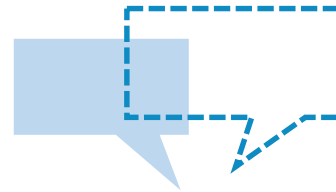


# VCH COMMUNITY ENGAGEMENT

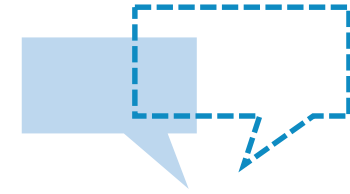
*Bringing the patient voice to VCH*



Working with Patient &  
Public Advisors –  
Quality improvement  
and informed  
decision-making



## Definition of terms



**Community Engagement** is any process where an organization is consulting with its communities, so that people have a role in planning and decision making for health services that affect their lives. The common driver in all of the processes is that patient/public input improves the decisions we make, the quality of care, and ultimately health outcomes.

An **advisor** is someone who has had previous and specific experience as a patient, or family member of a patient, and is able to share it in an advisory role. An advisor can also be a member of the public who has an interest in our healthcare system and its improvement.

# Three Key Domains of Patient and Public Involvement



## 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

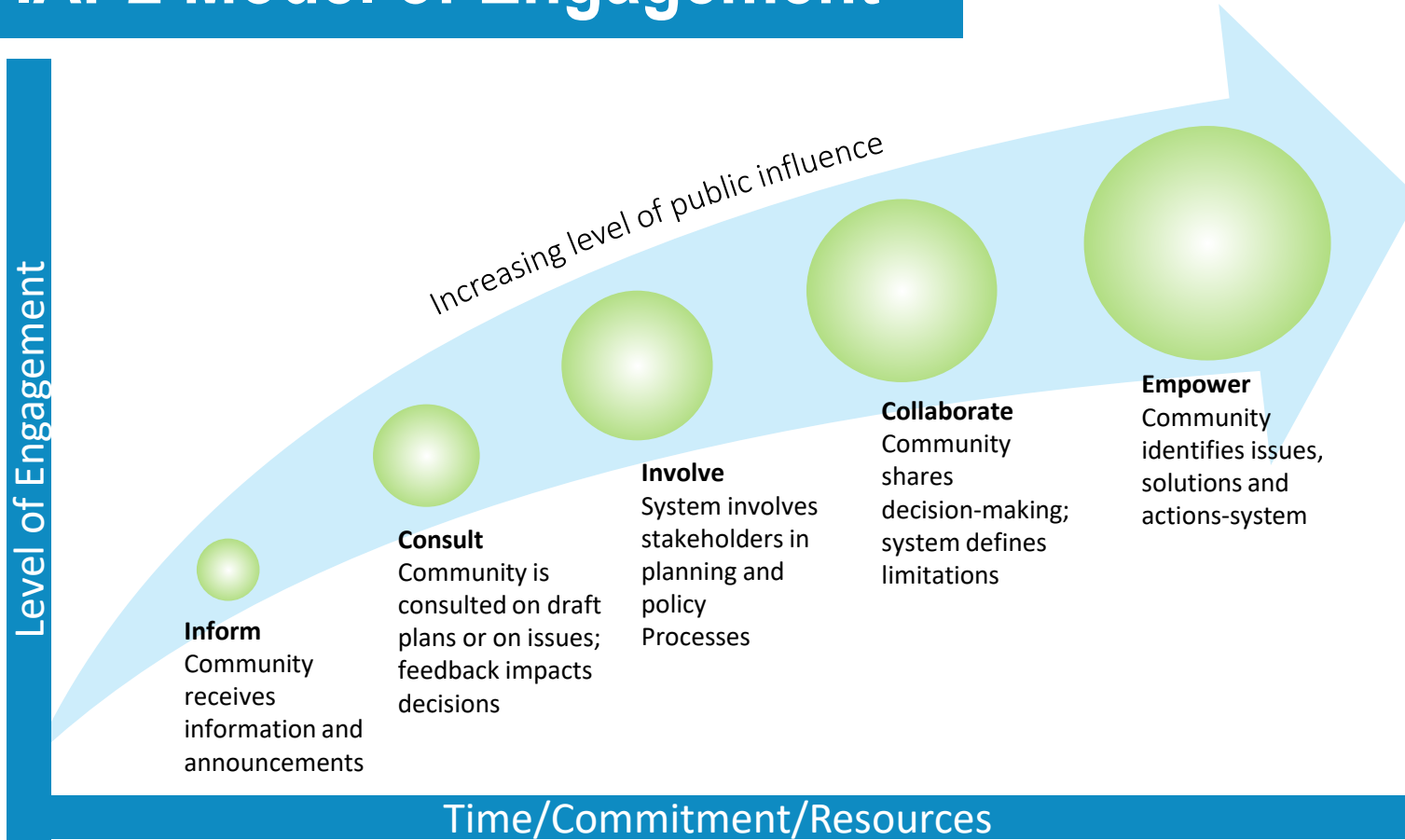


## Public & Community Participation in Shaping the Health Care System

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



# IAP2 Model of Engagement



*We will keep you informed*

*We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.*

*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*

*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*

*We will implement what you decide*

**We engage partners to find collective solutions that will lead to healthy communities**



**We engage underserved populations by reducing barriers to involvement**

**We target engagement to those most impacted by the decisions**

**Diverse voices contribute to better planning and decision-making**

**Consider the patient's journey in its entirety**

**Engagement contributes to better health outcomes while building healthier workplaces and communities**



## Principles of Engagement

**Communication is a two-way street**

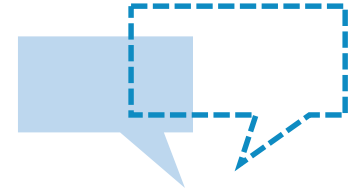
**Everyone is a stakeholder**

**We engage with transparency and integrity in a way that builds trust with our communities and demonstrates accountability**

**We complete the circle of engagement**

# VCH COMMUNITY ENGAGEMENT

*Bringing the patient voice to VCH*



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

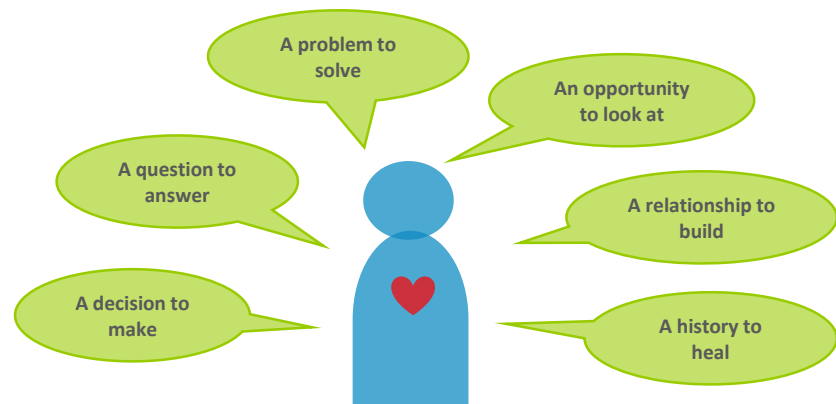


# When should you include advisors?

You have a project or initiative that you feel could benefit from engagement with patients or family members. Advisors can be invaluable when you need to:

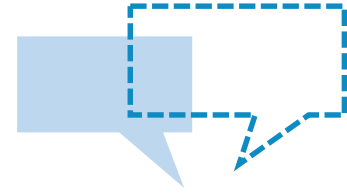
- Change how, when, or where you deliver services
- Build a new service from the ground up
- Check in/evaluate how your service is meeting the needs of it's clients
- Address a concern that clients may have expressed
- Build a system of ongoing dialogue and feedback on a project or initiative
- Make a decision that is reflective of the needs of our clients
- There is a commitment to engaging patients and family members in your project
- Build trust and social license

We use Community Engagement when there is:





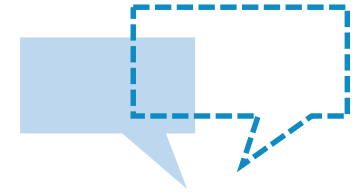
# When should you NOT include advisors?



- The intention is just to INFORM patients/public
- Advisors will not be able to influence decision makers (often referred to as tokenistic engagement)
- There is inadequate support available for an advisor (no staff liaison, admin support, resources etc.)
- There is only room for one advisor on a very large committee
- You require more of a broad representation of public input (other methods to gather input may be more effective)
- A project or committee with a finite term is entering its latter stages
- Other group members are not prepared to work with advisors (CE can help)
- The group is in transition with its leadership, and the future direction is unclear



# What you need to work with advisors



**CLEAR PURPOSE** *Does the engagement with advisors have a clear purpose or question? The clearer your purpose the better your process and quality of feedback.*

**OWNERSHIP** *The feedback you are gathering is for your project or process. You need to own that and everything that goes along with it.*

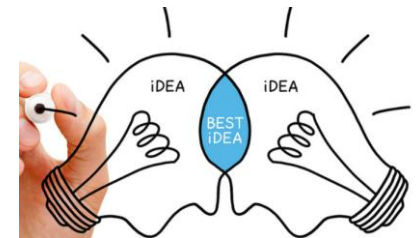
**KNOW YOUR AUDIENCE** *Do you know who to engage with? Where will you recruit your advisors from? Advisors should be able to speak to your topic or area.*

**SUPPORT** *Do you have adequate resources to support the advisor(s)? i.e. Staff liaison/champion, money to reimburse for out of pocket expenses and provide meals/refreshments etc.*

**UNDERSTAND THE PROCESS** *Do you know what you are going to ask, how you are going to ask it, and what you are going to do with the feedback?*

**LEADERSHIP SUPPORT** *Do you have support from your leadership to engage advisors and also utilize their feedback in your project or initiative?*

**TIME** *Take time to save time. It does take a little more time to work with advisors but it's time well spent and will lead to better outcomes for your project.*



# Other things to consider....

## Reduce barriers to support advisor involvement

- Consider how many advisors there are vs. staff
- Consider the time of day and location of your meetings
- Take time to provide background info and orient advisors
- Introduce advisors to the committee/team members and always use tent cards/name tags during meetings
- Reduce the amount of acronyms and jargon you use
- You may have to change the way the meetings are run to support advisor involvement – take time needed to incorporate the advisor into your committee
- Is support needed such as interpreters or child-minding for people to participate?



# Working with Patient/Public Advisors: THE BASICS

## What is their ROLE?

- Provide the patient & public voice
- Have lived experience
- Provide unique perspective & experience

## Why are they IMPORTANT?

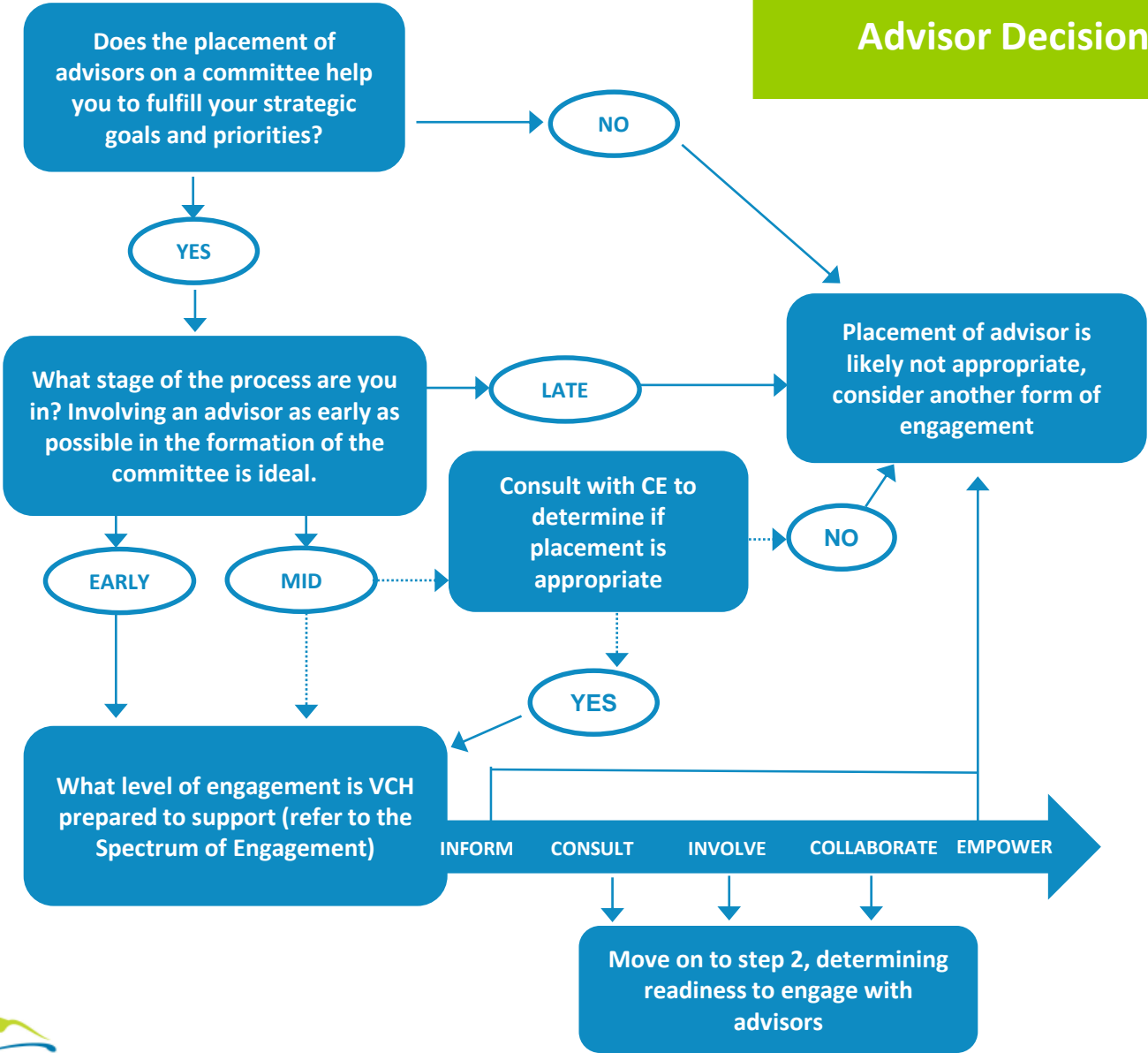
- They help us make better decisions
- Provide a diverse perspective
- Encourage accountability & transparency
- Patient Centered Care & “People First”

## How to support MEANINGFUL PARTICIPATION

- Welcome advisors and thank them for volunteering their time
- Assign a staff liaison
- Minimize acronyms and jargon
- Keep an open mind and commit to understanding that whatever time it taken in orientation will be balanced by informal decision making
- Allow space for hearing about what does, or does not, work from patient/public perspective
- Include patient/public engagement as a component of your evaluation
- If issues arise deal with them in a timely manner
- Ensure advisors are reimbursed for any out of pocket expenses
- Once the advisor’s term is over, acknowledge them for their volunteer time and service. Be sure to advise all committee members about the transition and conduct an exit interview



# Advisor Decision Tree



# 8 STEPS to Engaging with Patient & Public Advisors

HANDOUT

Working With Advisors  
Planning Worksheet

# 8 STEPS to Engaging with Patient & Public Advisors

STEP  
1

Determine if Engaging Advisors is the Best Approach

- Alignment with strategic goals & priorities
- What stage are you at in your process?
- What's the level of engagement?

STEP  
2

Determine Readiness to Work With Advisors

- Leadership support
- Team interest in public input
- Resources
- Experience/training

STEP  
3

Determine the Advisor's Role

- Ideal number of advisors
- Terms of reference
- Composition of committee
- Focus of the committee's work

STEP  
4

Plan Meeting Logistics

- Scheduling
- Location
- Budget/Out of pocket expenses

# 8 STEPS to Engaging with Patient & Public Advisors

STEP  
5

Recruit and Select Advisors

- Demographics?
- Lived experience?
- Geographic location?
- Determinants of health?

STEP  
6

Begin Working with Advisors

- Orientation for advisors
- Introductions to other members
- Awareness of advisors on committees
- Ongoing support

STEP  
7

Sustain Advisor Engagement

- Team building & Communication
- Advisors contribution
- Recognition
- Regular evaluation

STEP  
8

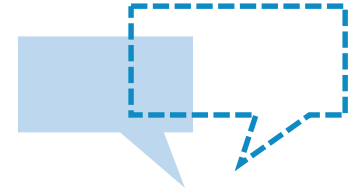
Conclude the advisor's term

- Acknowledgement & Thanks
- Inform committee
- Exit interview
- Recruit new advisor



# VCH COMMUNITY ENGAGEMENT

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**Q:** How have you now been inspired and will plan to involve advisors in meaningful ways to support decision making in your programs and services?



# Tools to help when engaging patient & public advisors

- *Community Engagement Framework*
- *How to Engage with Patient & Public Advisors – A Guidebook for Staff*
- *Patient & Public Advisors 101*
- *The Advisory Committee Workbook*
- *Community Engagement Fact Sheet on Patient and Family Centered Care*
- *Interview Tool for CEAN & Patient & Family Centered Care*
- *Community Engagement Guidelines for Document Reviews*
- *Community Engagement Facilitation Tips*
- *Tracking your engagement*
- *Showing your appreciation to advisors*
- *Engagement Event Planning Worksheet*
- *Honoraria Guidelines*



All of these tools are available on the Community Engagement intranet page  
<http://vch-connect/programs/ce/cetools/Pages/default.aspx>

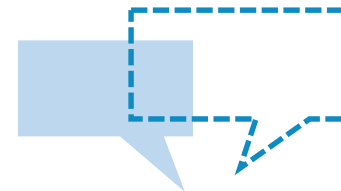
Ready, Set ENGAGE!

- *Community Engagement Request Form*
- *Community Engagement Advisory Network Request Form*

<http://vch-connect/programs/ce/contactce/Pages/default.aspx>

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