

What does consumer perspective mean to us?



The consumer
academic Program, CPN



CPN

Centre for
Psychiatric
Nursing

Advancing mental health practice



Project description (what)

- An unanswered question: what does consumer perspective mean to us, and how do we use it in our work?
- Through having a taped team conversation
- Products: a short summary of the themes emerging from the conversation for the CPN website (completed, to be uploaded)
- A longer piece comprising 3 themes (2 are completed)



Rationale (why)

- Lack of opportunities to develop:
 - our own epistemology (theories of knowing) regarding consumer perspective - we don't have the spaces, the time, the infrastructure
 - Our own ontological theories (theories about our ways of being in the world).
 - We set out to explore these complexities, learn from them and communicate the results in accessible ways



A Conversation

- seven members of the Consumer Academic Program.
- recorded and transcribed.
- thematic analysis
- Discovering major themes and ideas
- Making some claims about consumer perspective supported by our conversation.





Individual Reflection on Transcript and Audio

- Transcript shared among conversation participants
- People self-selected to do more in-depth work which involved:
 - Re-reading/listening to audio again
 - Reflecting on what stood out for them
 - Choosing specific quotes that felt powerful
 - themes that appeared throughout the conversation
- People wrote summaries, annotated transcripts and considered the way things were said.





Sharing Reflections, Identifying Key Quotes and Themes

- Four of us met together again
- Shared individual reflections, key themes and ideas.
- organised ideas into coloured categories
- supported emerging themes with specific statements from our conversation.
- key ideas from our conversation become visible
- Now we have an idea about what our conversation said about what consumer perspective is





Finding initial themes

- All the quotes are typed up: (helps us to understand the conversation and play with the data more)
- Quotes are grouped into the three merging overarching themes
- But what might we have missed?
- Further collaboration to ensure we have deduced as much as possible from the conversation





Confirming themes & looking for new themes

- We printed & cut up the quotes from our conversation with the preliminary themes and placed them on a table.
- We recategorized them (were there other ways of conceiving of what was discussed in our conversation)?
- We found additional themes and saw links that we had not seen before.
- Many hours had been spent going over the information to do justice the eloquence of people's words.



Although this process took time, it strengthened what we were able to derive



Developing & confirming 9 Key themes/statements

- We agreed on key themes
- We turned these into 9 draft key statements that articulate the essence of the conversation
- We circulated the draft statements to all the people who involved in the conversation for their feedback
- From there we were able to agree upon the results





Results – 9 key themes

Consumer perspective:

- is diverse
- values subjectivity
- Values expanded ideas about knowing and being
- seeks to remain distinct
- is inextricably bound to personal experience
- provides unique analyses
- works to support self-determination of people
- always has considerations of justice
- is contextual



Results

- We found three overarching themes connected to consumer perspective in our work:
 - space
 - feeling
 - Justice doing



Results: overarching theme: Space

- We want to *create space* for ourselves and our work or to find *fertile space* to do it
- We want to *create space* for people to *exist in ways which are different or conflicting with societal norms.*
- We want *new spaces* for people



Results: Overarching theme: Feeling

- We value feelings/intuition/body reactions/emotions as producing knowledge
- This 'sensitivity' is extended to others – often we share and understand feelings because we share similar experiences
- We query if anything is value 'neutral' (objective)



Results: overarching theme: Justice Doing

- We want to achieve justice for people. This can be done in many places.
- Justice Doing is *band-aid work*, which is still important because there may be no one to *staunch the bleeding*
- Justice requires change beyond mental health services and into all areas of life.



Discussion

- We think that exploring consumer perspective is not a consensus building exercise
- We have found it interesting to consider what consumer perspective means for us as a team
- It helps to have an overall sense of what informs the way we do our work
- The methods we use to develop knowledge are inclusive of all who were involved



Take away questions:

- Does any of this resonate with your thinking about Consumer Perspective?
- What does consumer perspective look like in your context?
- Do the methods we've described seem helpful?