

BMDH PROJECT STAGE 2 COMMUNICATION & ENGAGEMENT

Updated 16 June 2015

The following communication and engagement activities have been undertaken to date for Stage 2 of the BMDH Project.

User Groups for Stage 2	<ul style="list-style-type: none"> Consumer and community representatives participate in all key Stage 2 User Groups. There are 31 project user groups including groups for planning Emergency department, women's health, newborn care, maternity, intensive care and paediatrics. All the key clinical groups include at least one consumer representatives; consumer representatives have attended several in the schematic design stage and are currently commencing design development stage.
WSLHD Consumer Council	<ul style="list-style-type: none"> The Western Sydney Local Health District Consumer Council is the peak consultative groups for the district, which is projected to be the largest Local Health District in NSW by 2031 with a population of 1,274,688 persons, representing 14% of the State's population. Members include former and current patients and carers, some of whom have specific interests such as disability and mental health; they have a broad range of ages, cultural backgrounds and expertise. The Council is involved in a range of portfolios for the LHD; representatives from the Council participate in project user groups and report back to the Council, providing further feedback. In June 2016, BMDH Project presented to the Consumer Council, discussing lessons learnt from Stage 1, plans for Stage 2 and opportunities for further engagement.
Clinical Staff and Consumer co-briefing presentation	<ul style="list-style-type: none"> In May 2016, the first major Stage 2 briefing was conducted for senior medical staff who are not currently directly involved in user groups. As a demonstration of the Project's commitment to co-design, members of the WSLHD Consumer Council and senior doctors were briefed jointly about plans for Stage 2. About 50 people attended the workshop, allowing carers and doctors to experience the view from the "other side". Questions were asked in an open forum and feedback will be provided to enhance the next stage of planning.
Website	<ul style="list-style-type: none"> The Stage 2 project page is available on the website at: http://www.bmdhproject.health.nsw.gov.au/Projects/Stage-2-Planning This page includes Stage 2 updates and the fly-through video.
Media	<ul style="list-style-type: none"> Plans for Stage 2 have been extensively reported in the local and metropolitan media since the initial announcement in 2014. The most recent announcement was in May 2016 when the Hon. Mike Baird MP, Premier of NSW, and the Hon. Jillian Skinner MP, Minister for Health, officially opened the Stage 1 clinical services building at Blacktown Hospital and reiterated plans for Stage 2. The announcement was accompanied by a new fly-through video which appeared on TV news and has been widely circulated in social media.
Social media	<ul style="list-style-type: none"> Stage 2 plans have been regularly communicated via social media on Facebook,

<p>Arts and Culture Program community consultation</p>	<p>Twitter, Instagram and YouTube.</p> <ul style="list-style-type: none"> • The Arts and Culture Program team is currently undertaking community consultation for Stage 2 of the project. Stage 2 consultation builds on activities undertaken in Stage 1 which involved more than 500 community members and established very strong ties with local communities. • This includes detailed interviews with hundreds of staff, patients, carers and community members. This consultation project will be completed in late 2016 and includes Aboriginal and Torres Strait Islander communities and both established and recently arrived multicultural communities through SydWest Multicultural Services and other community groups. • Stage 2 key messages are provided in a fact sheet which provides the context for the community interview and survey.
<p>Weekly Update</p>	<ul style="list-style-type: none"> • The BMDH Weekly Update is a critical change management and information tool which provides important safety and site information combined with project news to about staff and community members by direct email every Friday. Stage 2 key messages regarding planning progress, demolition and early works have been featured regularly since 2014. The update is available weekly on the project website.
<p>Jobs</p>	<ul style="list-style-type: none"> • The NSW Government is embarking upon an unprecedented investment in health services in WSLHD which represents the largest such commitment of its type in NSW. Creating more jobs and retaining highly-qualified healthcare staff in a competitive employment environment is a key property for the project. The Project team regularly attends job fairs and education expos and hosts an annual nursing expo to promote careers at Blacktown and Mount Druitt Hospital. Further expansion in Stage 2 is a key driver of employment and Stage 2 plans are promoted at every event including: <ul style="list-style-type: none"> • Local community Jobs Expo in March 2015 • Blacktown Jobs Expo TAFE June 2015 • Nursing Careers Expo June 2015 and June 2016 • Employment workshops 2015 • Nursing Careers Expo TAFE NSW 2016
<p>Project fact sheet and project brochure</p>	<ul style="list-style-type: none"> • Stage 2 content is included in all project publications. • The project fact sheet and project brochure are used regularly for media events, briefings, workshops, site visits, expos and events. <p>http://www.bmdhproject.health.nsw.gov.au/WWW_Blacktown/media/Media/Files/Fact%20Sheets/BMDHProject_Fast_Facts.pdf</p>
<p>Other activities</p>	<ul style="list-style-type: none"> • Blacktown Hospital has a patient information system which features large-screen TVs in Hospital Street, waiting areas and wards. Stage 2 content is featured in the presentation. • Stage 2 banners are displayed in hospital areas and provided for events. • Stage 2 expansion is promoted as part of the hospital's site tours and executive visits.