

Moving beyond consultation

New ways to engage consumers
in debate and decision making



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Assumptions

- **Consumers can make practical, significant contributions to policy discussions**
- **Consumers are able and willing to participate in discussions about complex issues**



Assumptions

- **Consumers want to be part of the discussion**
 - But only if their input is taken seriously
 - And only if the outcomes are communicated to them
- **Consumer input is part of the mix (with stakeholders, policy makers, etc)**



Assumptions

- **Consumers need to be provided with background information and avenues for further research**
- **Consumers and special interest groups are not the same**



Assumptions

- **Consumer engagement is a mindset, not a technique**
- **Consumer engagement is an ongoing process not a fixed time event**

My take on engagement levels

- Consultation/information gathering ---- discussion/deliberation
- A continuum from a communication perspective





The promise in PR/comms

- We want you to know what's going on
 - We're trying to impress (so you think we're doing a good job)
 - We'll use your input in our planning
- The underlying intent is to persuade, whatever methods are used



The promise in research

- We want to know what you think (what things are important to you)
 - We'll use your input to inform our response/practice
- The underlying intent is to gather information, whatever methods are used



The promise in collaboration/joint decision making

- We will work with you to make a decision
- We will work towards consensus



Techniques that foster collaboration

- **Activities as part of small group discussions**
- **World Café-style mingling of small groups**
- **Software-mediated discussions (Zing)**



Activities

- **Opportunities to work in groups and make decisions, rather than just discuss**
- **Need to be as realistic as possible**
- **Outcome/purpose needs to be clear**

Budgeting exercise

Budgeting for Health in Wellsville

\$100,000 Hazardous waste program	\$150,000 Administrative services program	\$50,000 Capital program for equipment
\$100,000 Hazardous waste program	\$250,000 Capital program for equipment	\$250,000 Capital program for equipment
\$100,000 Hazardous waste program	\$800,000 Hazardous waste program	
\$1,500,000 Hazardous waste program	\$5,000,000 Hazardous waste program	\$100,000 Capital program for equipment
\$50,000 Hazardous waste program	\$1,000,000 Hazardous waste program	\$100,000 Capital program for equipment
\$50,000 Hazardous waste program	\$100,000 Hazardous waste program	\$100,000 Capital program for equipment
\$100,000 Hazardous waste program	\$100,000 Hazardous waste program	C

BUDGETING FOR HEALTH IN WELLSVILLE
QUESTIONS FOR REFLECTION

Your team ID: _____

What challenges did your group face in allocating the budget?



World Cafe

- **Opportunities to mix up the groups, talk with different people, and see what emerges**
- **Build on previous ideas – can lead to greater depth and new perspectives**



Zing

- **Software-mediated discussion and collaboration**
- **Supports collaboration but can also be used for PR/comms or research**



Zing

- **Shift between small group and large group discussion**
- **Ideas from many conversations are generated and shared in real time, keystroke by keystroke, to create a ‘shared brain’.**



Focus: Agenda: Idea: 1

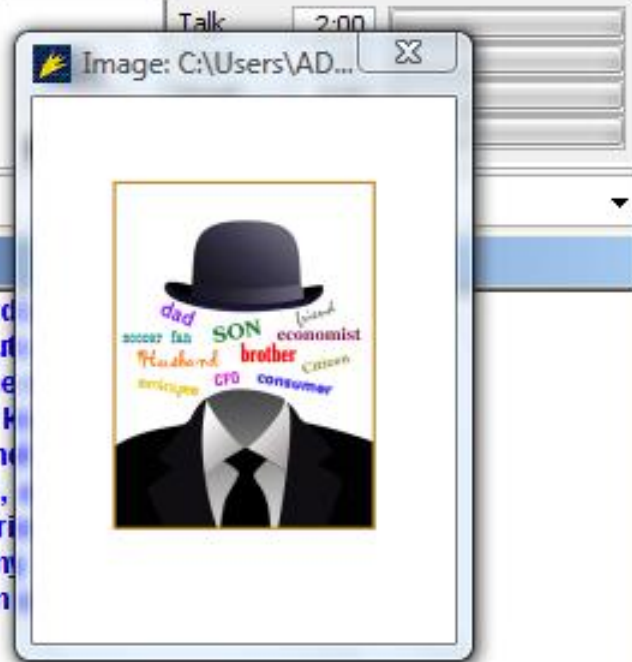
Holographic identities
 Each of us has a number of identities or roles that we play in life (i.e. mother, daughter, consumer, employer, etc.) Make a list of your identities/roles.

4 8 12 identities.jpg

3: Layer 3

1 During the week I am an architect, and on weekends a sailor and when people sail with me a skipper, for my wife I am a lover and a best friend, and then I am a brother to my only brother, and to my staff I am the boss, but I would rather be a colleague, then some says I am a customer, when I go to the store, or a diner when I go out to the restaurant or a movie goer

2 Its amazing all the people I am....sometimes I am a sinner and at other times I am a goody goody two shoes. At work I wear my accountants hat, and at home I am the gardener, the person who puts out the rubbish and the husband, then my wife sees me as a banker and an authoritarian figure, then I am a good friend to Bill and Jim, and my mother thinks I am a good son



Mary
 I am the sister of two brothers and two sisters, the eldest daughter of a teacher and a bank manager, I am a head librarian

Jane
 I am an estranged daughter, a mother of an daughter who never visits, and a sister of a sister who I rarely see

John
 I

Sam
 I am a manager, sometimes a leader and at other times a follower. My family (wife and two kids) think of me as a

William
 Father, brother, worker, reader, TV watcher, eater, sleeper, dog walker, tall tale teller, handyman, colourful identity, drill

The Kool Kats
 I

Clever ones
 goddess and Jane is like her namesake, plain jane....we are good friends to each other and our other girlfriends, of whom we have many and spend

Kath & Klm
 I



Zing

- **Every idea is announced and valued. Participants look for patterns in the ideas that bridge the differences in the room.**
- **Sequences of rich questions are used to reach consensus about strategy, tactics, new theories, etc, through idea integration.**



**Fun to use. Simple to use.
And the technology doesn't
overshadow the issue being
discussed.**



Details

- Paper presented at the Consumers Reforming Health Conference, Melbourne, July 18-19 2011
- For more information, contact Dr Judy Gregory at judy@infodesigncentre.com.au