



Consumer and Community Participation Fact Sheet T01: Stakeholder Wheel

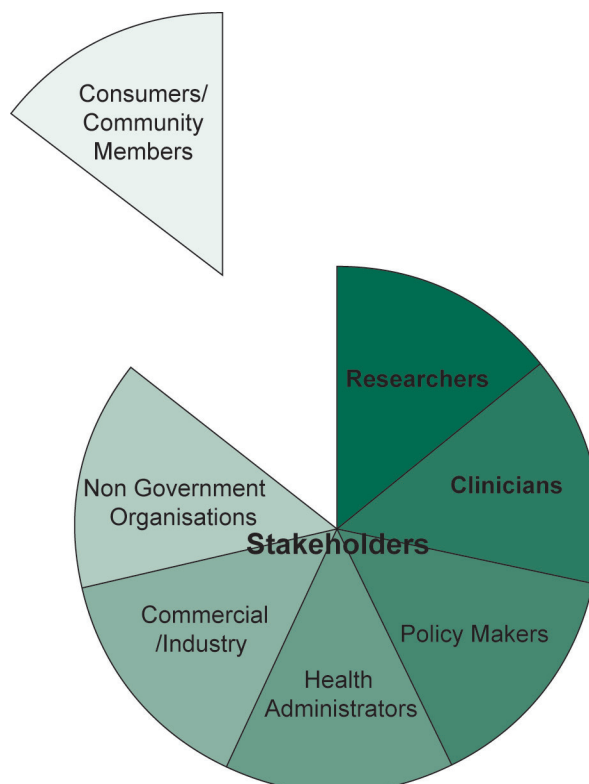
A stakeholder can be described as an individual or organisation with a key interest in a research project and its findings. It is important to remember that:

- Within the health sector the goals of all stakeholders will have a strong overlap: improving health outcomes
- The particular make-up of stakeholders will differ from project to project although generally they can be grouped under the headings below.

Including consumers and community members in the stakeholder group for a research project will ensure that all perspectives are included in the research project. This makes the stakeholder wheel complete.



Having other stakeholders speak on behalf of consumers and community members will not always give an accurate picture of people's lived experiences. This makes the stakeholder wheel incomplete.





It is important to canvas input from each stakeholder directly as their roles can differ greatly even if their end goal for the research project is the same.

These stakeholders along with the data will tell you what is happening	Researchers: will provide the expertise on conducting the research.
	Clinicians: will provide clinical information and expertise.
	Health Administrators: will provide expertise and information on resourcing and managing healthcare establishments.
	Policy Makers: have expertise in creating deliberate plans of action to guide decisions which generally benefit the greater population.
	Commercial/Industry: have expertise that can make the research commercially viable.
These stakeholders will tell you why it is happening	Consumers and community members: the ultimate end users of healthcare will provide advice and expertise about their lived experiences.

Considerations for involving all stakeholders

- Develop Terms of Reference for the participation activities which clearly state the limits and boundaries of stakeholder roles. It is important to discuss the areas of expertise that each stakeholder group will contribute to the project.
- Allow time to manage the interests of the different stakeholders as they may have different agendas and/or competing interests.
- Budget appropriately for engaging with all stakeholders – remember the consumer and community stakeholders may not have the backing of an organisation to cover their out-of-pocket-expenses.
- Identify appropriate consumer members (Fact Sheet P04)
- Consider all stakeholders needs when setting up meetings (Fact Sheet P05)
- For more help on how you might canvas the views of consumers/community members please see (Fact Sheets M02 – M12).

Comments from a researcher on working with a diverse stakeholder group

'Having a clear understanding of the parameters, expectations and roles for those involved are essential to the smooth running of a project. Miscommunication and misunderstanding about the scope, timeframe of the project and availability of part time staff, can lead to difficulties. It is important for the group to acknowledge who is responsible for the ultimate decision making in the project. Discussing these points at the outset of a project will help to avoid problems along the way'

(Caroline Bulsara, University of Western Australia)