

# 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	<ul style="list-style-type: none"> <li>&gt; Participate as an audience member in symposia and other events.</li> <li>&gt; Receive health information and research news through newsletters, emails and other media.</li> </ul>
Consulting	<ul style="list-style-type: none"> <li>&gt; Participate in consultation activities such as surveys, focus groups, consultative workshops and interviews.</li> <li>&gt; Storytelling to support communications, program development or delivery: interviews, writing, video-based.</li> </ul>
Involving	<ul style="list-style-type: none"> <li>&gt; Speaking engagements/panel member at events on behalf of an organisation.</li> <li>&gt; Reviewer roles in research, education, training and communications (or other areas where there are materials to be reviewed with a consumer lens).</li> </ul>
Partnership	<ul style="list-style-type: none"> <li>&gt; Represent the consumer perspective on steering committees, working groups and interview panels.</li> <li>&gt; Program and project involvement via liaison, advisor, team member, project governance.</li> </ul>
Consumer-led	<ul style="list-style-type: none"> <li>&gt; Engagement in governance, strategy, policy and evaluation.</li> <li>&gt; Advocacy, leadership, evaluation and continuous improvement of consumer engagement practice.</li> <li>&gt; Provision of strategic advice on consumer engagement and on consumer-led education and research priorities/initiatives to organisational leadership team.</li> <li>&gt; Drive a program of consumer-led consultation to build relationships and knowledge base in the diversity of experiences and needs.</li> <li>&gt; Foster networking, information sharing, two-way communications and collaboration.</li> </ul>