Consumer Participation Plan
SHINE SA website – www.shinesa.org.au

Parts of this plan are modified with permission, from Family Planning NSW Consumer Engagement Framework
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SHINE SA

SHINE SA is a leading sexual and reproductive health service in South Australia.

We provide:

- Clinical and Counselling services at locations responsive to population health needs
- Education services – workforce (including doctors, nurses/midwives, teachers, community workers)
- Information services for the community and professionals – website (including downloadable fact sheets and position statements, and videos), library and resource centre, online courses

Our engagement with consumers is shaped by our vision, purpose, values, approach and the communities we serve.

Our Vision

Sexual and relationship wellbeing for all.

Our Purpose

To lead a comprehensive approach to sexual, reproductive and relationship health and wellbeing by providing quality education, clinical, counselling and information services to the community.

Our Values

Respect – we embrace difference and celebrate diversity, we welcome people who are intersex, gender diverse and of all sexualities.

Excellence – we strive for excellence in all we do.

Innovation – we think differently; we use new technologies; we are innovative and responsive.

Integrity – our decisions are transparent; our people are accountable; we are highly trustworthy; we respect confidentiality.

Social Justice – we are committed to accessibility and affordability; we advocate for those most in need.

Our Approach

Our approach has been developed over the years as an organisation that works in partnership with governments, communities, education facilities and community agencies to improve the sexual and reproductive health and wellbeing of South Australians.

SHINE SA’s service and education approach is underpinned by:

- The Ottawa Charter (1986)
- The Jakarta Declaration (1997)
- The Melbourne Declaration (2013)
- The Cairo Declaration (1994)
- The Beijing Declaration (1995)

Our work is also informed by a number of National and State plans which are cited at the end of this plan.

Our Communities - Who we serve

We prioritise our services, advocate for and provide education around communities with the least choice and greatest need:
Our Consumers
The consumers of SHINE SA include the community in general and the clients of our clinical and education services.

SHINE SA Strategic Directions 2015-2020
This document guides all aspects of the work of SHINE SA. This is arranged under the Strategic Pillars of Sexual Health, Education, Sustainability and Quality and the enablers of Partnership, Awareness and Resources. This Consumer Participation Plan comes under:-

Pillar 4 Quality

4.2 We embrace a culture of consumer participation

KPI – Consumer participation drives change

Purpose of this Plan
The purpose of this plan is to assist SHINE SA consumers and staff to work in genuine collaboration in order to:

- increase consumer participation at SHINE SA;
- improve the development, delivery and evaluation of SHINE SA services;
- create a shared understanding of what consumer participation means for SHINE SA

Accessibility
SHINE SA is committed to optimal accessibility of information and services. If this plan is required in an alternative format (large print or audio) please contact SHINE SA on 1300 794 584.

What is the importance of consumer participation at SHINE SA?
Consumer participation at SHINE SA is integral to a rights-based and social determinants approach at SHINE SA. It is respectful of, and responsive to the preferences, needs and values of consumers of SHINE SA services by enabling them to provide input into decisions that affect them. It enhances openness and accountability on the part of SHINE SA.

The benefits for consumers include
- receiving services that are more responsive;
- improved quality and safety of services;
- increased trust and engagement with SHINE SA staff;
- increased confidence, competency and sense of self-determination;
- improved health literacy and help-seeking behaviours;
- improved long-term sexual health and relationships outcomes.
The benefits for organisation include
- improved safety and quality of health services provided;
- improved health outcomes for consumers;
- improved responsiveness based on meeting consumer needs and community priorities;
- increased openness, trust and respect for consumers, carers and community;
- improved efficiency and cost effectiveness in how health services are provided;
- increased accountability to consumers and carers;
- increased consumer focus to drive quality improvement processes;
- inclusion of valuable insights from consumers and carers which may not otherwise be apparent, or may be significantly different to those held by health professionals;
- improved access to a diverse range of skills, experiences and knowledge;
- increased capacity to meet accreditation standards;
- improved job satisfaction, staff retention and morale;
- reduced conflicts, complaints, litigation; and absenteeism; and
- increased social capital towards a more inclusive community.

Standard 2 of the National Safety and Quality Health Service Standards of the Australian Commission on Safety and Quality in Health Care requires the involvement of consumers in the organisational and strategic processes that guide the planning, design and evaluation of health services. Their view is that there is no single approach to partnering with consumers. The organisation’s context, the rationale for involving consumers and the desired outcomes need to be reflected. Additionally, strategies to engage with consumers should build on existing resources (ACSQHC 2017).

Review of Consumer Participation Plan

The Consumer Participation Plan is on our website, and will be monitored annually and reviewed every three years through the Community Advisory Panel, the Executive Management Committee and the SHINE SA Board.

Quality Tools

Client Rights leaflet

Feedback and complaints mechanism – website home page link; phone and email communication, face-to-face with staff, iPads in clinic waiting rooms

Consumer Surveys

Client Feedback and Complaints – online via website or phone

Specific online client surveys to particular groups

Professional education evaluations

Focus Schools’ teacher and student evaluations

Course Advisory Groups

Quality Innovation Program (QIP) – 3 yearly cycle includes consumer feedback
Staff Networks:

- Disability;
- Lesbian, Gay, Bisexual, Transgender, Intersex, Queer (LGBTIQ);
- Aboriginal and Torres Strait Islander;
- Culturally and Linguistically Diverse (CALD)

Consumer Advisory Panel
Research Advisory Panel
SAMESH Community Advisory Group
Consumer and Community Participation Policy (POL-20) (Appendix 1)
Our Commitment
We are committed to seeking the views of those who use or are potential users of our service as well as representatives of advocacy organisations relevant to our areas of expertise.

We have a strong commitment and reputation in our commitment to celebrating and supporting diversity in the community.

We actively seek partnerships with stakeholders that help us deliver our services to the community.

Our approach uses the principles of the South Australian Charter of Health and Community Services Rights Policy (2015) and guides us in our work with clients, families and carers to provide a safe and high quality health system that achieves the best possible outcomes.

<table>
<thead>
<tr>
<th>1 - Access</th>
<th>Consumers have a right to:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>access health and community services that meet their identified needs</td>
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<table>
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<tr>
<th>2 - Safety</th>
<th>Consumers have a right to:</th>
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<tbody>
<tr>
<td></td>
<td>be safe from abuse, or the risk of abuse, and to have their legal and human rights respected and upheld</td>
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<td></td>
<td>receive services free from discrimination and harassment</td>
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<tr>
<th>3 - Quality</th>
<th>Consumers have a right to:</th>
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<tbody>
<tr>
<td></td>
<td>receive safe, reliable, coordinated services that are appropriate to their needs and are provided with care, skill and competence</td>
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<tr>
<td></td>
<td>services consumers receive should comply with legal, professional, ethical and other relevant standards. Any incidents involving consumers are managed openly to ensure improvements</td>
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<tr>
<th>4 - Respect</th>
<th>Consumers have a right to:</th>
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<tbody>
<tr>
<td></td>
<td>be treated with courtesy, dignity and respect</td>
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<td></td>
<td>receive services that respect their culture, beliefs, values and personal characteristics</td>
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<tr>
<th>5 - Information</th>
<th>Consumers have a right to:</th>
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<tbody>
<tr>
<td></td>
<td>open, clear and timely communication about services, treatment, options and costs in a way consumers can understand. When needed, consumers have the right to a competent professional interpreter</td>
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<tr>
<th>6 - Participation</th>
<th>Consumers have a right to:</th>
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<tbody>
<tr>
<td></td>
<td>be involved in decisions and choices about services planned and received</td>
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<td></td>
<td>support and advocacy so that consumers can participate</td>
</tr>
<tr>
<td></td>
<td>seek advice or information from other sources</td>
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<td></td>
<td>give, withhold or withdraw their consent at anytime</td>
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<tr>
<th>7 - Privacy</th>
<th>Consumers have a right to:</th>
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<tbody>
<tr>
<td></td>
<td>have their privacy respected and their person information kept confidential and secure. Personal information about the consumer may not be disclosed without their consent, unless the disclosure is required to lessen or prevent a serious threat to life, wellbeing, or safety or is required by law</td>
</tr>
<tr>
<td></td>
<td>request and gain access to their records, unless there is legal restriction in place. Consumers can nominate person/s with whom information can be shared</td>
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<tr>
<th>8 - Comment</th>
<th>Consumers have a right to:</th>
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<tr>
<td></td>
<td>be listened to and to comment on, or make a complaint about services sought or provided to them</td>
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<tr>
<td></td>
<td>have their complaint dealt with properly and promptly, and without retribution as a result of having made a complaint</td>
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<tr>
<td></td>
<td>a representative of their choice to support and advocate for them when making a complaint. Consumer feedback and complaints are managed openly to ensure improvements</td>
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## Consumer Engagement

We engage with our consumers through various mechanisms:

- **Information provision** – via our website with up-to-date news, downloadable fact sheets, reports and position statements, video clips, web pages with information about our services, professional and community education

- **Consultation** – via the Community Advisory Panel with additional consultation including the quality tools (see below)

- **Involvement** - Consumer Advisory Panel that reports to the SHINE SA Board – the membership of this panel is representative of the our communities of interest

- **Collaboration** – partnerships, Memoranda of Understanding, stakeholder engagement activities

- **Communication** – Consumer Participation Plan, Annual Report, Strategic Plan, Business (Operational) Plan

<table>
<thead>
<tr>
<th><strong>Information</strong></th>
<th><strong>Consultation</strong></th>
<th><strong>Involvement</strong></th>
<th><strong>Collaboration</strong></th>
<th><strong>Communication</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes our website; social media; media releases; trade exhibitions; education programs; routinely collected data and information from surveys and peer-reviewed publications; health promotion activities; fact sheets; newsletters; community education; client consultations</td>
<td>Includes our client satisfaction surveys; community consultation; client feedback mechanisms</td>
<td>Includes our Consumer Advisory Panel; Consumer Advisory Group (SAMESH); Research Advisory Panel; Course Reference Groups</td>
<td>Includes our partnerships; memoranda of understanding; stakeholder engagement strategies</td>
<td>Includes our consumer engagement strategies; Annual Reports (including our Strategic Directions); strategic documents; research reports; position statements</td>
</tr>
</tbody>
</table>
## 1. Individual Health Care

<table>
<thead>
<tr>
<th>What we will do</th>
<th>How we will do it</th>
<th>Mechanisms</th>
</tr>
</thead>
</table>
| Acknowledge that all people have a right to optimal sexual and reproductive health throughout their lifetime | Ensure our services and programs prioritise and meet the needs of our communities of interest:  
- young people aged 30 years and under  
- Aboriginal and Torres Strait Islander peoples  
- people from culturally and linguistically diverse backgrounds  
- lesbian, gay, bisexual, transgender and intersex people  
- sex workers  
- people with disabilities  
- people living with HIV  
- people from regional, rural and remote communities | Maintain a Consumer Advisory Panel with membership of our communities of interest  
Regularly measure the consumer experience through  
- Feedback and complaints mechanism – website home page; phone and email communication, face-to-face with staff  
- Consumer Surveys  
- Client Feedback and Complaints – online via website or phone  
- Specific online client surveys to particular groups |
2. Service and Program Delivery

We focus on engaging consumers and the community in the design, delivery, evaluation and improvement of our services and programs

<table>
<thead>
<tr>
<th>What we will do</th>
<th>How we will do it</th>
<th>Mechanisms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop and use best practice and evidence-based approaches in all of our services</td>
<td>Ensure governance structures are in place to facilitate partnerships with consumers</td>
<td>Maintain the Consumer Advisory Panel</td>
</tr>
<tr>
<td>Design and deliver optimal services to the community</td>
<td>Involve consumers in the design and delivery of our services</td>
<td>Provide consumer training to the members of the Consumer Advisory Panel as part of their orientation</td>
</tr>
<tr>
<td>Build the capacity of our organisation, and the skills of other professionals in the community</td>
<td>Ensure all staff are aware of the value of, and ways in which to facilitate consumer engagement</td>
<td>Report on our consumer engagement in Friday News Bits</td>
</tr>
<tr>
<td>Promote professionalism and continuous quality improvement in the way we work</td>
<td>Involve consumers in our approach to safety and quality performance</td>
<td>Involve consumers in our strategic planning</td>
</tr>
<tr>
<td>Foster innovation and creativity in our work</td>
<td>Involve consumers in the evaluation of client feedback to ensure continuous quality improvement</td>
<td>Promote our consumer engagement on our website and in social media</td>
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<tr>
<td></td>
<td>Maintain membership of the Health Consumers Alliance of SA Incorporated</td>
<td>When relevant, include consumer engagement in the update of organisational policies and procedures</td>
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<tr>
<td></td>
<td>Involve consumers in the design and evaluation of our clinical and health promotion resources</td>
<td>Include consumers in the development of new resources as needed</td>
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3. External Stakeholder Relationships

We focus on partnerships with the community, non-government organisations, private sector and government departments to maximise our ability to deliver our services and programs.

<table>
<thead>
<tr>
<th>What we will do</th>
<th>How we will do it</th>
<th>Mechanisms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work collaboratively through partnerships</td>
<td>Establish governance structures to facilitate partnerships</td>
<td>Maintain the Community Advisory Panel with representation from members of our communities of interest</td>
</tr>
<tr>
<td>Advocate for the community</td>
<td>Involve our partners and stakeholders in the development of our health promotion resources</td>
<td>Involve our partners and stakeholders in advocacy activities and seek their feedback about our advocacy strategies</td>
</tr>
<tr>
<td>Work with partners to optimise outcomes for our communities of interest</td>
<td>Seek partnership opportunities to ensure optimal use of our resources to meet our communities of interest</td>
<td>Report on our consumer engagement in our Annual Report</td>
</tr>
<tr>
<td>Maximise the funds provided by the government and other providers</td>
<td></td>
<td>Use our social media platforms to promote our partnerships that benefit our communities of interest</td>
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<tr>
<td></td>
<td></td>
<td>Ensure our policies and procedures reflect our partnership engagement</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain our membership with Health Consumer Alliance of South Australia</td>
</tr>
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</table>
4. SHINE SA Consumer Participation Governance

Our consumer engagement is embedded in our governance structure and led by the SHINE SA Board. Two Board Advisory Panels represent the populations we serve and provide minutes and make recommendations to the SHINE SA Board:

- **Consumer Advisory Panel** - Chaired by a member of the SHINE SA Board and meets four times a year
- **Research Advisory Panel** - Chaired by the Director of Research and meets four times a year
- **SAMESH Community Advisory Group** meets four times per year.
5. SHINE SA Board Advisory Panels

5.1 Consumer Advisory Panel

Role/Purpose

The role of the CAP will be to provide high level advice to support the implementation of the strategic directions.

Term

The term of office for Panel members will be two (2) years, with the opportunity for appointment for a further two (2) years.

Membership

The CAP will be chaired by a representative from the SHINE SA Board, with secretariat support to be provided by an Executive Sponsor from the SHINE SA Research Division. It will primarily comprise a maximum of ten (10) members and a minimum of 6 members and each position to be first filled from the specified group.

- Board member of SHINE SA (Chair)
- Person living with a disability
- Young person (aged 16-25)
- Aboriginal and/or Torres Strait Islander (ATSI) person
- Person from a Culturally and Linguistically Diverse (CALD) background
- Person who identifies as lesbian, gay, bisexual, transgender, intersex, queer (LGBTIQ)
- Person living with HIV
- Sex worker
- Person who lives in rural and/or remote South Australia
- Educator

The CAP can operate with vacant positions.

The gender composition of the Panel will also be considered when selecting members.
5.2 Research Advisory Panel

Terms of Reference

These Terms of Reference set out the working arrangements for the Research Advisory Panel (RAP) and lists vital information about the Panel, such as its role, functions, Chair and membership, meeting schedule, administration and reporting.

Role

The Research Advisory Panel is responsible to the Board of SHINE SA for advice on matters related to research.

Term

The term of office for Panel members will be two (2) years, with the opportunity for appointment for a further two (2) years. The Director of Research, SHINE SA has a permanent membership of the Panel.

Membership

The membership of the Research Advisory Panel will comprise a minimum of six (6) and maximum of ten (10) members:

1. Chair, Director of Research - SHINE SA

2. Academics covering a range of methodological expertise and research interests relevant to SHINE SA
   a. Education
   b. Sexual and reproductive health
   c. Mental health
   d. SHINE SA’s Communities of Interest – young people aged 30 years and under; Aboriginal and Torres Strait Islander peoples; people from culturally and linguistically diverse backgrounds; gay, lesbian, bisexual, transgender and intersex people; sex workers; people with disabilities; people living with HIV; people from regional, rural and remote communities

3. The Research Advisory Panel can operate with vacant positions.

Functions

The Research Advisory Panel will oversee the:

1. Quality of research activities in the organisation
2. Appropriate development and revision of policies related to research
3. Processes to support and encourage research at SHINE SA
4. Provision of advice and support to the Director of Research in relation to research at SHINE SA, in particular, collaboration and sourcing funding
5. Provision of advice on the development of internal research projects
6. Development of the pathway and processes for the management of research requests into the organisation including records management of research

7. Assessment of requests to conduct research by higher degree students or other researchers that have already been approved by a university Human Research Ethics Committee (HREC). The role of the Research Advisory Panel will be to specifically assess the impact of the proposed research on the service.

8. Regular review of research priorities for SHINE SA and use these to guide decisions about research to be conducted.

9. Preparation of a report to the SHINE SA Board on an annual basis.

Responsibilities of Research Advisory Panel members

Members are expected to contribute to the Research Advisory Panel in the overall interests and objectives of SHINE SA and will commit to

- attending all scheduled meetings
- maintaining confidentiality
- sharing all communications and information across all members
- notifying members, as soon as practical, if any matter arises which may be deemed to be a conflict of interest
- notifying conflict of interest at the commencement of a meeting

Meetings, Reporting and Minutes

Frequency of meetings: 4 times a year. Out of session email discussions may be called by the Chair as the need arises.

Reports to: Board of SHINE SA

Minutes: For all meetings, minutes shall be kept as per SHINE SA’s records management processes.

Amendment, Modification or Variation

This Terms of Reference is effective from August, 2017 and will be reviewed biannually. Approval of the Terms of Reference will be by the Board of SHINE SA.

5.3 SAMESH Community Advisory Group (SHINE SA and Victorian AIDS Council Consortium)

Role/Purpose

The purpose of the SAMESH program Community Advisory Group is to provide insight and advice towards the achievement of the Outcomes and Key Performance Indicators of the SAMESH program work plan. Advisory group members will also support SAMESH program staff to keep up-to-date of emerging issues affecting the health and wellbeing of target populations.

Term

12 months, with the ability to renew membership
Membership

- have a dedicated interest in the work of the SAMESH program
- will be positive supporters of the program
- will participate in planning and evaluation of the program as required
- will not behave in a way that brings the group or program into disrepute
- commit to attending a minimum of four meetings per year in person
- feel confident to contribute to the discussions generated at the meetings
- respect the confidentiality of Community Advisory Group members at all times
- demonstrate a commitment to partnership approach and constructive engagement with partners in the HIV and STI response, including the diversity of people targeted by the program and both HIV and STI sector partners and mainstream agencies
- demonstrate an awareness of the national HIV and STI strategies and related principles and priority actions in HIV across Australia, including the Seventh National HIV Strategy and its local implementation plan for SA
- agree to sign a confidentiality agreement during the course of involvement in the Community Advisory Group and will communicate any concerns or complaints directly to SHINE SA and VAC management
6. Membership of SHINE SA

SHINE SA is an independent not-for-profit organisation responsible to a voluntary skills-based Board of Directors.
Individuals can be members of SHINE SA and this is advertised on the SHINE SA website.

Membership includes:

- Eligibility for nomination to the SHINE SA Board
- Voting rights at the Annual General Meeting
- Regular newsletters
- Free SHINE SA Library Membership
- Invitation to special events

7. Contact us

For further information or to provide feedback on our Consumer Participation Plan, please contact SHINE SA on 1300 794 584
National and State Plans

Australian Government Department of Health Fourth National Aboriginal and Torres Strait Islander Blood-borne Virus and Sexually Transmissible Infections Strategy 2014 – 2017

Australian Government Department of Health Fourth National Hepatitis C Strategy 2014-2017

Australian Government Department of Health Second National Hepatitis B Strategy 2014 – 2017


References

ACT Government Health 2011 Consumer and Carer Participation Framework

Australian Commission on Safety and Quality in Health Care

Australian Commission of Safety and Quality in Health Care, 2017 Standard 2: Partnering with consumers

South Australian Charter of Health and Community Services Rights Policy (2015)
SHINE SA Policy:
Consumer and Community Participation

**Purpose:**

SHINE SA believes that working in partnership with its consumers and communities of interest is an effective way of providing services and improving the sexual health of the South Australian community. This policy aims to:

- strengthen the level of consumer and communities of interest involvement in SHINE SA
- strengthen partnerships with SHINE SA’s communities of interest
- strengthen the involvement and participation of people in SHINE SA’s activities

**Scope:**

This policy applies to all services provided by SHINE SA.

**Responsibility:**

Overarching responsibility for the adoption and implementation of this policy rests with the directors of each service.

**Effective date:**

This policy is effective from its approval date.

**Policy:**

1. **Rationale**

   1.1 Involving consumers in their sexual health care at the individual and service wide level brings a range of benefits to both consumers and health services. A partnership approach to the provision of sexual health services reinforces the principle of consumers’ rights to choose or be involved in decisions about their sexual health care. It also acknowledges that they are the experts in their own lives and have a valuable part to play in the shaping and development of quality services.

   1.2 Involving consumers and the community is an opportunity for SHINE SA to contribute to better health literacy around respectful relationships and sexual health of individuals and the community.

   1.3 SHINE SA has targeted young people in recognition of the levels of disadvantage they may experience around access and equity and in acknowledgement of the important role young people play in the education of their peers about sexual health and relationships.

2. **Objectives**

   2.1 SHINE SA has clear processes for consumer and community involvement through the Community Advisory Panel, the Consumer Participation Plan and other avenues as appropriate.

   2.2 Consumers and members of SHINE SA’s communities of interest are involved in planning, monitoring, quality improvement and evaluation.
2.3 Consumers and communities of interest work in partnership at a number of levels within SHINE SA, including individual care, steering committees/reference groups and the Board.

2.4 Services, programs and projects meet the sexual health needs of the communities of interest.

2.5 Staff, Executive Management Committee and the board demonstrate commitment to the principles of partnership.

2.6 Partnerships with agencies who work with SHINE SA’s communities of interest are strengthened.

3. Approach

To facilitate consumer and community participation, SHINE SA will:

- Value lived experience (including belonging to a community of interest) as part of the relevant skills base of SHINE SA staff
- Continue to involve consumers in decision making about their sexual health
- Continue to develop processes that further partnerships and increase consumer/community involvement
- Representatives from the communities of interest be on the Community Advisory Panel which is a panel of the SHINE SA Board
- Support staff development on consumer and community participation
- Maintain membership of the Health Consumers Alliance South Australia

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**Approving Authority**

<table>
<thead>
<tr>
<th>Original issue date:</th>
<th>2002</th>
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<tbody>
<tr>
<td>Current Approval Date</td>
<td>5/3/2018</td>
</tr>
<tr>
<td>Due for review:</td>
<td>5/3/2021</td>
</tr>
<tr>
<td>Endorsing committee:</td>
<td>Executive Management Team</td>
</tr>
<tr>
<td>Date:</td>
<td>13/12/2017</td>
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<tr>
<td>Board approval date (if required):</td>
<td>N/A</td>
</tr>
<tr>
<td>Signature: See hard copy records</td>
<td>Position: CEO</td>
</tr>
<tr>
<td>Date:</td>
<td>5/3/2018</td>
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