

# SUPPORTING HEALTHCARE CONSUMER ENGAGEMENT AND INVOLVEMENT: WHAT CONSUMER-RELATED ACTIVITIES ARE COCHRANE GEOGRAPHIC GROUPS UNDERTAKING AND HOW CAN THESE BE STRENGTHENED?

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## BACKGROUND

Healthcare consumer involvement and engagement is an essential part of Cochrane's work. The Statement of Principles for Consumer Involvement in Cochrane (2017) reaffirmed Cochrane's commitment to the involvement of consumers. The 2015 Centres Structure and Function review identified a range of activities to be undertaken by Geographic Groups that would support consumer involvement and engagement.

## OBJECTIVES

To determine which consumer activities Centres, Associate Centres and Affiliates (Groups) are currently undertaking, which activities they wish to do, and what support is required to assist them with these activities.

## METHODS

We searched Archie, Cochrane's contact database, to obtain the list of Centres, Associate Centres and Affiliates. We developed a survey and obtained approval from Cochrane. The survey was sent via email to all Geographic Groups identified by the search and a reminder was sent to those Groups who had not responded to the initial email. The survey consisted of three questions:

1. Please list the consumer activities your Centre, Associate Centre or Affiliate is currently involved in;
2. Please list the consumer activities you would like to undertake and;
3. Do you need any support to undertake consumer activities?

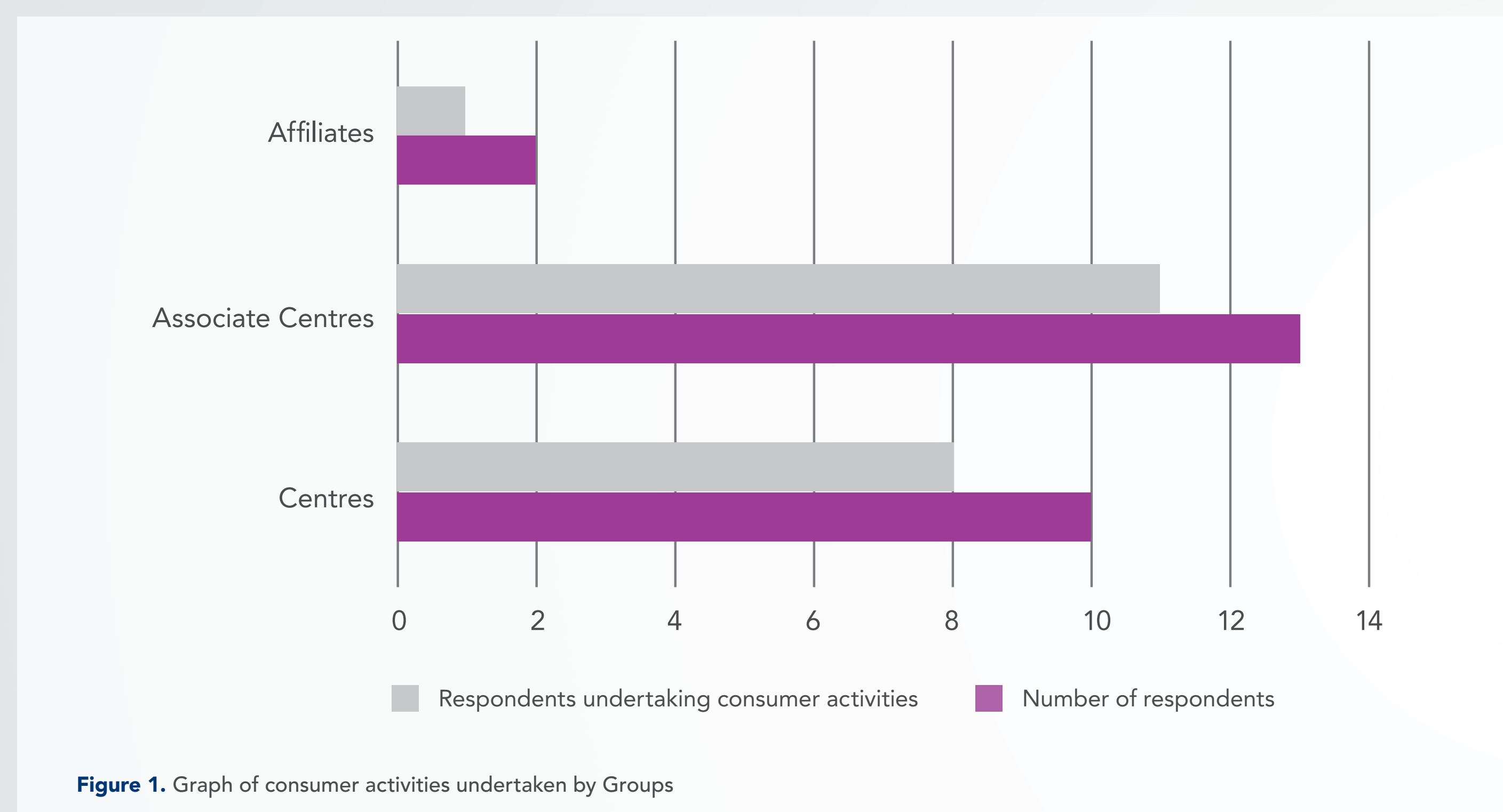
The responses were stored in a spreadsheet and were analyzed according to themes.

## RESULTS

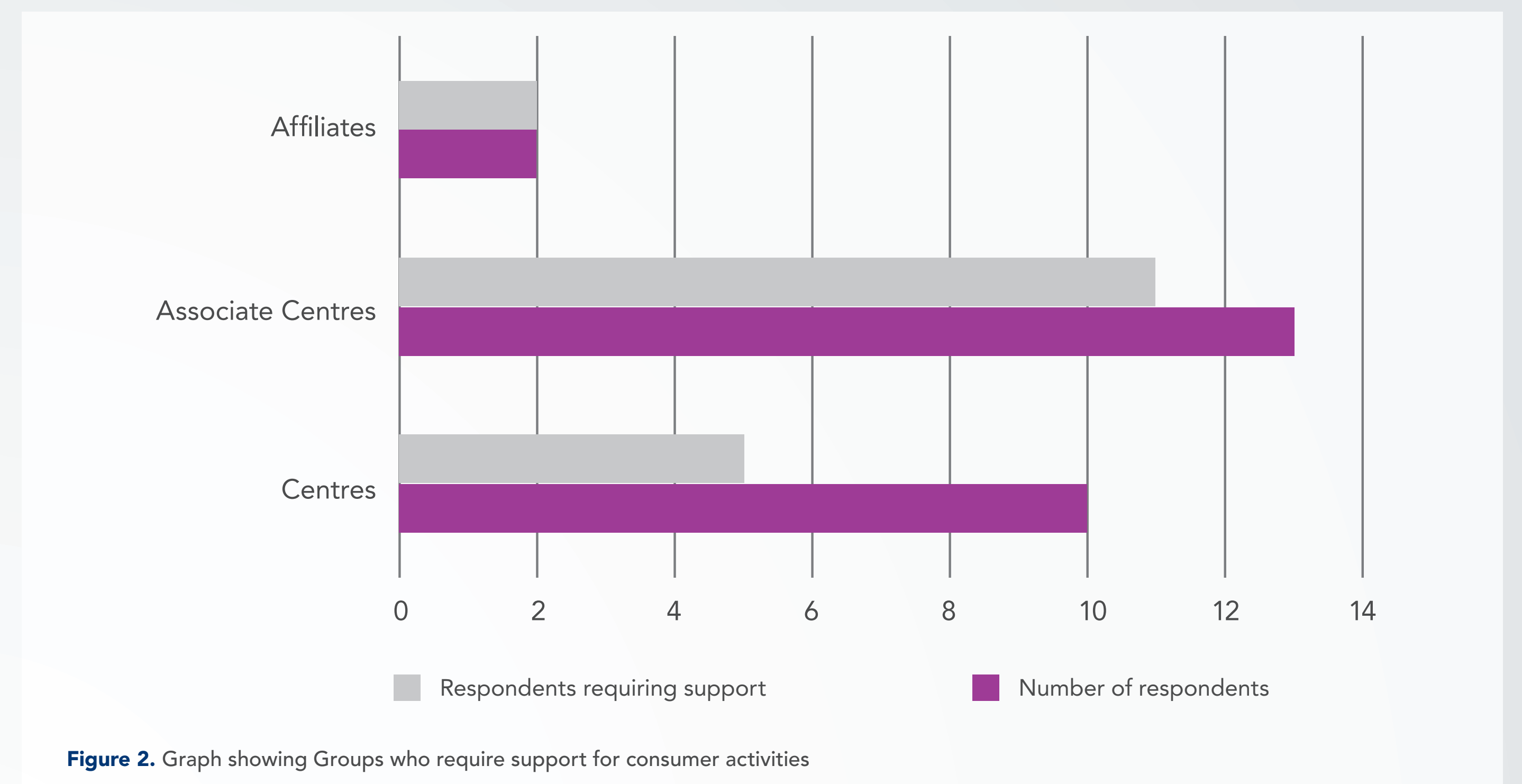
The search in Archie yielded 44 Groups (19 Centres, 23 Associate Centres and 2 Affiliates). We received 24/44 responses (54.5%).

Entity	No. of entities	No. of responses received	Response rate (%)
Cochrane Centres	19	10	52.6%
Associate Centres	23	13	56.5%
Affiliates	2	1	50.0%
<b>Total entities</b>	<b>44</b>	<b>24</b>	<b>54.5%</b>

Five respondents indicated that currently their group is not undertaking any consumer activities.



Seventy-two percent of the respondents indicated that they require support for consumer activities.



### The support requested included:

- Increased consumer materials e.g. more knowledge translation products specifically for consumers, information kits on what consumers can do, user-friendly brochures and leaflets on the work of Cochrane
- Capacity building and training on knowledge translation
- Shared learning experiences e.g. sharing case studies or real-life examples of Cochrane consumer activities
- Financial and human resources
- Network building and streamlining of activities across entities
- Involving consumers in the planning and implementation of consumer activities

### The four main types of activities being undertaken include:

- Translation of consumer-targeted materials
- Dissemination and communication of Cochrane evidence
- Building capacity to use evidence amongst consumers
- Co-production of evidence

### Respondents identified a number of activities they would like to do and these were organized in the following categories:

- Better identify key consumer advocates and their needs
- Build relationships with and between consumer advocates
- Enhance co-production of evidence
- Build capacity to use evidence amongst consumers
- Increase dissemination and promotion of Cochrane and evidence to consumers



Photograph 1. Consumer network members meeting in Calabar, Nigeria



Photograph 2. Consumer Executive meeting with Cochrane Geographic Groups

## CONCLUSION

To enable Groups to undertake consumer activities, increased support is required from Cochrane. Capacity strengthening and providing opportunities for sharing of knowledge and experiences are important steps for better supporting consumer activities of Groups. This will help avoid duplication of effort and ensure cross fertilization of ideas on how to design and implement consumer activities successfully.

## ACKNOWLEDGEMENTS

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