

Consumer Engagement Strategy

2022–2024



Central Focus		We engage stakeholders by	Engagement activities to support our consumers	Goals for 2024 and beyond
<p>Engaging with our stakeholders is the focus of activity for Stroke Foundation.</p> <p>Our stakeholders are people living with stroke, their families, carers and friends.</p> <p>Supporting these consumers of our knowledge, expertise and guidance is the goal of Stroke Foundation’s mission to prevent stroke, save lives and enhance recovery.</p>	Prevent stroke	<ul style="list-style-type: none"> Continuing to provide a full range of information and education services to meet the needs of the Australian community on all aspects of stroke. Promote consumer centered research to better inform stroke prevention knowledge. 	<p>Identifying and maintaining relevant practices to provide information and points of contact with relevant advice and guidance for people recently experiencing stroke, and those impacted by stroke in the longer term.</p>	<ul style="list-style-type: none"> Ensure all guidelines and materials are mindful of consumer needs regarding research, information and advice; Maintain contact with emerging developments in stroke research, policy and practice both in Australia and overseas. Identify new ways of reaching out to consumers. Continue to support our Stroke Ambassadors and explore new ways of utilising this resource.
<p>The Consumer Council is a principal committee providing advice and guidance to the Board from the consumer perspective.</p> <p>At each stage of our engagement activities, we listen, involve and consult with members of our stroke community, to ensure Stroke Foundation addresses the issues that matter most to them.</p>	Treat Stroke	<ul style="list-style-type: none"> Ensuring that the consumer perspective is implicit in all engagement activity; Continuing to review activities with the ‘National Living Stroke Guidelines’; Participate in coordinated activity with researchers and health professionals to ensure inclusion of the consumer perspective. 	<p>Contribute to the improvement of treatment practice by:</p> <ul style="list-style-type: none"> Coordination of Living Guidelines, National Stroke Audit and InformMe websites; Decisions informed by evidence and data obtained through research projects and the Living Guidelines and National Stroke Audit; <p>Evidence and data driven advocacy;</p> <ul style="list-style-type: none"> Display National and International leadership in the continual review of Living Guidelines including leverage off successes of National COVID-19 Clinical Evidence Taskforce. 	<p>Support the practical inclusion of consumer perspectives in:</p> <ul style="list-style-type: none"> Research priorities; Stroke prevention, treatment and management programs; All health policy change adopted by state and federal governments.
<p>Core elements</p> <ul style="list-style-type: none"> Strategy-led. Consumer and community driven. Collaborative partnership approach. Capacity building. 	Enhance stroke recovery	<ul style="list-style-type: none"> Expanding the information available to people new to stroke through the updating and reformatting of the ‘My Stroke Journey’ documentation. Examine ways to directly contact people impacted by stroke providing support, guidance and advice; Promote the expansion of evidence-based research to improve the knowledge and understanding of stroke; Create new opportunities to liaise directly with health staff in hospital-based Stroke Units. 	<p>Support all people impacted by stroke through:</p> <ul style="list-style-type: none"> Identify ways of better using financial resources for more ‘on-the-ground-support’ for people new to stroke; Engage the media – print and electronic – for opportunities to distribute more pertinent Stroke information and options for support and guidance; Liaise with other principal committees of the Stroke Foundation to maximise consumer relevance in clinical and research activity. 	<p>Expand recovery practice and procedures by:</p> <ul style="list-style-type: none"> Identification, development and implementation of new consumer outreach opportunities Explore further opportunities for partnership arrangements with other relevant community organisations, research institutions and peak bodies