consumer engagement as an opportunity to add **value** to your program of research
2. Consider **what** consumer engagement could look like in your research project
3. Grant is the narrative that reflects 1 & 2.

Consumer engagement and grant criteria

1. Priority
2. Method
3. Team



Research journey

Destination = priority

Multiple paths = method

Navigating/travelling =
team



Consumer as co-navigator

Vested interest in the outcome

Advocate

Challenge

Value different outcomes



The team



You

Consumers

Technical

Industry

Policy

...all of the people you need on the journey
to reach the destination

Identifying consumers/community partners

Consumer/community reference groups

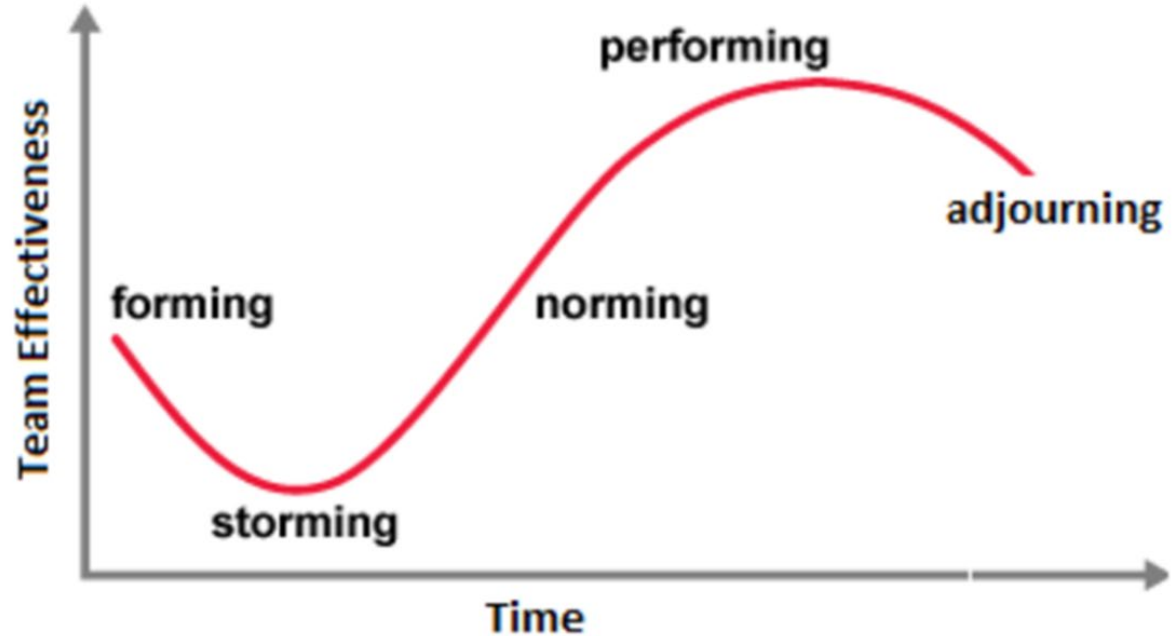
Advocacy groups

Organisations that represent consumers

Networks of your supervisors and collaborators

SAHMRI and HTSA Community Interest Register

Laying the groundwork for success before the grant...



Consider building relationships in preparation for future opportunities

Long term and short term strategies

Long term

- Build relationships
- Work on small projects
- Patience

Short term

- Team
- Existing networks
- Resources

Communication
+
Continuity

Preparing for consumer and community engagement in your grant

Assemble your team

Work out how you will work together

Develop shared vision for the project

Select/explore methods, e.g.,

-co-design/co-production

-design thinking

Articulate the value of your unique
consumer engagement plan to
achieving:

a) project aims AND

b) project impact

WHRTN co-production grant – selected criteria

Stakeholder alignment (40%)

...strives to include the voices of all women, and to achieve equal health outcomes regardless of women's circumstances (16%)

Transparency of project selection and team (10%)

...demonstrate the transparent process used for selecting your team/research question (10%)

Methods incl co-production methodology and budget (20%)

...outline of activities

...statement of project impact

Team capacity (20%)

...project team's skills and experience in relation to the success of your project, incl track record in managing similar projects

Qualitative reflection on project scoping phase (10%)

MRFF success measures (unweighted)

MRFF RART selected grant criteria

Project impact (40%)

...will address a...health care or health system need that is of value to the community, health services providers...

...demonstrate the involvement of consumers...in the project and how their needs, priorities, views and values have informed the research question and its conceptualisation, development and planned translation and implementation

Project methodology (30%)

...how consumers will be involved in the proposed research, incl their contributions throughout the life of the project

Capacity, capability and resources (30%)

...diverse experience and expertise (e.g., across disciplines, genders, cultures, lived experience..)

...research team has skills, experience and capacity to involve and support consumers

Overall value and risk (non-weighted)

...MRFF measures of success

| | WHRTN Co-Production | MRFF RART |
|-------------|--------------------------------------|------------------------------------|
| Destination | Stakeholder alignment | Project impact |
| Path | Co-production methodology and budget | Project methodology |
| Navigation | Team capacity | Capacity, capability and resources |
| Summary | MRFF success measures | Overall value and risk |

Thank you

