



# ***Vocational Graduate Certificate in Consumer Engagement (22092VIC)***

## **General Information**

This course provides health services staff the skills and knowledge to work collaboratively in a range of settings to provide strategic consumer engagement services to consumers, health services and their staff, and government and nongovernment bodies.

Candidates may enter the qualification if they can demonstrate that they have completed a Degree, Advanced Diploma or Diploma in a health consumer related field, or have five years relevant work experience in a health consumer related area.

The Advanced Course in Consumer Engagement consists of four units:

- 1: VU20266 Work within a consumer engagement framework
- 2: VU20267 Support consumer engagement planning
- 3: VU20268 Support the implementation of consumer engagement
- 4: VU20269 Develop and implement consumer engagement strategies

Upon successful completion of the course, participants will be competent to:

- ▶ Evaluate best practice for consumer engagement in health to inform policy and practice in own work
- ▶ Recommend evidence-based best practice improvements to the current consumer engagement practice of an organisation
- ▶ Operate within community development, consumer engagement and/or health promotion principles
- ▶ Work effectively within a social inclusion framework and with diversity in the community
- ▶ Evaluate the capacity of an organisation to meet legal and reporting requirements in relation to consumer engagement
- ▶ Develop/review the consumer engagement plan of an organisation



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- ▶ Promote consumer leadership within an organisation
- ▶ Develop effective consumer leadership within an organisation
- ▶ Engage the organisation with key external stakeholders relevant to consumer engagement
- ▶ Seek funding for consumer-led initiatives
- ▶ Design processes to evaluate a consumer engagement plan
- ▶ Implement consumer engagement in an organisation
- ▶ Facilitate the professional development and training of staff in consumer engagement
- ▶ Manage the learning and development of consumers in consumer engagement
- ▶ Manage partnerships with key external stakeholders and networks
- ▶ Manage systems for the recruitment and management of consumers
- ▶ Involve consumers in staff selection, interviews, appraisals and training
- ▶ Encourage the conduct of research into consumer engagement
- ▶ Review consumer engagement systems and structures of an organisation
- ▶ Manage the effective operation of a Consumer Advisory Committee/Group (CAC/CAG) in an organisation
- ▶ Design and implement community consultations and needs assessments for an organisation
- ▶ Administer the establishment and maintenance of a consumer register in an organisation
- ▶ Improve the consumer health information systems and strategies of an organisation

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