



RESEARCH SUMMARY REPORT: for NHMRC and Cancer Australia Research Project on consumer engagement of culturally and linguistically diverse communities in cancer services.

Thank you again for your previous participation and valuable contribution to the **Enhancing safety and care quality for culturally and linguistically diverse cancer service consumers: A consumer engagement approach** workshops. We are happy to share a summary of our findings for your reference and interest as well as an update on our other research activities.

Research findings

Study objective

To explore how suitable existing consumer engagement strategies are for culturally and linguistically diverse (CALD) consumers who access cancer services.

Methods

In total, we conducted five online focus groups with 24 participants who represented a range of consumer and health organisations across the Australian cancer system. We analysed the data thematically using a framework method.

Key findings

Our analysis showed that existing consumer engagement strategies are not completely suitable in their current formats for culturally and linguistically diverse consumers, nor are they feasible for implementation within cancer services. Existing consumer engagement strategies may be suitable with adaptation.

The three key themes are summarised below:

1. Social and cultural beliefs about cancer and engaging with health services

Individual, social and cultural beliefs about cancer were thought to influence how suitable engagement strategies were for CALD consumers accessing cancer services.

2. Making existing engagement strategies more suitable

Adaptation of consumer engagement strategies to improve suitability might include:

- Culturally and linguistically appropriate communication through use of interpretation, simplified language
- Multichannel methods
- Visual modalities such as images
- Designing culturally specific content
- Providing opportunities for carers/families in engagement

3. Integration and implementation of engagement strategies into cancer services

Health system capacity, cultural competence of health service providers and consumer-led co-development were identified as critical to successful implementation of consumer engagement strategies.

Practice Implications

Healthcare services must work with ethnic minority populations to understand if and how underpinning beliefs influence engagement with cancer services. A range of tangible techniques may enhance the suitability of existing interventions.

This work has recently been published in the *Patient Education and Counseling* journal – see reference below:

Kathryn Joseph, Bronwyn Newman, Elizabeth Manias, Ramesh Walpola, Holly Seale, Merrilyn Walton, Ashfaq Chauhan, Jiadai Li, Reema Harrison. Engaging with ethnic minority consumers to improve safety in cancer services: A national stakeholder analysis. *Patient Education and Counseling*; 2022.

<https://doi.org/10.1016/j.pec.2022.04.014>

Other CanEngage activities

Our Victorian and New South Wales research teams are making progress towards co-designing and implementing suitable consumer engagement strategies into cancer services.

Health service staff and consumer interviews

In NSW and Victoria, interviews are underway across six health services with hospital staff and consumers who self-identify as culturally and linguistically diverse to explore the barriers and facilitators of consumer engagement in cancer settings. We aim to complete a total of 90 staff interviews and 90 consumer interviews.

Co-design workshops

One site in NSW has completed a series of co-design workshops, which resulted in the design of an intervention to facilitate consumer engagement among ethnically diverse cancer care consumers. This co-designed intervention is undergoing ethical review for a pilot study to assess the effectiveness.