

North Simcoe Muskoka **LHIN**

Developing the Integrated Health Service Plan for 2010-2013

“Working Together to Achieve Better Health, Better Care, Better Value”

Community Engagement / Communication



Developing the Integrated Health Service Plan for 2010-2013

“Working Together to Achieve Better Health, Better Care, Better Value”

COMMUNITY ENGAGEMENT / COMMUNICATIONS

Introduction

Every three years, the Ontario Local Health Integration Networks (LHINs) are required to articulate an Integrated Health Service Plan (IHSP) defined in the Local Health System Integration Act, 2006 as “the local strategic plan to integrate the local health system.”

For the IHSP of the North Simcoe Muskoka LHIN to be successful there must be common agreement that this is the community’s plan. Therefore, the health service providers and other stakeholders have a sense of shared ownership and accountability for the priorities, goals and objectives to be achieved.

Our definition of stakeholders is broad and includes anyone who will be affected by, or that has the ability to affect, the priorities of the LHIN. These health system partners include members of the public, including patients, clients, and consumers, as well as health, community and social service providers.

The “Community Engagement and Communications Plan” and “Tracking Tool” documents serve as guides to the North Simcoe Muskoka LHIN in its community engagement activities which supported the development of the IHSP.

Purpose of Community Engagement

Engaging stakeholders in a participatory manner with the IHSP planning and development ensures that the local community is involved in shaping the priorities and goals for an integrated health system.

The LHIN engaged its community in the development of the IHSP to:

- 1) Fulfill the legislated requirement to engage local communities in planning for an improved, integrated system.
- 2) Show the North Simcoe Muskoka LHIN’s commitment to community engagement as an approach to meaningful dialogue and relationship building for collaborative health system planning and change.

Importance of Community Engagement

Community engagement with effective communication is a key component to achieve the following goals:

- Focus on the needs of people
- Enhance local accountability
- Promote a shared sense of understanding and responsibility for health system improvements
- Make decisions more focused on the needs of people who are impacted by the change and access care
- Provide more opportunities for community partners to have meaningful input into the decisions that impact them
- Work towards local sustainable solutions as appropriate to each community

Outcome of Community Engagement

The process leading up to the development of this plan has been rewarding and inspiring for all involved as the North Simcoe Muskoka LHIN focused priorities to plan for results. Health system partners including health service providers, special interest groups, and the general public have actively been engaged. It has been encouraging to realize the willingness to innovate across the region, and the readiness for change that will lead us to an integrated health system.

The Integrated Health Service Plan represents the foundation of how we will work together with our health system partners to improve the patient experience, population health and sustainability of our health system over the next three years – Working Together North Simcoe Muskoka can achieve Better Health, Better Care, Better Value.

**Community Engagement and Communication Plan
IHSP 2010 - 2013**

| IHSP Steps | CE Objectives | Who | Degree of Participation** | Target Dates | Techniques | Status √=Complete |
|---|--|--|---------------------------|--|--|--|
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| 1) Getting Ready | Develop a Communications/CE strategy/framework for the IHSP | Communications & CE Leads / IHSP Project Team | Involve | May 29, 2009 | Scheduled Meetings | √ |
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| 2) Defining the IHSP Strategy | Raise awareness of the IHSP initiative Inform about IHSP 2010-2013: • purpose • approach → building on IHSP 2007-2010 (evolution of health system transformation) → emphasis on outcomes → focus on integration → include how people can provide input into priority strategic frameworks | Internal Staff, General Public, Health Services Committee, Health Service Providers (HSPs) | Inform & Educate | Throughout development of IHSP November 9, 2009 | Staff Update LHIN website LHIN newsletter Health Service Provider Advisory Group Feedback Form | √ Regular LHIN Staff Meetings √ Q&A posted on Website √ Update in Newsletter √ Presentation to Health Services Committee √ Presentations to various stakeholder groups / audiences √ IHSP Priorities Consultation |
| | | | | | | |
| 3) Making Decisions on IHSP Strategic Directions | | | | | | |
| a) Gather Information | Solicit input on lessons learned from IHSP 2007-2010 | All LHIN Staff, LHIN Board, HSPs | Gather Input | April 2009 | Scheduled Meetings Presentations Consultation Sessions | √ List of lessons learned from IHSP 2007-2010 √ Gathered feedback on first IHSP effectiveness |
| | Present Lessons Learned findings to LHIN Senior Management Team | IHSP 2010-2013 Project Manager, Senior Director / Project Sponsor | Inform & Educate | April 24, 2009 | Scheduled Meeting | √ |

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|------------------------------------|--|--|---------|---------------|--|---|
| b) Strategic Direction Development | Develop Strategic Directions/Proposed Priorities | LHIN Board | Consult | November 2008 | Board Retreat | √ |
| | Inform and Solicit input on Strategic Directions (Proposed Priorities) | HSPs, Health Service Provider Advisory Group | Consult | February 2009 | Feedback Form (survey format) Website | √ |

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|--------------------------------|--|--|------------------|-------------------------|--|---|
| c) Refine Strategic Directions | Validate Strategic Directions & Incorporate External Feedback | Internal Staff, Health Service Provider Advisory Group | Consult | April 2009 | Scheduled Meeting | √ |
| | Approve Strategic Directions | LHIN Board | Inform | April 2009 | Scheduled Meeting | √ |
| | Involve internal staff on CE Plan & Refine CE Plan to Date | Communications/ CE Leads | Consult | | Scheduled Meeting | √ |
| | Inform about IHSP 2010-2013: • 3 Priorities • Ministry Alignment | General Public / Stakeholder groups | Inform & Educate | April – September, 2009 | Website Public Education Session Presentations Meetings | √ |

4) Making Decisions on IHSP Goals, Target Populations, Outputs & Outcomes

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|---|--|---|---------|--------------------|--|---|
| a) Identify Goals, Target Populations, Activities, Outputs & Outcomes | Solicit feedback (involve & collaborate) on goals, activities, outputs, outcomes & performance metrics needed to measure success | Targeted stakeholder approach for each of the 3 Priorities - ER/ALC Steering Committee - Diabetes lead and key informant stakeholders | Involve | June - August 2009 | Various Techniques - see "Tracking Tool" | √ |
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|--|---|--|------------------------|-------------------------|--|---|
| b) Inform & Consult on Goals, Target Populations, Activities, Outputs & Outcomes | Provide information and consult on goals, activities and outcomes | LHIN Stakeholder Analysis: HSP's General Public Aboriginal Francophone Physicians Target Populations | Gather Input & Consult | August - September 2009 | Various Techniques - see "Tracking Tool" | √ |
| | | | | | | |
| 5) Draft IHSP Plan | Solicit input on draft IHSP plan | All Stakeholders | Gather Input | October 2009 | Website - Survey Monkey Direct email | √ |
| | | | | | | |
| 6) Approval Process for IHSP 2010-2013 | Submit Draft IHSP to Ministry | Senior Director | Inform | October 30, 2009 | Email | √ |
| | Approve IHSP 2010-2013 | LHIN Board | Consult and Inform | November 23, 2009 | Board Meeting | √ |
| | Release and inform all Stakeholders of final IHSP plan | All Stakeholders | Inform | December 2, 2009 | Website News Release Direct email | √ |
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| 7) IHSP 2010-2013 Project Evaluation | Project Close-Out Report for IHSP Development | Internal | Educate and Inform | November 30, 2009 | Report Scheduled Meeting | √ |

**External Community Engagement and Communication Tracking Tool
IHSP 2010 – 2013**

| Audience | Communication/CE Objectives | Techniques | Degree of Participation** | # of People Targeted | Date |
|--|--|---|--|----------------------|--------------------------------|
| Health Service Providers and Broader Public Audiences | <ul style="list-style-type: none"> Involve and consult HSPs and broader public audiences on validating and confirming the IHSP Priorities | Feedback Form via Website | Gather Input / Consult / Involve | 65 – 100 | March – April 2009 |
| Health Services Provider Advisory Group | <ul style="list-style-type: none"> Consult to obtain final confirmation and validation from HSP Advisory Group and consultation process on the three priorities for IHSP | Scheduled Meeting | Consult / Involve / Gather Input | 16 | April 8, 2009 and June 2, 2009 |
| Addictions and Mental Health Regional Action Group | <ul style="list-style-type: none"> Consult with and inform membership of the next steps for addictions and mental health and the interface with the Integrated Health System design project and IHSP priorities | Scheduled Meeting →PPT Presentation and dialogue / conversation | Consult / Inform | 15 | April 14, 2009 |
| Seniors' Health Regional Action Group | <ul style="list-style-type: none"> Consult with and inform membership of the next steps for seniors' health and the interface with the Integrated Health System design project and IHSP priorities | Scheduled Meeting →PPT Presentation and dialogue / conversation | Consult / Inform | 15 | April 21, 2009 |
| ER/ALC Steering Committee | <ul style="list-style-type: none"> Inform about IHSP: Purpose, Approach, Access as a priority (specifically ER/ALC) & committee involvement Consult on goals, target populations, activities, outputs, & outcomes | Scheduled Meeting →PPT Presentation Round Table Discussions Facilitated Meetings | Inform / Educate/ Consult / Involve / Gather Input | 20 | June 17, 2009 Monthly |
| Systems Leadership Group & Addictions and Mental Health Regional Action Group | <ul style="list-style-type: none"> Inform about IHSP: Purpose, Approach, Priorities (incl. Feedback & Consultation Process) Developing an Integrated Future Health System Design: Objectives, Consideration, Principles & Components | Scheduled Meeting →PPT Presentation | Inform / Educate / Gather Input / Involve | 20 | June 23, 2009 |
| Data Education Day for NSM (data coders, managers for CCAC, all hospitals) | <ul style="list-style-type: none"> General IHSP messaging | Scheduled Meeting →PPT Presentation | Inform / Educate | 55-65 | June 8, 2009 |

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| Simcoe Muskoka Regional Kidney Care Program Strategic Planning Day (CCAC & Clinical Staff) | <ul style="list-style-type: none"> • General IHSP messaging | Scheduled Meeting →PPT Presentation | Inform / Educate | 75 | May 22, 2009 |
| Health Professionals Advisory Committee | <ul style="list-style-type: none"> • Inform about IHSP: Purpose, Approach, Priorities (incl. Feedback & Consultation Process) • Developing an Integrated Future Health System Design: Objectives, Consideration, Principles & Components • E-Health in the NSM LHIN (Current State, Tactile Plan & Framework) | Scheduled Meeting →PPT Presentation | Inform / Educate / Gather Input / Consult | 10 | June 25, 2009 |
| North Simcoe Muskoka Emergency Room / Alternate Level of Care Steering Committee | <ul style="list-style-type: none"> • Inform about IHSP: Purpose, Approach, Priorities, Deliverables, Expectations • Developing an Integrated Future Health System Design: Objectives, Consideration, Principles, Components, and Consultancy Scope & Phase •Consult on goals, target populations, activities and outcomes | Scheduled Meeting →PPT Presentation →Round Table Discussions | Inform / Educate / Involve / Consult / Gather Input | 20 X 3 = 60 | July 8, 2009 August 19, 2009 September 16, 2009 |
| Hospital Accountability Planning Submission Meeting | <ul style="list-style-type: none"> • Inform about IHSP: Purpose, Approach, Priorities, Deliverables, Expectations • Developing an Integrated Future Health System Design: Objectives, Consideration, Principles, Components, and Consultancy Scope & Phase | Scheduled Meeting →PPT Presentation | Inform / Educate | 15 | July 27, 2009 |
| Chronic Disease Prevention and Management Regional Action Group | <ul style="list-style-type: none"> • Inform about IHSP: Purpose, Approach, Priorities, Deliverables, Expectations • Developing an Integrated Future Health System Design: Objectives, Consideration, Principles, Components, and Consultancy Scope & Phase •Consult on goals, target populations, activities and outcomes | Scheduled Meeting →PPT Presentation →Round Table Discussions | Inform / Educate / Consult / Involve / Gather Input | 12 | August 20, 2009 Monthly |
| North Simcoe Muskoka Communicators Group | <ul style="list-style-type: none"> •Inform about IHSP: Purpose, Approach, Priorities, Deliverables, Expectations • Consult on methods to deliver IHSP messaging | Scheduled Meeting →PPT Presentation | Inform / Educate / Consult | 10 | September 22, 2009 |

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|---|--|--|---------------------------------|--------------|---|
| Physician Consultation Sessions | <ul style="list-style-type: none"> • Inform about IHSP: Purpose, Approach, Priorities, Deliverables, Expectations • Consult/discuss directions for strategic priorities and impact on physicians and their patients; future engagement opportunities | Scheduled Meeting →PPT Presentation | Inform / Educate / Consult | 40 | 4 Sessions: September 30 th (2 sessions) October 7, 2009 October 21, 2009 |
| Public Education Session | <ul style="list-style-type: none"> • Inform about IHSP: Purpose, Deliverables, Strategic Priorities, Targets & Approach | Scheduled Meeting →PPT Presentation | Inform / Educate | 40 | September 29, 2009 |
| LHIN Leadership Council | <ul style="list-style-type: none"> • Inform about IHSP: Purpose, Deliverables, Strategic Priorities, Targets & Approach | Scheduled Meeting →Verbal update and discussion | Inform / Educate | 25 | October 8, 2009 |
| Aboriginal Health Circle | <ul style="list-style-type: none"> • Inform about IHSP: Purpose, Deliverables, Strategic Priorities, Targets & Approach • Developing an Integrated Future Health System Design: Objectives, Consideration, Principles, Components, and Consultancy Scope & Phase | Scheduled Meeting →PPT Presentation | Inform / Educate / Consult | 14 | October 14, 2009 |
| All Stakeholders | Inform on IHSP Priorities | Public Service Announcements – Rogers Cable TV | Inform / Educate / Gather Input | Undetermined | July – November 2009 |
| Addictions and Mental Health Regional Action Group and System Leadership Group | Update on IHSP Priorities and strategic framework for next three years | Scheduled Meeting →PPT Presentation | Inform / Educate / Consult | 25 | November 25, 2009 |

**** DEGREE OF PARTICIPATION – LEVELS OF STAKEHOLDER ENGAGEMENT:**



