

Patient and Public Engagement at Vancouver Coastal Health

**Meaningful Engagement of Patients and
the Public for Improved Health Outcomes**

BC Cancer Agency Conference November 1, 2013

Outline....

- About VCH
- What is Community Engagement at VCH
- What is Patient Public Engagement (PPE) and how does it impact health care
- How you too can do PPE
- Questions and comments

VCH Vision and Mission

People First



Vision

We will be leaders in promoting wellness and ensuring care by focusing on quality and innovation.



Mission

To support healthy lives in healthy communities with our partners through care, education and research.

“At VCH, People First means that we treat patients, clients, residents as we want to be treated and we **involve** our patients, family members and community in their care”

- Dr. David Ostrow, CEO, VCH

Who is Vancouver Coastal Health?

22,000 staff, **2,500** physicians and **5,000** volunteers working at **556** locations including **13** hospitals, and **15** community health centres.



Who we serve

VCH serves 25% of BC's population (over 1 million people) including the residents of Vancouver, Richmond, the North Shore and Coast Garibaldi (Sea-to-Sky, Sunshine Coast, Powell River, Bella Bella and Bella Coola).

17 Municipalities; 16 First Nations Communities



Where We Work

Health services are delivered within three Communities of Care:

- » Coastal
- » Vancouver
- » Richmond

And across:

- » Acute Care
- » Primary Care
- » Home and Community Care

The Health Care Continuum



Population
Health and
Wellness



Primary
Health
Care



Home and
Community
Services



Mental
Health and
Addictions



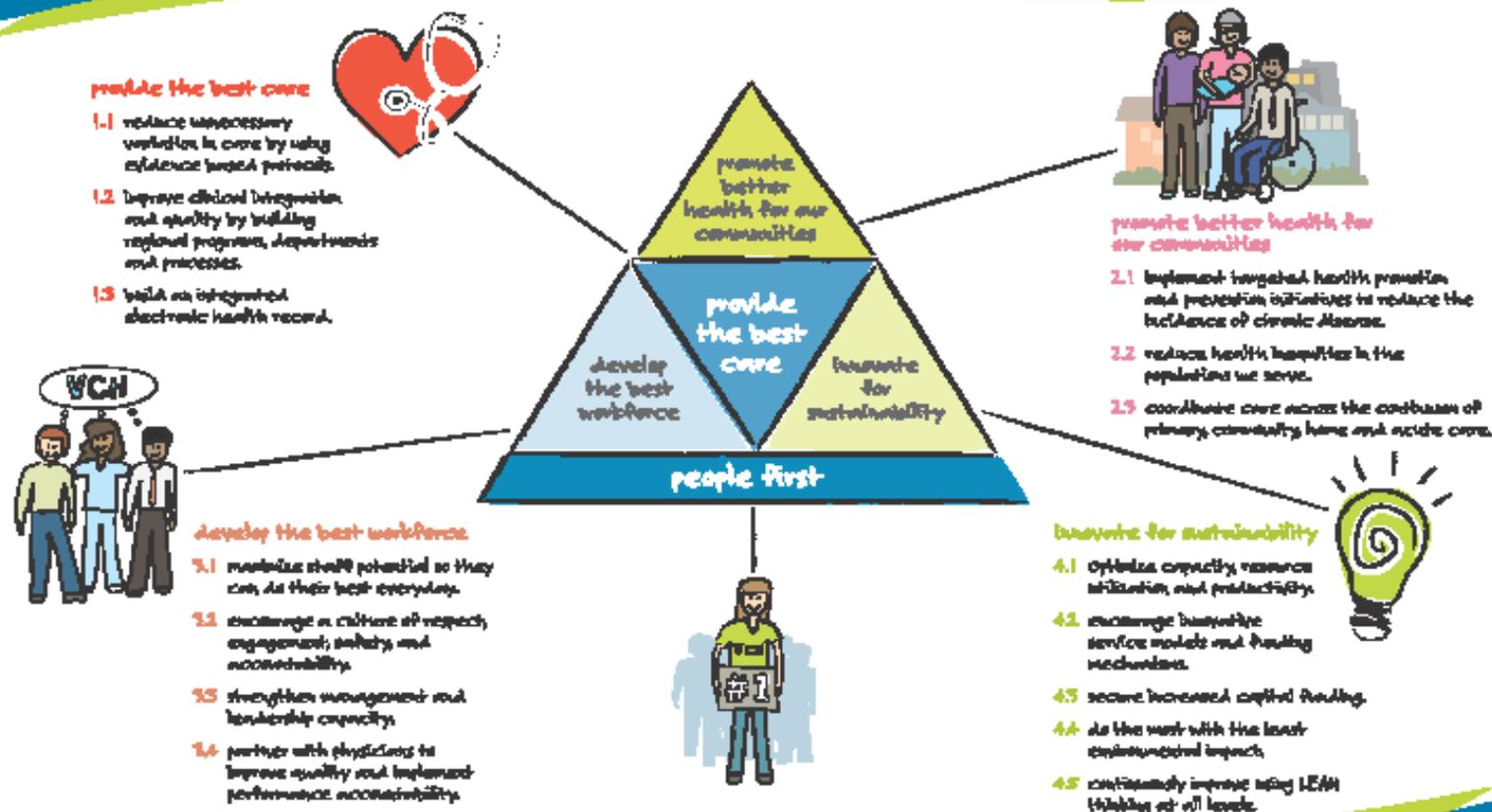
Acute Care





VCH True North Goals

We will be leaders in promoting wellness and ensuring care by focusing on quality and innovation



Mandate of Community Engagement (CE) at VCH

The goal of CE is to develop and enhance public participation in health service planning and decision-making, so that members of the public have a 'voice' in the services and policies that affect their lives.

To raise awareness about community issues and concerns that may not otherwise be apparent.



Community Engagement Framework



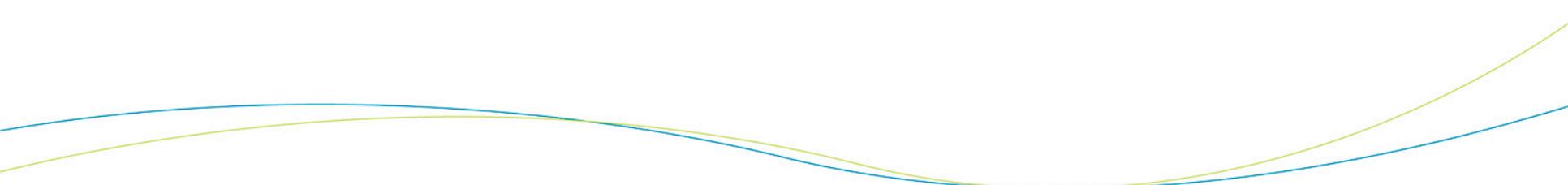
Community Engagement Framework



More information at

www.vch.ca/ce





**So where does the patient
and public fit in?**

**And how do they affect
change?**

Why does someone get involved in patient public engagement?

- personally being asked to participate
- Have a commitment to lifelong learning about new things - CE informs you about the healthcare system and health in general
- have a commitment to improving our society

PPE is important to health outcomes

When we engage the community, we create a process for mutual communication between the public and the health system, ensuring community values and needs are reflected in healthcare provision.



Spectrum of Participation



Principles of Engagement

Everyone is a stakeholder

Communication is two-way street

Target engagement to affected clients

We help dissenting voices... work through their differences towards collective solutions

Diverse voices contribute to better decisions

Consider the patient's journey

Our ultimate goal is to engage community leaders as partners

Bring diverse and marginalized voices into planning process

We engage the community with integrity, in a way that builds trust and credibility

We complete the circle of engagement

We are open and transparent in how we share information

Stimulates the growth of healthy communities

Strengthening the culture of PPE inside VCH

- CE Team is involved in strategic planning to embed PPE practice within VCH
- Champion the principles and practice of CE with our Board of Directors, senior leaders and staff
- CE Team act as “consultants” on projects
- Train, coach, mentor, advocate
 - “How to Guide to Community Engagement” CE Curriculum customized for internal teams

Patients/Clients/Families as Partners in their Own Care

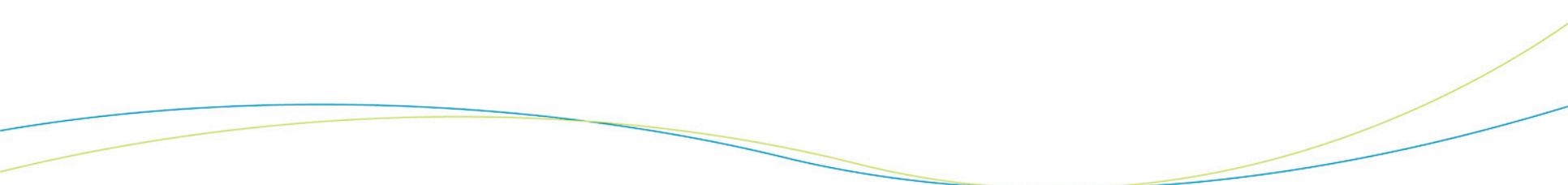
- Self Management
 - Integrated Primary and Community Care (IPCC) engages patients to determine community supports for self management
- Peer Support/Education
 - Mental Health Peer Support Workers
- Health Literacy
 - Community Engagement Advisory Committee Forum to determine strategies for supporting patients and providers
 - Richmond Health Literacy Project
 - Dorothy's Story www.vch.ca/your_health/seniors/
- Health Promotion & Disease Prevention
 - **Regional Hand Hygiene – Community Engagement Advisory Network CEAN**

Public & Community Participation in Shaping the Health Care System

- **Involvement in Quality Improvement (QI), policies, plans, system redesign**
 - CEAN Forum on Quality – What does quality mean to you as a patient?
 - Community Engagement Advisory Committee (CEAN) members develop and deliver Advance Care Planning workshops to members of the public
 - Parking at Richmond Hospital
 - Provide input to patient information and education materials
 - Advising on VCH Strategies: Eating Disorder, Perinatal Depression, Palliative Care
 - Advocacy for impact of environmental factors on health
- **Public members on boards/committees**
 - CEAN members on VCH internal committees: Regional Patient Safety
 - CEAN members at Senior Planning tables – Clinical Systems Transformation
 - Richmond Health Advisory Committee
 - Public members providing education

Patient and Public Engagement Can Make a Difference!





Thank you!

Questions?

www.vch.ca/ce

ce@vch.ca

Deborah Turner
Richmond Health Advisory
Committee member

Belinda Boyd, Leader
Community Engagement

belinda.boyd@vch.ca