

# Choosing who to partner with and where to find consumers

## Transcript

Slide 1	This module is designed to address some of the practical considerations when partnering with consumers in research.
Slide 2	<p>To recap a consumer refers to range of people including patients, family, friends, carers or consumer organisations who are involved in partnering to improve research.</p> <p>On completion of this module, you will have a better understanding of selecting who to partner with and where and how to find consumers to partner in your research.</p> <p>For more general information about partnering with consumers please review module 1. If you would like to know more information about where consumers can be involved in the research process, the degree to which consumers can be involved, and some of the practicalities of partner with consumers please review the other modules for health professionals.</p>
Slide 3	<p>There are several factors that may influence who you seek to partner with for your research. The knowledge and perspective you are trying to gain from consumers will impact how you select and involve consumers in your research.</p> <p>It is therefore important to plan for consumer engagement in research so as to identify the right consumer and improve your research project.</p>
Slide 4	<p>When selecting who you partner with you may want to consider whether you need</p> <ul style="list-style-type: none"> <li>- The perspective of someone from the general public or someone with specific experience of a disease or condition</li> <li>- The need to have multiple consumer perspectives such as patients, carers and clinicians. For example, research which involves implementation and review of a new service delivery model.</li> <li>- You may need to consider whether you are seeking an individual perspective or the voice of an organisation or group.</li> <li>- You may prefer a consumer with no previous research involvement or someone who has had extensive experience with research or you may even seek both perspectives</li> <li>- Think carefully about whether there are priority groups who are important to include such as people from culturally and linguistically diverse backgrounds, older people or people with a disability.</li> </ul> <p>How you select your consumers will depend on the type of research you are doing and your aims and objectives for partnering with consumers.</p>
Slide 5	<p>It is important to think carefully about [click] what knowledge, skills and attitudes are important to look for when approaching consumers to work with you on research. Developing selection criteria and sharing these with any potential consumers can help you to clarify who you are looking for and will also help consumers know if they are the right fit.</p> <p>Selection criteria may include aspects such as:</p> <ul style="list-style-type: none"> <li>• Confidence to speak in a group</li> <li>• Knowledge of a certain service or health need</li> <li>• A certain minimum reading level; and</li> <li>• Availability details such as meeting frequency and preparation required</li> </ul>

	<p>It is really important that you set up any consumer involvement in research to succeed. The right fit between the consumer engagement objectives and the consumers who become involved is a big part of this process.</p>
Slide 6	<p>There is no right number of consumers to partner with however it is better to involve more than one consumer if possible.</p> <p>Having more than one consumer has the advantage of involving different people at different times and consumers can choose how and what they want to be involved in.</p> <p>Also having a number of consumers can result in increased breadth and depth of skills and experience which will help inform your research.</p> <p>Will provide an opportunity for consumers to support each other</p> <p>Maintain consumer input when one consumer is unable to attend meetings because they are sick or have another commitment.</p>
Slide 7 Video	<p>Delena Amsters: Now, in order to find the right people to work with, I talked to lots of health service providers before actually put out some calls to individuals to ask them if they would be interested in working with me. It was really important to just home in on people who were going to engage in the process positively.</p> <p>Satrio Nindyo Istiko: I think knowing full well about how complex your research project is and whether you require a much more experienced consumers, or whether you can engage with much more, I guess aspiring consumer, things like that it will help as well.</p> <p>Ruth Cox: It's really important to select the right consumers to be involved because you want to set everyone up for success. You don't want to be in a situation where people are coming into something and it's not the right fit and everyone goes away feeling uncomfortable. So I think that it's key to think through as a researcher. Well, what am I looking for? What's the value add that consumers are going to bring, and it may not be for the whole project. It might be only for certain aspects of the research project, so really thinking about. These people are going to give up their time and their brains and their experience for you so you want to make sure that what you're going to be doing with them is rewarding for them as well and is also going to make a difference to the research.</p> <p>How did you become involved in a research project as a consumer?</p> <p>Elizabeth Miller: That's where I heard Ruth talking about the fact that she was interested in involving consumers in her PhD study. I think, Oh well, that sounds interesting. I think I'd like something like that. And so there was an expression of interest that came out and had lots of information about, you know what the. project was about, the structure of it, of the process. What kind of consumers you want it involved? What were the expectations and I think it sounded like a lot of work when I read about it, but I thought yeah why not? Well, I think anything that's worthwhile involves a lot of work and commitment.</p> <p>Tim McCallum: My involvement as a co-investigator in this project actually came about as a group discussion. It wasn't a case of a, uh, a researcher wanted to find a consumer to be a part of this research that we were conducting. Between a group of us, we actually decided that we wanted to conduct the research pilot program and so I became a co-investigator in it because I want it to be apart of leading this research. So yeah, I felt really proud and really honoured that I had the opportunity to play that role.</p>
Slide 8	<p>There are many ways to find consumers who are interested in research.</p> <ul style="list-style-type: none"> <li>- Making contact with national or state-wide peak bodies may be useful as these organisations often have community engagement staff.</li> <li>- Consumer organisations or support groups may also be able to assist you in finding interested consumers.</li> </ul>

	<ul style="list-style-type: none"><li>- Using your existing networks such as chatting with your colleagues or other healthcare professionals and contacting research groups may also be able to link you with consumers.</li><li>- Advertising in the community, online or on social media may assist you to contact consumers or</li><li>- You may have contact with patients who might be keen to be involved in research.</li></ul>
Slide 9	<p>In summary, who you choose to partner with will depend on a number of factors but your research question and aims for consumer partnering will help guide you in this process. There are many ways to find consumers who are interested in being involved in research so that you are able to find the right fit for your research.</p> <p>If you would like further details on the information covered in this module or other information regarding partnering with consumers there is a useful links document accompanying these modules with additional resources.</p>