

Branding

- Logo. Designed by consumers



**Consumer
Participation
Group** LCSM Region



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- Engaged a graphic designer to finalise the logo
 - templates (powerpoint, letterheads)
 - marketing material (brochure)
- Engaged a professional writer
 - Consistent wording to use throughout all products



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Documents

- All documentation has been revised and updated
- Development of a number of new ones. The most significant being the “Consultancy Request Form”
 - Requires anyone (including sitting members) to fill in this form **prior** to needing the work started.
 - Allows consumers time to evaluate the request and decide whether to accept the request.

Focus groups

- Designed and lead by consumers.
- Focused on 4 external areas relating to the CPG
 - Communication
 - Involvement
 - Representation
 - Information
- First time for the CPG and an overwhelming success.

Communication

A goal of the SCV project was to create a communication strategy to connect with consumer across our region.

Newsletter

Website

Social media (Twitter and Facebook)

Events



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Launch

25th November 2015 - media event to launch our website.



Jackie Crowe –
National Mental
Health
Commissioner

CPG review

"Innovative, collaborative, positive, respectful, fun. Are just a few words that describe this wonderful group and all the people that work with them. A group that focuses on strengths and innovates to achieve outcomes. It was a great day. I went home excited about the future of consumer participation. Look forward to hearing more ."

Jackie Crowe, National Mental Health Commissioner

Where to next?

Upcoming changes for the CPG will be;

- Recruitment of final full member
- Training for consumer members
- Running more focus group sessions
- And continuing to advocate the importance of consumer participation in service delivery

Conclusion

As a project commissioned, developed and implemented by consumers, its importance in the landscape of consumer participation, especially for rural and regional consumers cannot be overestimated.

More information

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Questions?



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