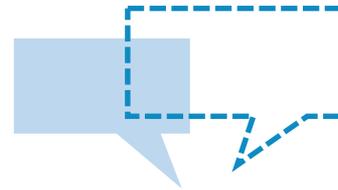


VCH COMMUNITY ENGAGEMENT

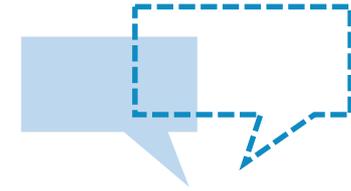
Bringing the patient voice to VCH



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

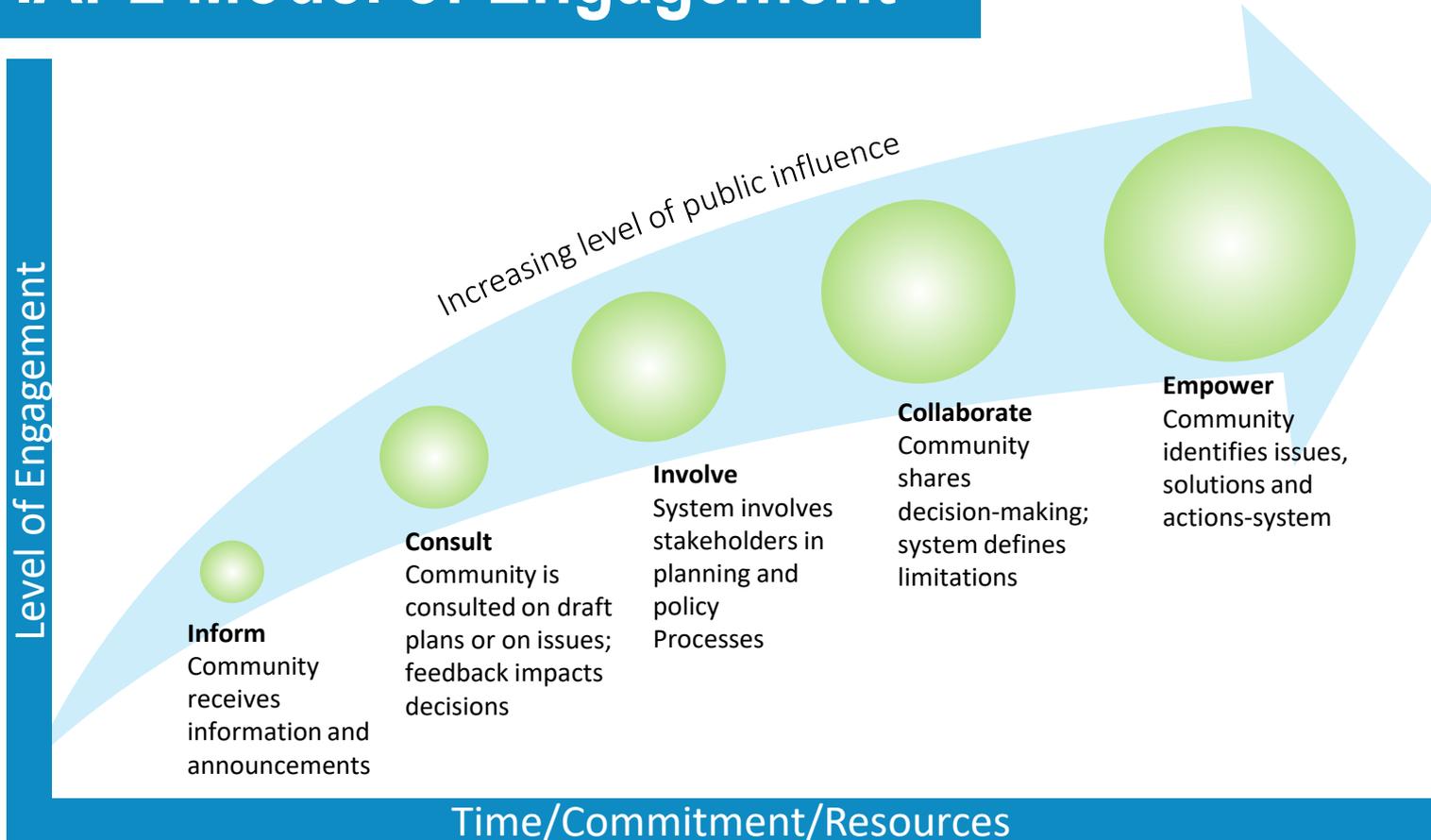


Public & Community Participation in Shaping the Health Care System

- 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

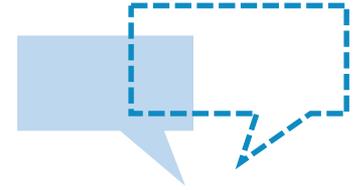
Everyone is a stakeholder

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

We complete the circle of engagement

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

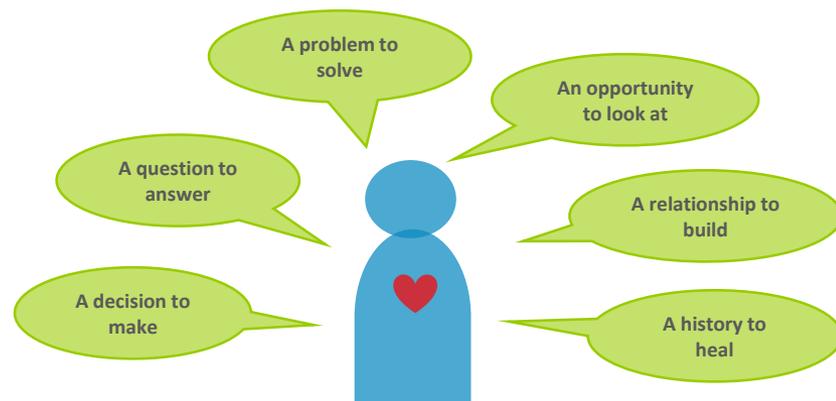


When should you include advisors?

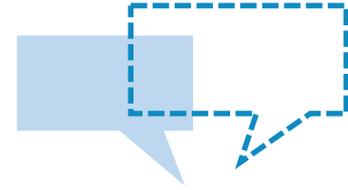
You have a project or initiative that you feel could benefit from engagement with patients or family members. Advisors can be invaluable when you need to:

- 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:

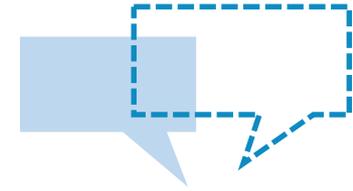


When should you NOT include advisors?



- 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.*

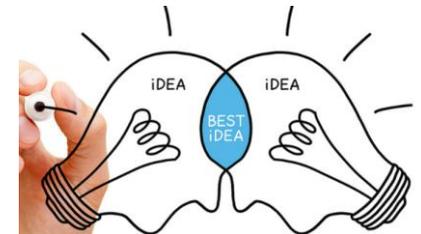
KNOW YOUR AUDIENCE *Do you know who to engage with? Where will you recruit your advisors from? Advisors should be able to speak to your topic or area.*

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.*



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?

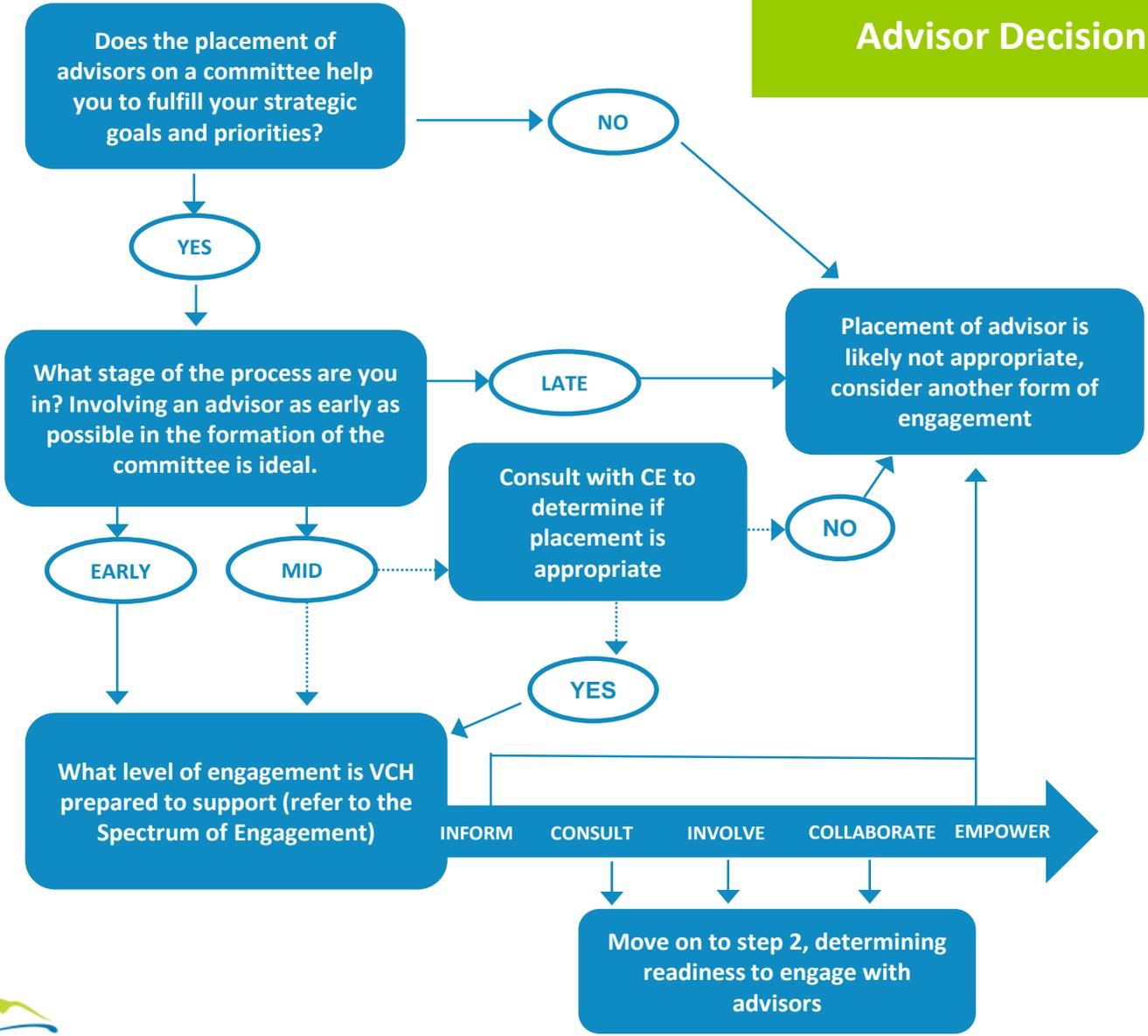
- They help us make better decisions
- Provide a diverse perspective
- Encourage accountability & transparency
- Patient Centered Care & “People First”

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

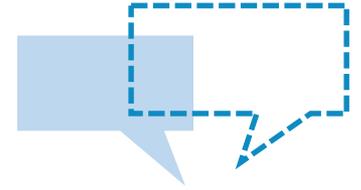
STEP
8

Conclude the advisor's term

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

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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>

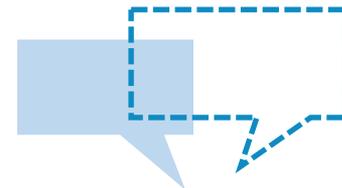
Ready, Set ENGAGE!

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

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

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