

# VCH COMMUNITY ENGAGEMENT

## Engaging Diverse Voices to Improve Health Care



Thursday, April 19, 2018  
BOOST Webinar

# WHAT is Community Engagement?

Community Engagement enables a two-way interaction process between VCH and its communities, so that communities have a role in planning and decision making for health services and policies that affect their lives.





## Community Engagement Framework



More information at

[www.vch.ca/ce](http://www.vch.ca/ce)



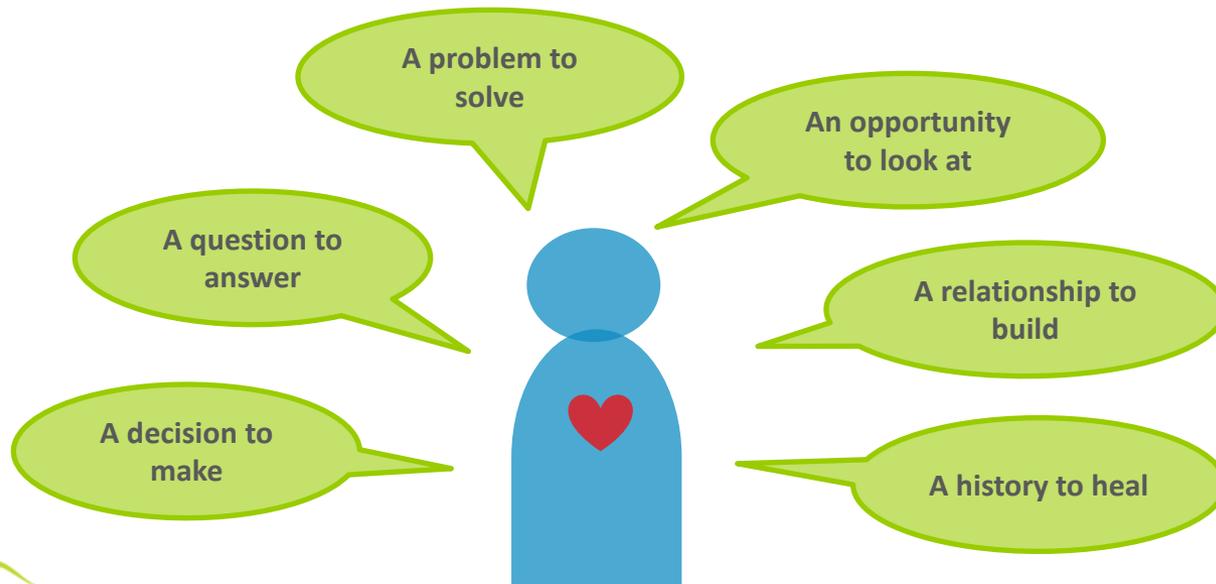
## How to Engage Patient and Public Advisors: A Guide for Staff



Vancouver Coastal Health  
Community Engagement  
Phone: 604.714.3779  
[ce@vch.ca](mailto:ce@vch.ca)  
[www.vch.ca/ce](http://www.vch.ca/ce)

# WHEN should we do community engagement?

We use Community Engagement when there is:





**WHY involve Clients and families? WHY do engagement?**



# **BETTER DECISIONS**

**Informed decisions lead to quality care and better experiences**

# We asked staff...

From your perspective, what did the community engagement process help you to achieve?

Response	Chart	Percentage	Count
Improved relationships with stakeholders		38.5%	5
Helped us to create a better resource or service for patients/clients		61.5%	8
Provided learning we would not have otherwise discovered		69.2%	9
Increased organizational or project-specific credibility		76.9%	10
Strengthened my own/my team's capacity to do further patient/public engagement		38.5%	5
It's too soon to tell what the outcomes from the engagement process will be		23.1%	3
Nothing		0.0%	0
Other, please specify...		0.0%	0
		<b>Total Responses</b>	<b>13</b>

- CE Project 6 month follow up survey



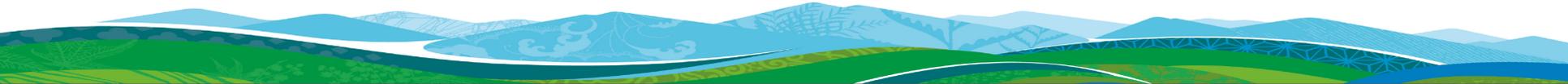


# **SOCIAL LICENSE**

**Acceptance & Approval**

**“People will support  
what they’ve helped to  
build.”**

**Helen Bevan  
Chief Transformation Officer  
NHS**



# Drivers for Patient and Public Engagement

- **Quality Improvement** – results in improved quality, safety, experience and outcomes
- **Shifting expectations**
  - activated patients, families and communities, shared responsibility for health, self-management
  - growing “civil society” discourse; public calls for transparency and accountability from institutions
- **Government Encouragement**
  - PPE is being promoted by senior levels of government
  - Accreditation standards setting new expectations for PPE
  - In some provinces PPE is part of legislation



# Person and Family Centered Care



An outcome of engagement

## The 4 Values of Person and Family Centered Care

Honour the choices of the individual and families and incorporate their values, beliefs and culture

**DIGNITY & RESPECT**

**INFORMATION SHARING**

Give individuals and families the info they need to support their decisions

Individuals and families are supported and encouraged to participate in their care

**PARTNERSHIP & PARTICIPATION**

**COLLABORATION**

Individuals and families are provided with opportunities to be involved in planning and decision making

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

Consider the patient's journey

Bring diverse and marginalized voices into planning process

Target engagement to affected clients

Diverse voices contribute to better decisions

Everyone is a stakeholder

We are open and transparent in how we share information

Stimulates the growth of healthy communities

## Guiding Principles of Engagement

Communication is two-way street

Our ultimate goal is to engage community leaders as partners

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

We complete the circle of engagement

# Benefits of Engagement

Community engagement provides multiple benefits to the individuals directly involved in the engagement, the provider and the organization

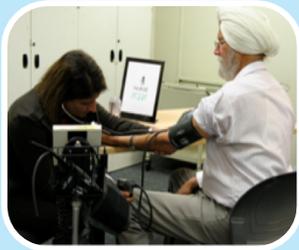
<b>BENEFITS OF COMMUNITY ENGAGEMENT</b>		
<b>Value to the Participants</b>	<b>Value to the Health Care Provider</b>	<b>Value to Organization (VCH)</b>
<ul style="list-style-type: none"> <li>▪ Become meaningfully engaged in the system that supports their health</li> <li>▪ Improve understanding of the issues and the health care system, including VCH</li> <li>▪ Appreciate being involved, being listened to, and having their opinions valued</li> <li>▪ Learn to advocate effectively</li> <li>▪ Understand 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>▪ Increased 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 relations</li> </ul>



# HOW do we strategically involve clients and families?



# 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

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

*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*

## Community Engagement Advisory Network Tool for Interviewing VCH Staff

**Goal:** To contribute to VCH's People First strategy by promoting a commitment to patient & public engagement and patient-centred care among candidates during the interviewing process.

**Context:** This hiring tool was designed for use across VCH, to be used with all professions and for all levels of candidates, including those applying for leadership positions.

**Opportunity :** *“Develop the best workforce” to “provide the best care.”* VCH's True North Goal 1.1 states that we will, *“Embed patient-centred practices in the delivery of all care and services.”* By involving patients in interviewing and including questions about patient-centred care ,VCH ensures that successful candidates can contribute to achieving this goal and communicates that patient-centred care is an organizational priority.

The goal of Community Engagement 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. CEAN members are members of the public who give their time, knowledge and ideas to improve health services in our communities of care. CEAN is engaged regularly by VCH leadership and staff to impact planning and decisions related to health care services and delivery. CEAN members are screened, trained and have signed on to both the VCH Confidentiality Undertaking and Respectful Workplace Guidelines.



# The Community Engagement Advisory Network CEAN to Help

# CEAN – *Keen on People First*

- 285 + volunteers who live work and seek services in the VCH area
- Created in July of 2009
- Supported by the VCH Community Engagement team
- Have received orientation on being a patient/public advisor with VCH
- Signed off on confidentiality and respectful behavior undertaking





***“If I can see the contributions I made and I multiply it by the number of people it makes a great impact. We are the end users of the system and by not consulting us you would be losing an important voice.”***

***— Community Engagement Advisory Network Member***

# Tools to support you to engage with your diverse community

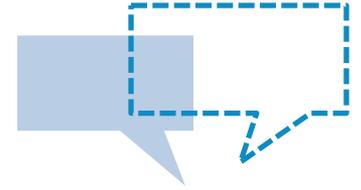
- *How to Engage with Patient & Public Advisors – A Guidebook for Staff*
- *Patient & Public Advisors 101*
- *The Advisory Committee Workbook*
- *Community Engagement Fact Sheet on Patient and Family Centered Care*
- *Interview Tool for Patient & Family Centered Care*
- *Community Engagement Guidelines for Document Reviews*
- *Community Engagement Facilitation Tips*

All of these tools are available from VCH  
Community Engagement [ce@vch.ca](mailto:ce@vch.ca)  
or 604.714.3779



# VCH COMMUNITY ENGAGEMENT

*Bringing the patient voice to VCH*

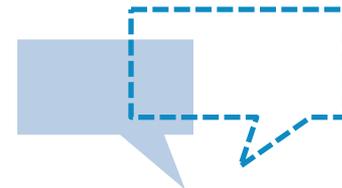


## QUESTIONS/COMMENTS?



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Email: [ce@vch.ca](mailto:ce@vch.ca)

Website: [www.vch.ca/ce](http://www.vch.ca/ce)

CEAN Website: [cean.vch.ca](http://cean.vch.ca)

Phone: 604.714.3779

Toll Free: 1.800.714.3779