

# The Engagement Framework: Understanding How It Works

Tieman J<sup>1</sup>, Lewis V<sup>2</sup>

1. RePaDD, College of Nursing and Health Sciences, Flinders University
2. Australian Institute for Primary Care and Ageing (AIPCA), La Trobe University

RePaDD Seminar, May 2021



CareSearch is funded by the  
Australian Government Department of Health.

## Acknowledgement of country

*We recognise that Flinders operates on Indigenous peoples' traditional lands and waters and acknowledge their continued responsibility to care for country at the University's various teaching locations, including the lands and waters of the following peoples: Kurna, Arrernte, Boandik, Bungarla, Gunditjmara, Jawoyn, Larrakia, Nauo, Ngarrindjeri, Peramangk, Wurundjeri, Yolgnu.*

## Overview

Why an Engagement Project?

Development of an Engagement Framework

Engagement Framework Overview

Engagement Activity Overview

Key Findings

What next?



## Nature of Palliative Care

Dying occurs across the life course

Our community is diverse with different perspectives and needs

Health professionals, aged care, primary care, families and communities all engage with care for someone at the end of life

Complexity in information provision, evidence frameworks, and information sources

## A Changing Knowledge Base

- Contribution of the consumer/user
- The role of context
- Emerging digital models
- Communications and social marketing
- Evidence, practice and knowledge frameworks

## Why Engagement as a CareSearch Activity?

CareSearch is a well-established project

Evidence is a core asset

Good metrics

Commitment to evaluation

But diverse set of audiences

Problem of being virtual

***Does one size fit all? Can we do better?***

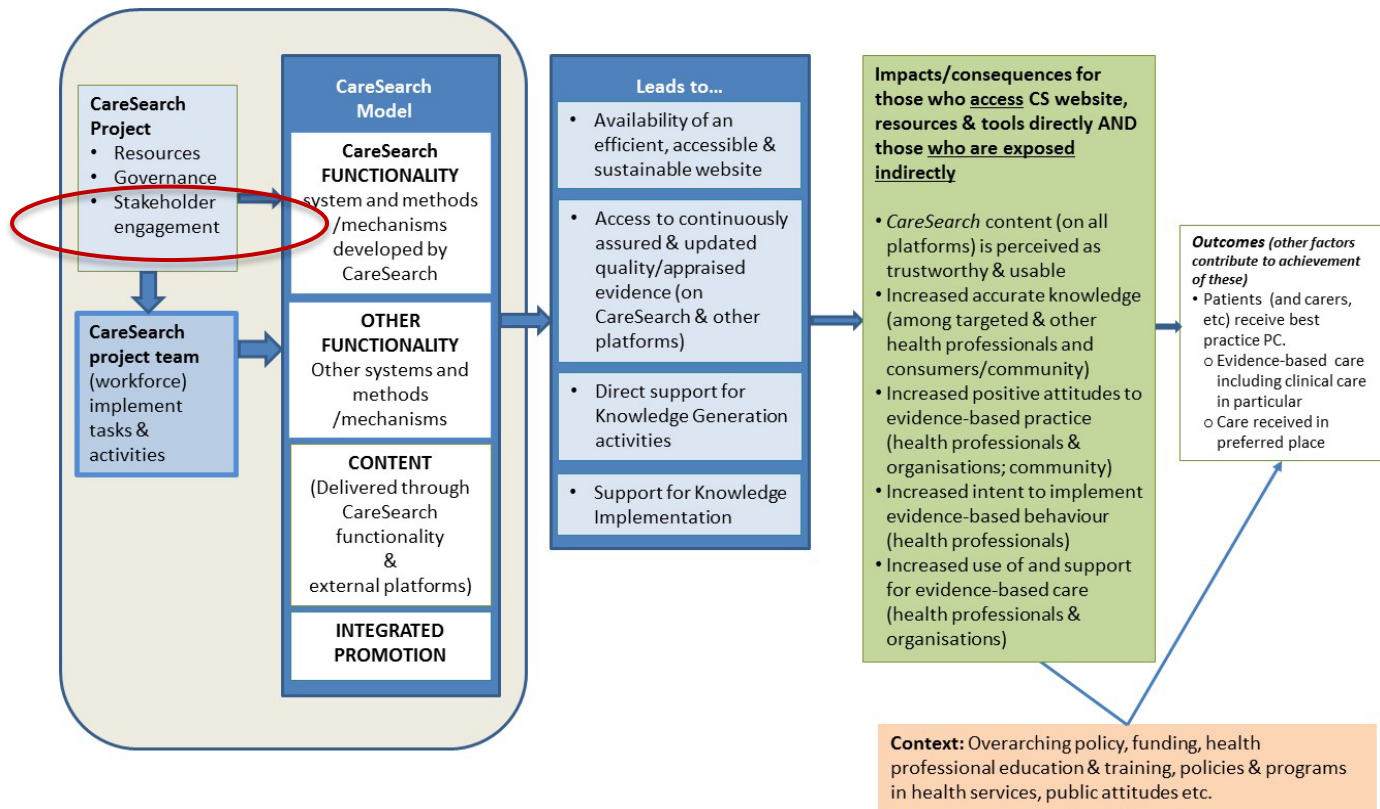


## Aims of the Engagement Project

Provide a structured approach to understanding the context affecting the reach and uptake of evidence

Assess if this approach can lead to clear priority actions that CareSearch can implement and evaluate

Determine if such an approach increases reach, appeal and uptake of resources to support implementation of evidence in a target group(s).





## Proposed Approach (Agreement)

### *Development of the Engagement Activity Framework*

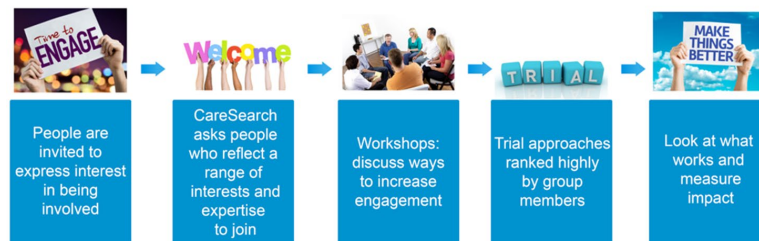
The Framework will detail the approach to engagement activities, issues to be addressed relating to barriers, facilitators and context; reach and geographic spread of engagement activities; content to be covered in the action plan and action plan assessment workshops; and process and impact measures.

### *Engagement Activities (Patients, Families & Carers; Allied Health; and Aged Care)*

During this phase, three groups will be formed, and participants will attend workshops through which they will contribute to CareSearch's understanding of context to support uptake and use of evidence.

### *Evaluating the Engagement Approach*

The evaluation plan described in the Engagement Activity Framework will be implemented throughout the engagement activities.



## Developing the Framework

1. Clarifying the project requirements
2. Literature review to inform Framework development and activity documentation
3. Describing the Framework processes
4. Endorsing the proposed process
5. Developing the documentation for activity
6. Designing an evaluation schedule



# Overview of some of the relevant literature

Public Participation Spectrum<sup>1</sup>

Knowledge Translation<sup>2,3</sup>

Deliberative Dialogues<sup>4,5</sup>

Theoretical Domains Framework<sup>6</sup>

Sustainable Digital Health<sup>7</sup>

1. International Association for Public Participation (IAP2, 2014)
2. Salter, K.L., Kothari, A. (2014). Using realist evaluation to open the black box of knowledge translation: a state-of-the-art review. *Implementation Science*, 9, 115. <https://doi.org/10.1186/s13012-014-0115-y>
3. Lau, R.; Stevenson, F.; Ong, B.N.; Dziedzic, K.; Treweek, S.; Eldridge, S.; Everitt, H.; Kennedy, A.; Qureshi, N.; Rogers, A.; et al. Achieving change in primary care—Causes of the evidence to practice gap: Systematic reviews of reviews. *Implement. Sci.* 2016, 11, 40
4. Lavis, J. N. (2006). Moving Forward on Both Systematic Reviews and Deliberative Processes. *Healthcare Policy*, 1(2), 59-63.

5. Watt, A.M., Hiller, J.E., Braunack-Mayer, A.J. et al. (2012). The ASTUTE Health study protocol: Deliberative stakeholder engagements to inform implementation approaches to healthcare disinvestment. *Implementation Science* 7, 101. <https://doi.org/10.1186/1748-5908-7-101>
6. Atkins L, Francis J, Islam R, et al. (2017). A guide to using the Theoretical Domains Framework of behaviour change to investigate implementation problems. *Implementation Science* 12(77).
7. Greenhalgh, T.; Wherton, J.; Papoutsi, C.; Lynch, J.; Hughes, G.; A'Court, C.; Hinder, S.; Fahy, N.; Procter, R.; Shaw, S. Beyond Adoption: A New Framework for Theorizing and Evaluating Nonadoption, Abandonment, and Challenges to the Scale-Up, Spread, and Sustainability of Health and Care Technologies. *J. Med. Internet Res.* 2017, 19, e367.

# Summary of Engagement Framework

Step 1: Pre-workshop preparation – completion of analysis of context template by CareSearch team

Step 2: Organising Workshops (CareSearch Team)

- Step 2a: identifying potential participants
- Step 2b: selecting participants
- Step 2c: inviting participants
- Step 2d: preparing participants

Step 3: Stakeholder Workshop 1: Understanding context and developing potential actions and strategies

Step 4: Stakeholder (extended group) webinar: Workshop 1 overview and initial action ideas

Step 5: Confirming Action plan and developing operational workplans (CareSearch Team)

Step 6: Implementing Action plan (CareSearch Team)

Step 7: Stakeholder Workshop 2: Action Plan implementation update and assessment

Step 8: Stakeholder Workshop 3: Final (joint) assessment of Engagement Activity

## Context Mapping Template

Section 1: Broad Socio-political context

Section 2: Context in settings in which target groups members are present

Section 3: Characteristics of individual target group members

Section 4: About evidence awareness and use

Section 5: About current approaches to implementing innovations in the sector

### EXPRESSION OF INTEREST INFORMATION

Name

---

Organisation

---

Address State

---

Contact information

---

Reason for nomination - 'tell us why you are nominating'

---

Which group EOI for Aged/Allied Health/PCF

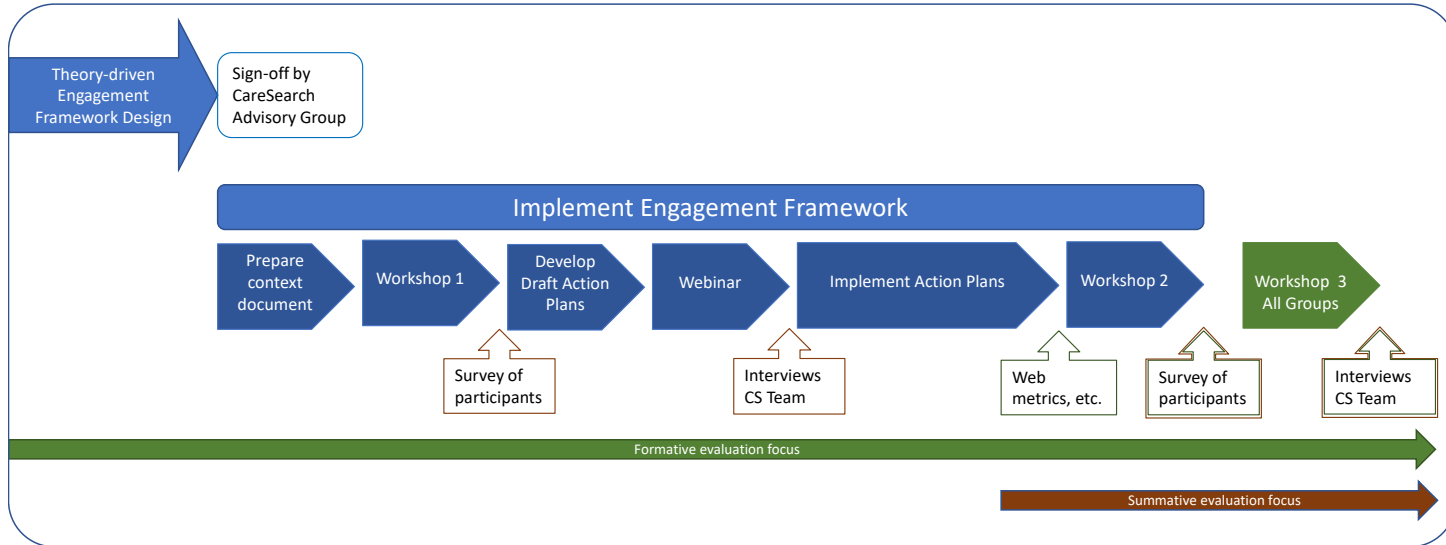
---

Other comments

---

- Did the pre-reading information help workshop participation?
  - Did participants find the information provided helpful for preparing to participate in the workshop?
- What else would have helped participants to prepare and participate?

Name of person, organisations, role, or group to be considered	Source of nomination – category (e.g., social media, CareSearch staff member or other person recommending, etc.)	Why they have been nominated or are self-nominating. (What they might bring to the task.)	Name of person nominating (where relevant)



## Associated Evaluation

Surveys, document analysis and interviews to assess:

1. Value of the structured approach in working with target groups
2. Experience of participants experience What worked well; what could be improved?
3. If workshops lead to Action Plans with novel & actionable strategies
4. If intended impacts achieved
5. Costs and cost-benefit of the strategy

## Key Activity Outputs

EOI and stakeholder selection

Context statements (Patient & Carers, Aged Care, Allied Health)

Identified issues from Workshop 1

Action plans developed, implemented and metrics captured around

- Increasing reach and awareness of resources through communication strategies
- Improving linkages with external organisations
- Improving navigation and pathways within CareSearch



## Key Evaluation Findings

Context document & stakeholder workshops developed a deeper understanding of each of the three groups.

Workshop and webinar did lead to valuable insights about information needs of the groups and actions needed

Engagement activity did lead to strategic external linkages and some increases in web usage but could strategic communications have achieved the same result?

Uncertainty about costs and cost benefit and an expensive option

*It was strongly felt that it was important to engage with sectors beyond the advisory group and peak body level and that this required a range of strategies.*

## Reflections

Value in talking with and listening to your users

Engagement is more than experts and formal representation

Increased awareness within Project Team of the end user

Addressing context can support user outcomes

A strategic approach to communications is essential and more diverse channels are needed

Not feasible to sustain level of commitment to such a dedicated approach

Engagement outcomes depend on skills of individuals

## Beyond the Engagement Project

Continuing work on context and audience specification

Sensitivity to navigation and user experience in CareSearch Portal

User involvement and testing in development

Including feedback loops and opportunities for ongoing input

Changes to governance with Expert Working Groups based on audiences rather than content

Reworked marketing and communications to be introduced with new portal

## Find Out More

Engagement Project page

<https://www.caresearch.com.au/CareSearch/tabid/4884/Default.aspx>

Tieman, J.; Lewis, V. Benefits of Structured Engagement with Target Audiences of a Health Website: Study Design for a Multi-Case Study. *Healthcare* 2021, 9, 600. <https://doi.org/10.3390/healthcare9050600>

White Paper

Gravier S, Erny-Albrecht K. Allied health in Australia and its role in palliative care Adelaide: CareSearch; 2020.

PCA Conference presentations 2021

Does a structured framework enhance engagement?

New Approaches to Connecting the Aged Care Sector with Palliative Care

New Approaches to Connecting the Allied Health Sector with Palliative Care Information

New Approaches to Connecting the Patients, Carers and Families with Palliative Care Information

## Acknowledgements

The Engagement Project was funded by the Department of Health as part of CareSearch 2017-2020 funding.

We would like to acknowledge the contribution of the Engagement Project participants.

Find out more at [www.caresearch.com.au](http://www.caresearch.com.au)



CareSearch is funded by the  
Australian Government Department of Health.