



Tasks and actions resulting from the Consumer Reference Group

1. Greater promotion of the existence and work of the Division to the wider community:

The Consumer Reference Group identified a need to promote the Division to the community. From this, a media strategy was developed. This included:

- Talks about the Division to local organisations eg Rotary, PROBUS etc
- Development of an information booklet about the division for consumers. Used at Public functions, by CRG members and distributed via GP surgeries
- Increase in the number of press release articles written about the work of the Division and about topical health issues. Consequently there has been an increase in the number of articles appearing in local newspapers. This increase has also meant a better relationship has built between the Division and newspapers. Journalists are now using the Division as a reference point for health related stories.
- Establishment of a regular fortnightly column in the Friday edition of the Penrith Press. The column is called "Your GP" with articles written by local GPs and in some cases, Division staff. Topics suggested by consumer reference group
- Linking the Division logo to the Division and GPs ie having signs made for display at Public events and GP education sessions



2. Commented on topical health related issues including:

- Medicare Reform package
 - suggested changes to the consumer brochure on Medicare
 - Highlighted issues to the proposed changes to Medicare that were taken to the Federal Health minister during his visit to the Division.
- Provided input into the Division Review conducted by the Commonwealth
- Commented on the Medical indemnity crisis facing GPs. Reviewed and significantly revised the consumer brochure about the issue, for GP surgeries
- Participated in the Division's Strategic Planning Days
- Discuss the impact for consumers re corporatisation of General Practice, de-identified information (computers)
- Participated in research into consumer involvement in Divisions

3. Comment and input into specific programs of the Division including:

- Youth Health –Changes suggested by the group re recruiting participants for the Life Options course implemented successfully. As was the recommendation to offer talks to schools/teachers on health issues
- Home Medicines Review Program
- Mental Health Program
- Healthy link – privacy concerns
- After Hours Services – particularly re promotion of the service
- Cervical Screening
- Healthy Lifestyle
- Chronic and complex conditions program
- Preventative health – health surveys in GP surgeries related to current program areas