



Clinicians, Consumers, Evidence  
Centre for Clinical Effectiveness

# A guide to supporting Consumer Participation In Evaluation (PIE)

## Purpose and Rationale

This guide has been developed to illustrate via a Consumer Participation in Evaluation (PIE) Matrix, numerous ways for staff to engage consumers at different stages of Southern Health service and program evaluations.

Bringing consumer perspectives into health service evaluation processes through different levels of consumer participation can:

- Strengthen evaluation tools and methodologies
- Increase communication between health service staff and consumers
- Improve care and service delivery outcomes

## Consumer PIE Matrix

This matrix illustrates varying levels of consumer involvement (lowest to highest) that may be considered during the different stages of an evaluation process.

### Evaluation Processes

	Design	Data Collection	Analysis	Dissemination
Active participation	Consumer views initiate the evaluation (directly or indirectly from consumer satisfaction surveys, complaints etc). Consumers are key players in the evaluation team, and are involved in decision making about the evaluation approach.	Consumers collect the data themselves or in collaboration with staff (eg: conduct interviews, disseminate surveys, and analyse documents). Consumers assist in the construction of the data collection tools.	Consumers have a collaborative role with staff in analysing evaluation findings and making recommendations. Consumers assist in writing the evaluation report.	Evaluation findings are disseminated to consumers who have been involved as participants in the evaluation and the wider community. Consumers take a role in presenting the evaluation findings to stakeholders.
Open Involvement	Input is sought from consumers on the evaluation tools and approaches to be used. Consumers are representatives on advisory groups overseeing evaluations.	Consumer advice on participant recruitment is obtained and informs the approaches undertaken. Consumers provide feedback on data collection tools before being used.	Consumers are an information resource for the evaluation team. Consumers on advisory groups provide feedback on draft evaluation reports.	Consumer input is sought to identify dissemination strategies to key stakeholders. Consumers on advisory groups receive a copy of the final evaluation report.
Restricted scope	Consumers are informed that an evaluation of a health program or service is being planned.	Consumer feedback is obtained for the evaluation (through surveys or participation in interviews or focus groups) run by staff.	Consumer views may be sought on possible recommendations for the evaluation.	Evaluation findings are made publicly available for consumers to access.
None	Consumers have not been identified as stakeholders in the evaluation.	Consumers are unaware that data is being collected to inform an evaluation of a health program or service.	Consumers have no role in analysing data for the evaluation.	Opportunities to share evaluation findings with consumers have not been explored.

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Better Health in Our Community

## Drivers that support consumer participation in evaluation at Southern Health

<b>National</b>	<b>Australian Council on Healthcare Standards (EQuIP 5)</b>	1.1.4 - Care is evaluated by health care providers and when appropriate with the consumer/patient and carer. <sup>1</sup>  1.6.1 - Input is sought from consumers, carers and the community in planning, delivery and evaluation of the health service. <sup>1</sup>
<b>State</b>	<b>Victorian Government Department of Health, <i>Doing it with us not for us</i> Strategic direction 2010-2013</b>	Consumer, carer and community participation at all stages of the evaluation and monitoring cycle. <sup>2</sup>
<b>Local</b>	<b>Southern Health Strategic Plan (2010-2013)</b>  <b>Southern Health Consumer, Carer and Community Participation Policy</b>	Objective 2.8 - Ensure that we evaluate the effectiveness of our services and facilities and plan for the future based on evidence and best practice. <sup>3</sup>  Diverse and culturally inclusive community and consumer views are incorporated in planning, delivery and evaluation of Southern Health services. <sup>4</sup>

**Consumers** are current or potential users of health services. This includes children, women and men, people living with a disability, people from diverse cultural and religious experiences, socio-economic status and social circumstances, sexual orientations, health and illness condition.<sup>2</sup>

**Participation** occurs when consumers, carers and community members are meaningfully involved in decision making about health policy and planning, care and treatment, and the wellbeing of themselves, and the community.<sup>2</sup>

**Evaluation** is the process of determining the merit, worth and value of something, or the product of that process.<sup>5</sup> Evaluation is a systematic process for enhancing knowledge and decision making, related to improving or refining a program, process, product, system, or organization, or determining whether to continue or expand a program<sup>6</sup>

## Evaluation Processes

Design	Data Collection	Analysis	Dissemination
<p><b>Determine</b> the evaluation purpose and key evaluation questions</p> <p><b>Document</b> roles and responsibilities for the evaluation (terms of reference, memorandum of understanding, evaluation frameworks and plans)</p> <p><b>Identify</b> data sources (existing databases and/or validated tools, stakeholders, relevant documents)</p> <p><b>Establish</b> evaluation timelines</p>	<p><b>Develop</b> the data collection tools (interview schedules, online or paper-based surveys)</p> <p><b>Recruit</b> participants</p> <p><b>Pilot</b> test data collection tools</p> <p><b>Gather</b> the data (conduct interviews, disseminate surveys, collect relevant documents)</p>	<p><b>Clean and code data</b></p> <p><b>Apply</b> qualitative or quantitative analysis to the raw data (statistical, logical or thematic analysis)</p> <p><b>Develop</b> recommendations (if required)</p> <p><b>Write</b> evaluation report (draft and final versions)</p>	<p><b>Report</b> evaluation findings to key stakeholder group (audiovisual presentations and/or written reports)</p> <p><b>Share</b> evaluation findings to wider audiences (internal and/or external access, conferences or media presentations, journals or other publications)</p>

Staff anticipation or representation of what consumers might think **is not** considered a form of consumer participation, and should be discouraged in any evaluation.

The different levels of consumer participation as outlined in the Consumer PIE matrix have been adapted<sup>7</sup> to encourage opportunities for consumer influence in health service evaluations.

Evaluation approaches that support more comprehensive and higher levels of consumer participation include collaborative or participatory evaluations<sup>8</sup>, transformative evaluations<sup>9</sup>, and empowerment evaluations<sup>10</sup>.

## References

1. The Australian Council on Healthcare Standards (ACHS). EQuIP 5 Standards and Criteria. ACHS; 2010; Available from: <http://www.achs.org.au/equip5/>
2. Victorian Government Department of Health. *Doing it with us not for us* - Strategic direction 2010-13; Participating in your health service system: Victorian consumers, carers and the community working together with their health services and the Department of Health. p.39, 2009; Available from: <http://www.health.vic.gov.au/consumer>
3. Southern Health Strategic Plan 2010-2013. Available from: [http://www.southernhealth.org.au/icms\\_docs/4319\\_Strategic\\_Plan\\_2010-2013.pdf](http://www.southernhealth.org.au/icms_docs/4319_Strategic_Plan_2010-2013.pdf)
4. Southern Health Consumer and Community Participation Policy, 2007
5. Scriven M. Evaluation Thesaurus. London: Sage; p.1, 1991
6. Russ-Eft D and Preskill H. Evaluations in Organizations, Philadelphia: Basic Books; 2009
7. Bastian H. Raising the standard: Practice guidelines and consumer participation. Int J Qual Health Care. 1996;8(5):485-90
8. Davidson EJ. Evaluation Methodology Basics: The nuts and bolts of sound evaluation. Thousand Oaks: SAGE Publications, Inc.; p.238, 2005
9. Mertens DM. Transformative research and evaluation. New York: The Guilford Press; 2009
10. Fetterman DM and Wandersman A. Empowerment evaluation principles in practice. New York: The Guilford Press; p.28, 2005

### Useful links and support

#### Evaluation

Southern Health Evaluation Service,  
Centre for Clinical Effectiveness  
[http://intranet/cce/evaluation\\_service.htm](http://intranet/cce/evaluation_service.htm)

#### Consumer participation

Southern Health Quality Unit  
<http://intranet/continuingcare/cac/default.htm>

Health Issues Centre  
<http://www.healthissuecentre.org.au/home.shtml>