

1 Why do we need to talk about consumer engagement?

Consumer engagement is one of the buzz words in the sector right now. However, it's always been a part of the way providers have designed and delivered aged care and services. What's changing is the expectation about how we go about it.

Not everyone has the same understanding about what consumer engagement is and what it should look like. This can mean that people do things in very different ways and some might not be engaging in the best way possible.

This activity is designed to help you think about what engagement is and what it could look like in your service.

Video: "Why do we need to talk about consumer engagement?"

This short video unpacks what consumer engagement is and what it means in practice. Watch the video at www.cotaqld.org.au.

It is a good idea to discuss this video with other staff if you can.

Facilitator Tip: You could show this video in a staff meeting or during annual training, and ask staff to discuss the questions below as a group.

What I learned from the video:

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Questions I have about engagement:

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