

Model of Consumer Engagement

Consumers play an important role in assisting researchers, clinicians and educators better understand the lived-experience of cancer. Defining the differing levels of engagement help to tailor communication, education and skill development.



Levels of engagement	How consumers can participate
Informing	> Participate as an audience member in symposia and other events. > Receive health information and research news through newsletters, emails and other media.
Consulting	> Participate in consultation activities such as surveys, focus groups, consultative workshops and interviews. > Storytelling to support communications, program development or delivery: interviews, writing, video-based.
Involving	> Speaking engagements/panel member at events on behalf of an organisation. > Reviewer roles in research, education, training and communications (or other areas where there are materials to be reviewed with a consumer lens).
Partnership	> Represent the consumer perspective on steering committees, working groups and interview panels. > Program and project involvement via liaison, advisor, team member, project governance.
Consumer-led	> Engagement in governance, strategy, policy and evaluation. > Advocacy, leadership, evaluation and continuous improvement of consumer engagement practice. > Provision of strategic advice on consumer engagement and on consumer-led education and research priorities/initiatives to organisational leadership team. > Drive a program of consumer-led consultation to build relationships and knowledge base in the diversity of experiences and needs. > Foster networking, information sharing, two-way communications and collaboration.