

# **Patient and Public Engagement in Health Care**

**How to engage patients and families to support better decision-making and improve health care**

# AGENDA

- **Welcome and Introductions**
- **Zoom use overview**
- **The Reason for PPE**
- **When to Engage**
- **Benefits/value of PPE**
- **Guiding Principles of Engagement**
- **Spectrum of Engagement**
- **Methods of participation**
- **Planning for engagement**

# How does a philosophy lead to better outcomes?

*Why should we engage?*

# PHILOSOPHY - Person Centred Care



## APPROACH

## Patient and Public Engagement



## OUTCOME Patient Experience



Engaging patients and their families enables interaction between the health care provider and it's communities, so that people and communities have a role in the planning and decision making for health services that impact their lives.

## *When should we engage?*



# Three Key Areas of Patient and Public Involvement in Health Care

## Patients/Clients/Families as Partners in their Own Care

- Activated patient – involved in their own health, and self-management
- Health care providers and patient/family/caregivers discuss the patient's health
- Patient-centered care – system is responsive, respectful and collaborative



## Patients/Clients/Families as Prime Focus of Care

- Health care providers look at and discuss patient experience data



## Public & Community Participation in Shaping Health Care

- Health care providers and health system staff engage with public (patients, families, communities, strategic partners) in design, delivery and evaluation of health care provision and policies
- Representation from patients, families, communities, strategic partners in governance



# ***BREAK TIME***

## ***5 minutes***



# ACTIVITY

**Q:** What would the benefit of patient public engagement be to the....

Individual

Healthcare  
Staff

Organization



# ***BREAK OUT ROOMS***

## ***8 minutes***

# ***GROUP DISCUSSION***



# Benefits of Patient Public Engagement

Patient public engagement provides multiple benefits to the individuals directly involved, to the health care provider and the organization

<b><i>BENEFITS OF ENGAGEMENT</i></b>		
<b>Value to the Participants</b>	<b>Value to the Health Care Provider</b>	<b>Value to Organization</b>
<ul style="list-style-type: none"> <li>▪ Are meaningfully engaged in a system that supports their health</li> <li>▪ Improves their understanding of health care ; the system and issues</li> <li>▪ Value being involved, being listened to, and having their input considered</li> <li>▪ Learn to advocate effectively</li> <li>▪ Learn how to be an active participant in their own health care</li> </ul>	<ul style="list-style-type: none"> <li>▪ Learns to provide care from a person-centred approach</li> <li>▪ Recognizes the role of other caregivers, such as family and friends</li> <li>▪ Increases awareness of the barriers encountered by patients</li> <li>▪ Helps identify system issues that need to be addressed</li> <li>▪ Increases job satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>▪ Helps target resources where they are most effective and valued by the community</li> <li>▪ Brings diverse perspectives into the planning process</li> <li>▪ Demonstrates accountability and transparency</li> <li>▪ Provides a direct link to clients</li> <li>▪ Supports a culture of person-centred care</li> <li>▪ Improves quality of patient experience</li> <li>▪ Strengthens community relationships</li> </ul>

Use patient public engagement to work through differences towards collective solutions

In every instance consider the person's journey

Ensure those most impacted by a decision are engaged

Create space for diverse and underserved voices to be heard and contribute to decisions

Use patient public engagement to contribute to better health outcomes that will build healthier workplaces and communities

Be open and transparent when sharing information

Build and maintain relationships with communities

# Principles of Engagement

Consider that communication always moves both

Engage with integrity, in a way that builds trust and credibility

Always complete the circle of engagement and let people know what you did with the

# ACTIVITY

**Q:** Which one of these Principles of Engagement resonates most with you?  
Why?

# ***BREAK OUT ROOMS***

## ***8 minutes***

# ***GROUP DISCUSSION***



# IAP2 Spectrum of Engagement

Level of Engagement

Increasing level of public influence

## Inform

Community receives information and announcements

## Consult

Community is consulted on draft plans or on issues; feedback impacts decisions

## Involve

System involves stakeholders in planning and policy processes

## Collaborate

Community shares decision-making; system defines limitations

## Empower

Community identifies issues, solutions and actions-system

Time/Commitment/Resources



	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>Public Participation Goal</b>	To provide balanced and objective information to assist you in understanding the problem, alternatives, opportunities and/or solutions	To obtain your feedback on analysis, alternatives and/or decisions	To work directly you throughout the process to ensure that your concerns and aspirations are consistently understood and considered	To partner with you in each aspect of the decision including the development of alternatives and the identification of the preferred solution	To place final decision making in the hands of the public
<b>Promise to the public</b>	<i>We will keep you informed</i>	<i>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</i>	<i>We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision</i>	<i>We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible</i>	<i>We will implement what you decide</i>
<b>Example Techniques</b>	<ul style="list-style-type: none"> <li>• Fact sheets</li> <li>• Websites</li> <li>• Open houses</li> </ul>	<ul style="list-style-type: none"> <li>• Public comment</li> <li>• Focus groups</li> <li>• Surveys</li> <li>• Public meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Deliberative polling</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen advisory committees</li> <li>• Consensus-building</li> <li>• Participatory decision-making</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen juries</li> <li>• Ballots</li> <li>• Delegated decision</li> </ul>

*From the International Association of Public Participation IAP2*

# Methods of Engagement

There are many different ways to gather feedback through engagement. Here are some of the more common methods used.

## Focus Groups



## Surveys/Questionnaires



## Public Forums



## Interviews



## Advisors or Advisory Committees



# ***BREAK TIME***

## ***5 minutes***



# ACTIVITY

**DISCUSSION:** Share a method of engagement that you have either facilitated or participated in that you felt was effective.

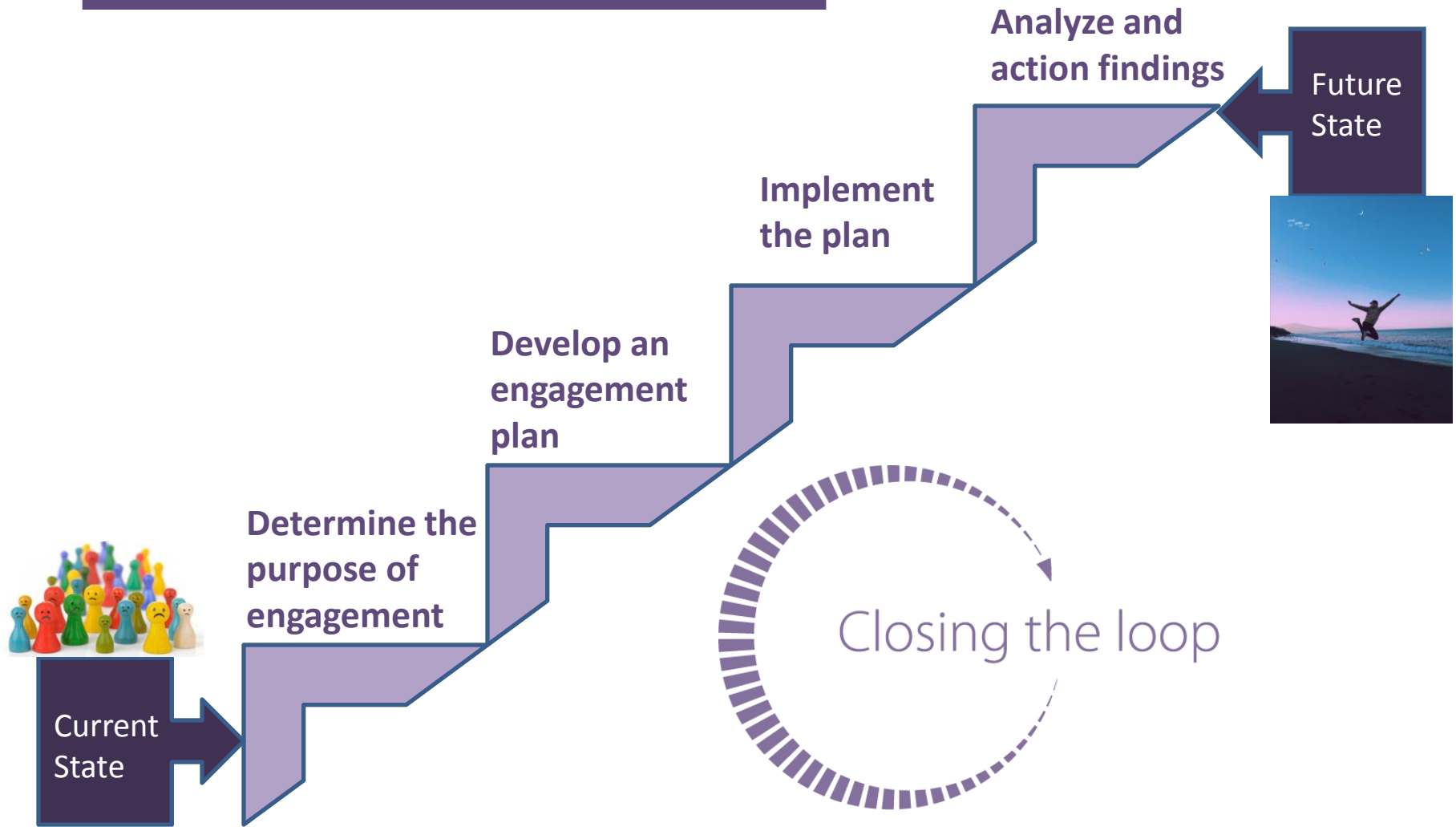
# ***BREAK OUT ROOMS***

## ***8 minutes***

# ***GROUP DISCUSSION***



# Process of Engagement



## Planning for Engagement

- **Good meaningful engagement that will achieve the goal of better decisions requires planning.**
- **In planning for patient public engagement you need tools to support that planning and to track your progress.**
- **Planning can also contribute to evaluation which supports future engagement**



# Partner Mapping Tool

Partner  Mapping  Tool	PROJECT NAME:			Project Principles of Engagement				
	PROJECT DURATION:			Principle 1	e.g. Clearly state level of engagement and correlating promise of what will be done with input provided			
	DATE:			Principle 2	e.g. Provide appropriate time frame for informing participants about engagement to ensure meaningful engagement			
	PROJECT LEAD(S):			Principle 3	e.g. Ensure there is communication to participants on how their input will be used.			
Individual, Population or Group	Describe potential impact	Describe potential reaction	Describe potential influence	Describe potential support	Describe desired engagement	Qualitative information	Engagement Timeline	Engagement Methods
Who is most impacted by the decision? Who do you need to consult? Who is it important to hear from? Who are your partners?	Describe the impact the project will have on the partner as high / medium / low	Describe the partner's reaction to the project as enthusiastic / neutral / concerned	Describe the level of influence (i.e. ability to impact the project) the partner has as high / medium / low	Describe the level of support for the project required from the partner as necessary / desirable / unnecessary	Indicate the appropriate level of engagement with the partner as inform / consult / involve / collaborate / empower	Describe any other important information which will impact your approach with the stakeholder and/or information to support engagement.	Describe at what stage of the project this partner will need to be engaged	Describe the methodologies used to engage this partner

# Patient Public Engagement Planning Worksheet

## PPE Planning Worksheet

PROJECT TITLE:	
PURPOSE/GOAL:	

STAKEHOLDERS:  Who needs to be involved?	
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LEVEL OF ENGAGEMENT:  (Promise to the Public)	
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METHOD(S) OF ENGAGEMENT:		
	RECRUITMENT:	IMPLEMENTATION:

## PPE Planning Worksheet: Issues to Consider

PROJECT TITLE:	
PURPOSE OR GOAL:	<ul style="list-style-type: none"> <li>• What is the problem or issue that the engagement process will address?</li> <li>• What is the central issue or key question(s) that you are seeking to engage people in?</li> </ul>
STAKEHOLDERS:	<ul style="list-style-type: none"> <li>• Who needs to be involved?</li> <li>• Who are the participants that will be materially and/or significantly affected by the decision? Who are the decision-makers?</li> </ul>
LEVEL OF ENGAGEMENT: (Promise to the Public)	<ul style="list-style-type: none"> <li>• What level of influence will the engagement process have?</li> <li>• What is the decision-making process? What is the commitment to use input or feedback?</li> </ul>
METHOD(S) of ENGAGEMENT:	<ul style="list-style-type: none"> <li>• What is the most appropriate method or technique for engaging patients, families, community stakeholders or members of the public?</li> <li>• Your method of consultation should match both your purpose and your target audience. If you need to reach several communities of interest, it is better to use two or three methods that are each right for that group of people, than to use one compromise method!</li> </ul>
RECRUITMENT	<ul style="list-style-type: none"> <li>• Think about how and where to find participants and how you will communicate the invitation to people.</li> <li>• What recruitment methods would be most appropriate to various groups? How will you ensure under-represented groups are engaged?</li> </ul>
IMPLEMENTATION	<ul style="list-style-type: none"> <li>• What elements are needed to ensure people will participate in your event, with comfort and convenience? Think about event time and location, food, transportation, childcare, and incentives. Have you considered any literacy, language or cultural factors?</li> <li>• What resources or support will you need to undertake these activities?</li> <li>• What materials and equipment will you need (e.g. laptops, projectors, flipchart stands, pens, nametags etc.)?</li> </ul>

# ACTIVITY

**DISCUSSION:** Share how these tools could support a project or process that you are planning.

# ***BREAK OUT ROOMS***

## ***8 minutes***

# ***GROUP DISCUSSION***



# Tools and Resources for engagement

- **Canadian Foundation for Healthcare Improvement**
  - *Patient Engagement Resource Hub* <https://www.cfhi-fcass.ca/innovations-tools-resources/patient-engagement-resource-hub>
  - *Engagement Guiding Principles* <https://www.cfhi-fcass.ca/innovations-tools-resources/item-detail/2020/05/19/engagement-guiding-principles>
- **Canadian Patient Safety Institute**
  - *Patient Engagement Resources* <https://www.patientsafetyinstitute.ca/en/toolsResources/Patient-Engagement-Resources/Pages/default.aspx>
- **Vancouver Coastal Health**
  - *Community Engagement Resources* [ce@vch.ca](mailto:ce@vch.ca)



**Belinda Boyd**  
**Principal, Spectrum Engagement Consulting**  
**[belindaboyd14@icloud.com](mailto:belindaboyd14@icloud.com)**  
**604.861.2465**