Stakeholder Engagement in Health Policy and Planning

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Today

• Define engagement (as it relates to patients, citizens, stakeholders, communities) with an emphasis on local health involvement in a northern and remote context
• Share an overview of engagement methodologies and their application in northern and remote contexts, drawing from an example of how engagement can influence policy at the local level
Patients, Communities, and Citizens as Stakeholders

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In the world of engagement:

• Who are the stakeholders?
  • What do we mean by patients?
  • What do we mean by communities?
  • What do we mean by citizens/public?

What does engagement look like within the realm of policy and planning? Some strategies for engagement....

• With patients
• With citizens

And what does all of this mean in the context of northern and remote communities?
The rise...and the rise... of patient engagement
### IAP2 Spectrum of Public Participation

**WHAT frameworks exist to help us consider engagement?**

<table>
<thead>
<tr>
<th>Level</th>
<th>Goal</th>
<th>Promise to the Public</th>
<th>Example Techniques</th>
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</table>
| Inform | To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions. | We will keep you informed. | - Fact sheets  
- Web sites  
- Open houses |
| Consult | To obtain public feedback on analysis, alternatives and/or decisions. | We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. | - Public comment  
- Focus groups  
- Surveys  
- Public meetings |
| Involve | To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered. | 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. | - Workshops  
- Deliberative polling  
- Citizen advisory committees  
- Consensus-building  
- Participatory decision-making |
| Collaborate | To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution. | 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. | - Citizen juries  
- Ballots  
- Delegated decision |
| Empower | To place final decision-making in the hands of the public. | We will implement what you decide. | |

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Improved health outcomes & changes in service utilization

Patient & organizational improvements e.g. patient experience, safety and effectiveness

Changes in improvement priorities & resourcing

Factors influencing engagement:
- **Patient** (beliefs about patient role, health literacy, education)
- **Organization** (policies and practices, culture)
- **Society** (social norms, regulations, policy)

Source: Carman, et al., Health Affairs, 2013
WHO are the stakeholders?

**PATIENTS**
Expertise by experience
“lived experience”

**COMMUNITIES**
Common interests
Geography
Age
Ethnocultural group
Linguistic group

**CITIZENS/PUBLIC**
Democratic ideals of representation

And for what **PURPOSE**?
HOW do we engage?
Some engagement strategies for policy and planning

With patients
- Surveys
- Focus groups
- Interviews
- Leadership walkabouts
- Patient mapping
- Compliments and complaints
- Storytelling
- Patient and Family Councils
- Quality and Safety committees
- Experience based co-design

With the public
- Surveys
- Focus groups
- Townhall meetings
- Comment cards
- Deliberative polling
- Consensus panels
- Citizen advisory panels
- Citizen juries
Fit for PURPOSE?

Consider a MOSAIC of engagement methods
Considerations of context

• What do we know from the literature?
  • Rural vs northern and remote
  • Self report/surveys vs oral
  • Engagement methods as a means to build capacity
  • Use of technology to bring people together
  • Need for cultural competence
  • Awareness of power structures
Engagement Capable Environments

**Enlisting and Preparing Patients**

- Asserting patient experience and patient-centered care as key values and goals
- Communicating patient experiences to staff

**Ensuring leadership support and strategic focus**

**Engaging staff to involve patients**

Supporting teams and removing barriers to engaging patients and improving quality
Context influencing public engagement

Abelson et al. (2010). Effective strategies for interactive public engagement in the development of healthcare policies and programs.
What has worked?

The absence of evidence of effect is not the same as absence of an effect.
What has worked?
Some common best practices for engagement

• Objectives are well-defined with clear expectations on roles
• Preparation - adequate information material is provided in advance of the discussion
• Group debate is included in the process: “I may not get my way but I get my say.”
• Discussions are well managed – often with external facilitation
• Engagement starts early
• Relentless communication – close the loop
• Take the time to listen and build relationships
Some resources
The resource hub is an online collection of over 280 Canadian and International open source tools intended to encourage the partnership between healthcare providers and patient, families and caregivers in health and healthcare.

*Development of the resource hub has been made possible through a financial contribution from Health Canada, through the Canadian Partnership Against Cancer and the Canadian Patient Safety Institute.*

For more information: cfhi-fcass/PatientEngagementResourceHub
Patient Engagement – Catalyzing Improvement and Innovation in Healthcare

https://www.longwoods.com/publications/books/24716
Some references

- Abelson et al. (2010). Effective strategies for interactive public engagement in the development of healthcare policies and programs. Canadian Health Services Research Foundation and New Brunswick Health Research Foundation.
- Sarrami-Foroushani et al. (2014). Implementing strategies in consumer and community engagement in health care: Results of a large-scale, scoping meta-review. BMC Health Services Research, 14, 402.