

National Framework for Consumer Involvement in Cancer Control Released

Monday 12 September 2011

Cancer Australia and Cancer Voices Australia today released the National Framework for Consumer Involvement in Cancer Control to improve outcomes for people affected by cancer.

Dr Helen Zorbas, CEO of Cancer Australia said the Framework aims to enhance meaningful consumer involvement to improve cancer services, care and the patient experience.

“The evidence suggests that where consumers are effectively involved in informing health services, cancer research and in policy development, there will be improved outcomes for those affected by cancer,” Dr Zorbas said.

“Consumer experience is at the centre of our cancer control efforts and the Framework identifies principles which can guide organisations to better harness consumer input.

“Meaningful consumer engagement can build a trusted and confident health service, contribute to better care and an improved consumer experience.”

Dr Ian Roos, Chair of Cancer Voices Australia said the Framework reconfirms the importance of the consumer experience including how consumers can contribute to improve the health system.

“Consumers who have developed knowledge from their experience and are able to represent the views of others are able to mentor, contribute to strategic thinking, improve health literacy and drive organisational objectives,” Dr Roos said.

“Meaningful consumer engagement can build a more trusted and confident health service which is better able to meet the needs and expectations of consumers.”

Dr Zorbas said development of the Framework had involved consultation with over 500 stakeholders spanning the cancer, community, government and non-government sectors.

“Health professionals, researchers, policy makers and consumers achieved high level national agreement for the Framework to set the direction for effective consumer participation,” Dr Zorbas said.

The release of the National Framework for Consumer Involvement in Cancer Control follows the recent release of the Cancer Australia Strategic Plan 2011-2014.

A copy of the Framework is available at www.canceraustralia.gov.au

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