

Waterloo Wellington LHIN

Annual Community Engagement Plan 2015-2016

WWLHIN Annual Community Engagement Plan 2015-2016

Introduction

We take great care in listening to our residents to determine the necessary changes and improvements for our local health care system, and to ensure those changes match the needs of our community.

This plan is an overview of how the Waterloo Wellington Local Health Integration Network (WWLHIN) will engage our communities and stakeholders over the next year. The document outlines what community engagement is, who our communities are, how we plan to engage them, and how we will measure our success.

This plan is a guideline for our broader community engagement goals for the year. There will also be community engagement plans and activities that are not outlined in this plan that will be identified throughout the year on a project-specific basis.

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The Waterloo Wellington LHIN

The Waterloo Wellington Local Health Integration Network (WWLHIN) is responsible for planning, integrating and funding health services to improve the health and wellbeing of more than 775,000 residents in Waterloo Region, Wellington County, the City of Guelph, and the southern part of Grey County. Waterloo Wellington is also home to nine Family Health Teams, four Public Health Units and more than 1,000 doctors, including family doctors and specialists.

Our Job as Leaders

The Waterloo Wellington Local Health Integration Network (WWLHIN) staff are experts on understanding the health care needs of our community members and how they are impacted by the social determinants of health. In the WWLHIN office, our team of physicians, nurses and other professionals work hard to provide a resident-focused approach to health care investment, design and improvement.



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The Value of Local

No one knows better what is needed for our community than those of us who live here, work here, and receive health care here. That doesn't mean we can't learn from others. What it does mean is that solutions need to be tailored to fit our unique needs.

The Waterloo Wellington area is 90 per cent rural, yet 90 per cent of our residents live in urban areas. We have a growing high-tech hub, four internationally recognized post-secondary institutions, a nationally famous farmers' market and thriving agricultural industry, a vibrant arts and culture community from Drayton to Guelph and beyond, and much, much more. Our diverse population includes French-speaking, Aboriginal, Mennonite, and immigrant residents. While we have increasing education rates, we also have concentrated areas of poverty.

The medical and business professionals who work at the WWLHIN understand our community because they are local. Our children play sports and go to school together. We shop at the same grocery stores, we celebrate at the same festivals, and when we need medical care, we go to the same hospitals, doctors, and clinics. We meet at the same libraries and community centres, and we interact with many of the same service organizations as volunteers or clients. The doctors who work at the WWLHIN literally work with us and their patients in the same day.

As local residents, we are here to support providers as they collaborate to make improvements each and every day. When necessary, we intervene to ensure the decisions that are made are in the best interest of residents. We also lead the creation of programs that increase quality and ensure consistent levels of care across the entire health system.

These are improvements that benefit us all. Most importantly, we interact regularly with the residents who contact our office, and we formally engage our community to get their input and feedback. The changes made to improve local health are based on the input of local residents and local health care workers. They are also grounded in best practices and aligned with provincial strategy and vision.

This is the benefit of being local: Knowing the needs of our community, seeing the system view and where pieces need to be better connected, and leading local solutions that will improve the health of those around us.

What is community engagement?

The WWLHIN recognizes that improvements to the health care system must directly reflect the needs of the communities we serve. To better understand what those needs are, the WWLHIN engages our communities in order to inform, educate, consult, involve and empower stakeholders to participate in the planning and decision making processes that will improve the local health care system.

What does all of that really mean? It means that the WWLHIN talks to our communities before making decisions. It means that if you have concerns or ideas about improving the health care system in Waterloo Wellington, we want to talk to you about them.

What community engagement does not mean is that everyone will always agree on the decisions that are made within the health care system. Waterloo Wellington is made up of a diverse population of people with very different interests and approaches to what health care is and how to improve it. What we will do, is listen to all of those different opinions and incorporate them into the decision making process as best as we can.

Principles of Community Engagement

The following seven principles reflect the common beliefs and understandings of those working in the fields of public engagement, conflict resolution, and collaboration. In practice, people apply these and additional principles in many different ways. For the WWLHIN, they are the foundation upon which all of our engagement activities are built.

1. Careful Planning and Preparation

Through adequate and inclusive planning, ensure that the design, organization, and convening of the process serve both a clearly defined purpose and the needs of the participants.

2. Inclusion and Demographic Diversity

Equitably incorporate diverse people, voices, ideas, and information to lay the groundwork for quality outcomes and democratic legitimacy.

3. Collaboration and Shared Purpose

Support and encourage participants, government and community institutions, and others to work together to advance the common good.

4. Openness and Learning

Help all involved to listen to each other, explore new ideas unconstrained by predetermined outcomes, learn and apply information in ways that generate new options, and rigorously evaluate public engagement activities for effectiveness.

5. Transparency and Trust

Be clear and open about the process, and provide a public record of the organizers, sponsors, outcomes, and range of views and ideas expressed.

6. Impact and Action

Ensure each participatory effort has real potential to make a difference, and that participants are aware of that potential.

7. Sustained Engagement and Participatory Culture

Promote a culture of participation with programs and institutions that support ongoing quality public engagement.

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Tools for Engagement

In 2010, the LHINs across Ontario worked together to create a set of shared community engagement guidelines and tools. The guidelines and toolkit are meant to achieve and sustain high quality community engagement across all LHINs by establishing a set of minimum specifications for community engagement.

The community engagement guidelines include the following tools:

1. An Annual Community Engagement Strategy Worksheet to help LHINs develop their annual Community Engagement strategy.
2. A Community/Stakeholder Assessment Worksheet to enable community engagement planners to identify all relevant stakeholders and how they relate to a specific plan or project.
3. A Community Engagement Planning Worksheet to be used with smaller-scale projects for small community engagement undertakings.
4. A Community Engagement Planning Worksheet to be used with larger-scale projects that require larger and more complex community engagement undertakings.
5. A set of LHIN Community Engagement Performance Indicators that each LHIN will report on annually through their annual report and on both ministry and LHIN websites.

The community engagement toolkit is our map for planning effective and meaningful engagement activities with our communities. The toolkit also creates accountabilities and transparency for the work that we do.

If you would like to learn more about community engagement, and the shared guidelines and toolkits that we use, please visit our website at www.wwlhin.on.ca and click on the “Engaging our Communities” section.

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Who will we engage in 2015-2016?

The WWLHIN's focus over the next year will be on engaging residents and providers in the development of its 2016-2019 Integrated Health Service Plan (IHSP).

The theme for the development of the IHSP is "Putting our Residents First". Aligned with the Minister's Patients First Action Plan for Health Care, the Waterloo Wellington LHIN will engage local residents, the health system, and the broader community in developing a collective plan to significantly improve the health and well-being of those we serve.

An area of particular focus, as part of the WWLHIN's 2015-2016 Annual Business Plan, will be on engaging our community to enhance the patient experience.

Stakeholders:

- **Local Residents** (with a focus on diversity and accessibility, including Aboriginal and Francophone residents)

- **Our Local Health Care System Providers**
 - Boards of hospitals, community service agencies, community health centres, Community Care Access Centre, mental health and addictions agencies and long-term care homes
 - Physicians, nurses, other clinicians and staff
 - Administrators of hospitals, community service agencies, community health centres, Community Care Access Centre, mental health and addictions agencies and long-term care homes

- **Organizations that influence the health and well-being of our residents and the social determinants of health**
 - Municipalities
 - Public Health
 - School Boards
 - Private Sector
 - Ministry of Health and Long-Term Care
 - Police/Community Safety
 - Social Services Sector
 - Post-secondary education
 - Others

- **Internal to the Waterloo Wellington LHIN**
 - LHIN Board of Directors
 - LHIN Staff

- **WWLHIN Advisory Groups and Local Provider Networks**
 - Local Community Council
 - Local Health Professionals Advisory Council
 - Primary Care Advisory Committee
 - Various Networks/Councils (Addictions and Mental Health, Community Support Services, Geriatric Services, Emergency Services, etc.)

- **Other External Stakeholders**
 - Elected Officials
 - Media

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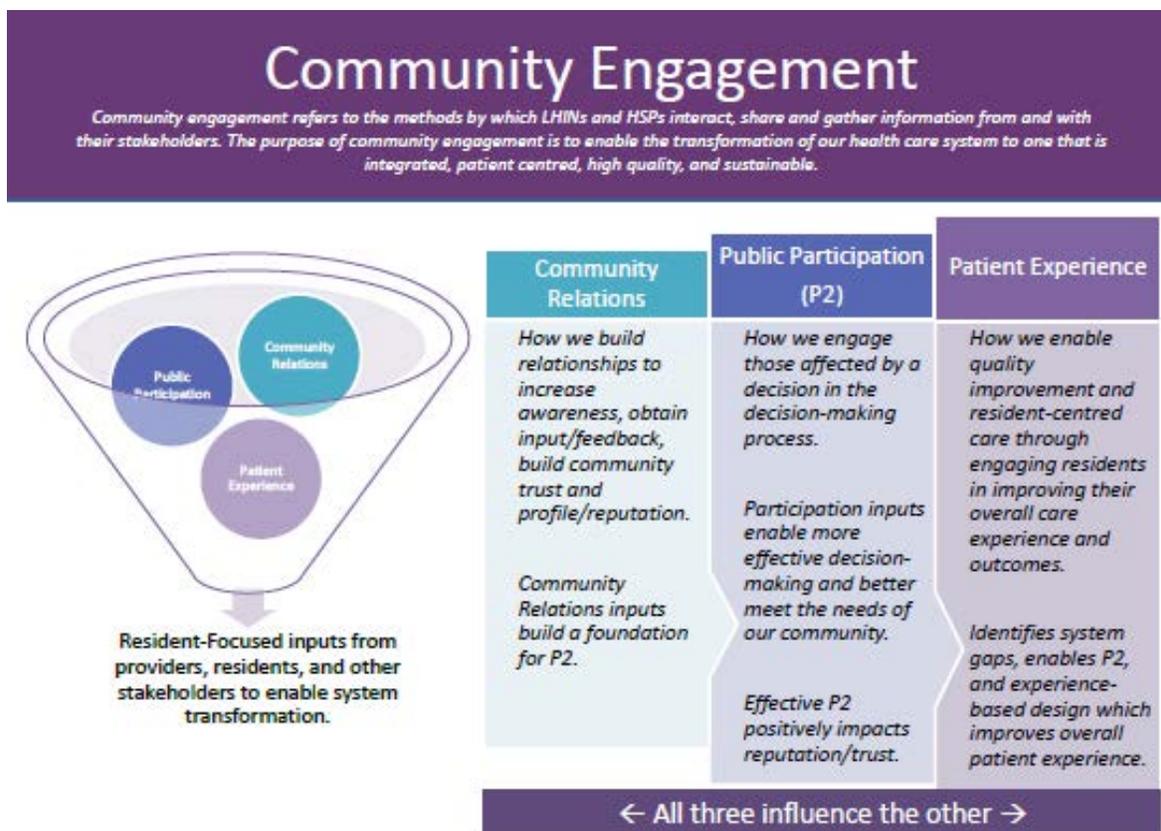
Framework for Community Engagement:

As outlined in the diagram below, Community engagement at the WWLHIN is composed of three key pillars: Community Relations, Public Participation, and Patient Experience. The WWLHIN engages its diverse community in a variety of different ways to obtain resident-focused inputs to enable system transformation.

The WWLHIN will continue to engage its residents and stakeholders in a variety of formal and informal ways. We speak with our residents and stakeholders every day. This has great impact on the work of the WWLHIN and actively informs its decision-making process. The WWLHIN will utilize existing channels (ex. networks/councils/website) and seek to develop new channels to proactively engage and communicate with stakeholders.

Engaging the WWLHIN's diverse residents

Specific effort will also be taken to engage the WWLHIN's diverse residents, including its Aboriginal and Francophone communities. The WWLHIN works with the Waterloo Wellington Hamilton Niagara French Language Health Planning Entity to identify the specific health care needs and priorities of francophone residents. The WWLHIN also makes a number of its communications documents available in both official languages. As the WWLHIN continues to update its website, emphasis will be placed on adding bilingual content and improving accessibility for residents with disabilities. The WWLHIN is also working to increase accessibility by holding events in accessible locations and providing a variety of mediums for communications. The WWLHIN communicates and engages with local Aboriginal residents through a number of organizations that specialize in serving this population. Additional work will be done to identify additional opportunities for communicating and engaging with Aboriginal residents.



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Tactics:

The following chart details the WWLHIN's target stakeholders and the community engagement tactics that will be utilized. The WWLHIN will further refine its engagement plan on an ongoing basis to ensure the right stakeholders are engaged, and to maximize the plan's impact, within available resources.

Stakeholder Group	Community Engagement
Residents	<ul style="list-style-type: none"> • Surveys – IHSP development survey and patient experience survey • Resolving and tracking resident concerns • Community events • Social media • Traditional media – news releases/stories
Health Service Providers	<ul style="list-style-type: none"> • Surveys • Governor engagement sessions • Special Events • Presentations • Attending board meetings, events, meetings, etc. • Social media • Network and Council meetings • Building a primary care database
Influencing Organizations	<ul style="list-style-type: none"> • Presentations/Feedback Sessions • Leader/Leader and Board/Board meetings • Social media
Internal	<ul style="list-style-type: none"> • Staff Meetings • Board and Committee Meetings • Staff and Board Surveys • Social media
Advisory Groups/Networks	<ul style="list-style-type: none"> • Network Meetings • Engagement sessions • Social media
External (Government Relations/Media)	<ul style="list-style-type: none"> • Meetings/Presentations with Government stakeholders • News Conferences • Relationship building with new media outlets • Social media

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Measuring our success

The WWLHIN is committed to measuring the success of our community engagement activities. By measuring our performance, we can continuously find ways to improve our work. Measuring our work is also one of the ways that we stay accountable and transparent to our communities. The following is a list of the performance measure indicators we utilize:

1. An annual community engagement plan that is consistent with the guidelines set out in the shared LHIN community engagement toolkit, and available for our communities on our website.
2. Adherence to the LHIN community engagement guidelines and toolkit in support of our projects and decision making.
3. Participant evaluation integrated into every community engagement plan and used to inform future engagement planning.
4. A robust community engagement database that records the engagement activities of LHIN staff and Board members and quarterly reports outlining our success in engaging our many stakeholders.
5. Presentation of community engagement results to LHIN decision-makers.

How you can get involved

To find more information on the WWLHIN's community engagement activities and current projects please visit www.wwlhin.on.ca and go to the "Community Engagement" section.

If you would like to talk to someone at the WWLHIN about our community engagement plan please contact the WWLHIN at waterloowellington@lhins.on.ca.

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