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## Engaging Community - Paths to Patient Involvement

"Alone we can do so little; together we can do so much."  
Helen Keller



Rhondda Lewis, Hepatitis Health Promotion, Cairns Sexual Health Service  
Yvonne Drazic, CHAT member, James Cook University & Qld Health



## Empowering patients to be lobbyists and change agents



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## Asset based community development ABCD

(Kretzmann, 2010)

We value the unique skills and contributions of members

focus on assets and strengths rather than problems and needs



Our vision of resilience influences our communications with the public whereby we encourage and value the strength of community members

be relationship driven

We value the things that contribute to resilience such as story telling, art, and music

identify and mobilise individual and community assets, skills and passions

RL

## Asset Based Community Development (Kretzmann, 2010)



- *recognises social capital and relationship building as an asset*
- *values empowerment and ownership of the development process*
- *makes efforts to strengthen civil society. These efforts have focused on how to engage people as citizens (rather than clients)*



# Key elements to a successful community reference group

1. Staff facilitator
2. Shoulder tap
3. Shared vision
4. Be curious
5. Remunerate
6. Give back
7. Reduce pressure, increase fun



RL



Art workshops



CHAT Cairns Hepatitis Action Team presents

## Community events

# RESILIENCE

A celebration of Resilience through art, story telling and performance for World Hepatitis Day

featuring  
SoulMamma  
Rochelle Pitt

Supported by the FNQ Hmong Youth Society and acoustic duo Royal Pursuit

**FREE ENTRY**  
Tank 5, Tanks Art Centre, Collins Ave, Cairns  
Sunday 26th July 2015 9am-2pm (Tanks Market Day)  
Contact CHAT via Rhonda Lewis 4265 4761 rhonda.lewis@health.qld.gov.au  
With thanks to Hepatitis Queensland



Radio

Newspaper



Community action -  
make your own hep  
C treatment

Television



## Second World Indigenous People's Conference on Viral Hepatitis



Anchorage, August 2017

**Fundraiser**  
**5 cards for \$10**



Oh Jack Wallace has a card too!!

A bargain for beautiful cards!

I love Nicky Newley-Guivarra's card!

Did you see the cool Greg Dore card?!!!



**Support Cairns Hepatitis Action Team community members to get to the next hepatitis conference**

# Resilience



Two core concepts:

- adversity
- adaptation

Capacity for resilience depends on

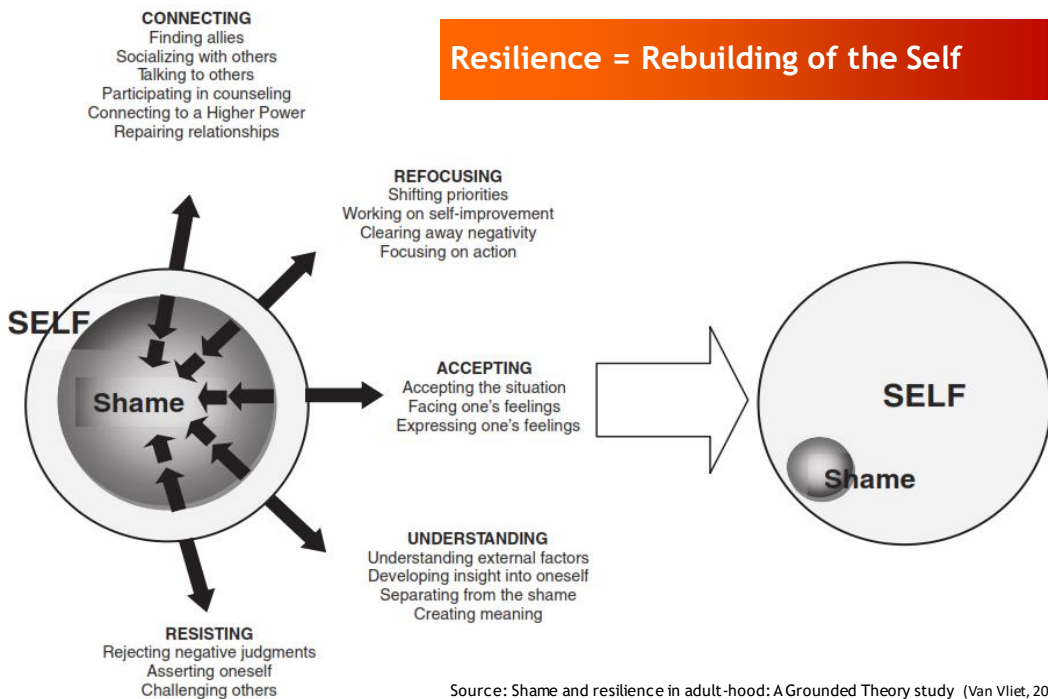
- individual personality traits
- resilience building processes



(Fletcher & Sarkar (2013). Psychological resilience. *European Psychologist*, 18(1), 12-23)

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## Resilience = Rebuilding of the Self



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## Group membership

Social-cognitive learning theory (Bandura, 1998):

- Increased individual self-efficacy through vicarious learning  
→ *“Wow, she says she feels great after doing that talk, maybe I could try it too...”*
- Increased team self-efficacy after successful community action  
→ *“Hey, that went better than we thought, lets go even bigger next year!”*



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## Building strength and influence

Peer support (Dennis, 2003)

- assistance provided by a created social network with similar characteristics as the target population, as well as experiential knowledge of a specific stressor
- Facilitator selects suitable team members

Critical public health approach (Greenhalgh, 2009)

- patients challenge barriers to good health, such as discrimination and social exclusion
- oppose prevailing norms and values (if necessary)
- seek social justice



Inclusion in Hepatitis Australia  
"together we can C"

Letter writing to MPs



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## Story telling as an example of building strength and influence

We speak for ourselves, and on behalf of the group in general, and on behalf of the community

Sometimes we may not want to use our full names

We might prefer to be "out" in smaller settings, rather than in the media



We encourage members to protect their privacy around questions from media or public that feel intrusive or stigmatising

Sometimes we may wish to hold back aspects of our story

With higher self-efficacy, CHAT members feel empowered to be active in health promotion and advocacy, encouraged to try new things such as public speaking, and confident in treatment choices

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## Self-efficacy and empowerment

People with strong self-efficacy believe they can accomplish even difficult tasks and see them as challenges rather than threats to be avoided (Bandura, 1994)

I'm proud of our accomplishments, proud we are a loud voice for hepatitis, and even prouder of the kinship and caring support network we have created  
JAYE

CHAT has been a wonderful boost to my self esteem and self confidence  
KATHY

Little did we know what a profound effect this would have, let alone the psychological benefits that would flow on from this on a personal level  
KAREN

CHAT has taught me the meaning of resilience: the ability to accept and adapt to challenges, to gain strength and accept support from those around us and to speak out and take action on issues that matter  
MORAG



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