Involving consumers leads to better cancer care

Evidence shows that working with consumers – people affected by cancer – results in better outcomes and improves the quality and safety of our health care organisations and research. Get involved today.

The Consumer Involvement Toolkit gives you the tools to effectively involve consumers. There are four key elements essential for effective consumer involvement in health care – committed organisations, capable consumers, inclusive groups and shared focus. The website leads you, step by step, to achieve each of these.

Consumers can be involved in all sorts of ways

Consumer engagement is not about recruiting patients or members of the public as participants in research or clinical trials.

Consumers can be involved in:

- identifying research priorities
- planning and design of research
- assisting with the conduct of research
- contributing to the evaluation of research results
- disseminating research findings.

‘The consumers are involved on our committees, both at the policy level – developing direction for the clinical trial group – and also on our scientific advisory committee, looking at new proposals coming in from people who are thinking about doing research and would like PoCoG to provide advice and endorsement. They’ve been an integral and a very important part of the organisation for some years.’

Prof Phyllis Butow, Chair
Psycho-Oncology Co-operative Research Group (PoCoG)

Find out more about how you can be involved
consumerinvolvement.canceraustralia.gov.au
Health care research benefits from involving consumers

Increasingly, people affected by cancer and the broader community want to be active participants in decision-making about their health, and in the design of health services and health research.

Consumers represent an untapped resource which can contribute to quality investigative research. The benefits of involving consumers in research include a better understanding of consumer needs and experiences.

Evidence supports consumer involvement

Evidence shows that when consumers are involved in the design of research and data collection tools – such as surveys or questionnaires – the tools are better targeted towards and received by the participants.

There is also evidence that involving consumers is helpful in improving the dissemination of research findings to the community.

Involving consumers leads to better cancer care

Involving consumers in setting research priorities places consumer needs at the centre of cancer research.

Involving consumers in research can help:
- investigate issues important to consumers
- translate research to improved cancer care
- direct resources to research that benefits consumers
- inspire researchers
- lead to improved health outcomes.

Cancer Australia has developed web-based practical tools to help everyone involved in health care to work together with consumers to improve cancer care. The Consumer Involvement Toolkit is available at consumerinvolvement.canceraustralia.gov.au

‘I think there’s a real opportunity to engage consumers into building a system that is much more responsive to everyone’s needs.’
Prof Jim Bishop, Executive Director
Victorian Comprehensive Cancer Centre