

## Communications and Community Engagement Plan 2016-17

*#HealthierTomorrow*

### Overview

Communications and community engagement are central to the work and management of the South West Local Health Integration Network (LHIN). This plan provides the foundation for the objectives and priorities, considers all audiences, manages key information and guides the development of all communications plans and activities throughout 2016-17.

This year marks the first year implementing our Integrated Health Service Plan (IHSP) 2016-19 that guides us not only in achieving the vision outlined in our *Health System Design Blueprint: Vision 2022*, but also in carrying out the structural changes ahead. LHINs will work with local system partners to continue to move transformation, provincial and local health care priorities forward.

Communications and community engagement form a vital public service where the LHIN has a duty to provide information and listen to the public it serves. This contributes to building a system that better understands and meets the needs of patients, clients and residents in the LHIN. The South West LHIN's core communications activities include:

- Opportunities for audiences to participate in engagement around core business activities for the South West LHIN.
- Frequent communications with audiences on the activities of the LHIN and results being achieved.
- An active online presence to connect and interact with audiences, allow 24-hour access to information, and help foster public dialogue.
- Strong relationships with media with every effort made to accommodate requests for both information and interviews.
- Prompt, courteous and responsive person-focused customer service.

Community engagement refers to the methods that LHINs and health service providers use to help key stakeholders play a role in shaping outcomes. They serve to fully inform, consult, involve and collaborate with stakeholders. The South West LHIN is responsible for engaging health service providers, consumers, volunteers and the public in the work ahead.

As agreed to under the Memorandum of Understanding between the Minister of Health and Long-Term Care and the South West LHIN, the LHIN will develop a communications strategy each year to encompass both public and health service provider-focused communications initiatives in the South West LHIN that support the LHIN's mandate, and align with the overall positioning, messaging and timing of activities. All LHINs are also required to follow the LHIN Community Engagement Guidelines and Toolkit Guidelines which contain the minimum core requirements for planning community engagement for LHIN residents and stakeholders.

### Our LHIN Profile

The South West LHIN is home to approximately 971,500 people, or 7 per cent of the Ontario population. London is the largest urban centre in the LHIN. It is home to 40 per cent of residents with a population of just over 366,000. Almost 30 per cent of the LHIN population live in a rural area and just more than 30 per cent live in small or medium communities.

There are more than 150 health service providers delivering care to residents in our LHIN including:

- 20 Hospital corporations across 33 sites
- 78 Long-Term Care Homes
- 60 community support services
- 36 mental health and addictions agencies
- 5 Community Health Centres
- 1 Community Care Access Centre

### Our Priorities

The province is calling for structural reform across the system to increase equitable access for all people needing health care. LHINs are prepared to deliver on this commitment to innovative system change and plans to transform the system are underway.

This year marks the first year implementing our Integrated Health Service Plan (IHSP) 2016-19 that guides us in achieving the vision outlined in our *Health System Design Blueprint: Vision 2022*. The IHSP identifies strategic directions and steps required to make our overall vision of an improved health system a reality. After extensive engagement with stakeholders, health service providers and the general public throughout 2015, we established seven priorities to enhance population health, experience of care and value for money in the South West.

The seven priorities include:

- Ensuring **primary health care** is strengthened and linking with the broader health care system
- Optimizing the health of people and caregivers living at **home, in long-term care and in other community settings**
- Supporting people in **preventing and managing chronic conditions**
- Strengthening **mental health and addiction services** and their relationship with other partners
- Ensuring timely access to **hospital-based care** at the LHIN-wide, multi-community, and local level
- Enabling a **rehabilitative approach** across the care continuum
- Putting people with life-limiting illnesses and their families at the centre of **hospice palliative care**

### **Audiences**

- Health Service Providers including leadership and boards
  - Home and community care
  - Mental Health and Addictions
  - Community Health Centres
  - Hospitals
  - Long-Term Care Homes
  - Aboriginal and Francophone committee members and health networks

- Public
  - Residents
  - Clients and patients
  - Caregivers and family members
  - Community groups
- Primary care
- Ministry of Health and Long-Term Care
- Other provincial ministries
- Local government stakeholders
  - Members of Provincial Parliament
  - Municipal councillors
- Media

### **Key Considerations**

- Key partners and audiences must be engaged in a meaningful way with respect to any structural reform the province is calling for across the system.
- All communications will reflect our core vision, mission and values and they will be shared in a way that is clear, relevant and useful.
- The LHIN will employ a variety of ways and means to communicate and provide information in a variety of formats to accommodate diverse audiences and geographies in the South West LHIN.
- Health service providers will have a stronger role in communicating the LHIN's efforts to improve local health care.
- Communications planning and delivery will be equitable and reflect best practices for both the health sector and communications.
- Communications with other LHINs will be standardized to provide consistent messaging but adapted when necessary to reflect the local environment.
- Communications will adhere to the policies of the Ministry of Health and Long-Term Care as outlined in the MOHLTC-LHIN Memorandum of Understanding and the Ministry-LHIN Accountability Agreement (MLAA).

### **Goal**

Communities within the LHIN are informed and engaged on the actions the LHIN, in partnership with health service providers, will take to enhance health care delivery for all residents of our LHIN.

### **Objectives**

- Continue to build awareness on how the LHIN is improving access to care and how it is working to create a sustainable and accountable health system.
- Uphold the LHIN's commitment to be open, transparent, and accessible to the public on LHIN priorities and initiatives.
- Build momentum with stakeholders and the public around equity and person-centred care.
- Support and promote the provincial views outlined in Ontario's Action Plan for Health Care and the *"Patients First: A Proposal to Strengthen Patient-Centred Health Care"* discussion paper.
- Offer opportunities for dialogue with health service providers and other system partners as planning for health system transformation unfolds over the coming months.
- Engage and inform all MPPs in South West LHIN.

## Core Activities

- Integrate communications planning into the planning process so that business plans take into account the LHINs communications requirements.
  - Annual Business Plan
  - Integrated Health Service Plan 2016-19
- Offer significant opportunities for audiences to participate in engagement around core business activities for the South West LHIN.
  - Engagement around the “*Patients First: A proposal to Strengthen Patient-Centred Health Care*” discussion paper
  - Board meetings (held in a different community each month)
  - Congresses and forums (through the year)
  - Local health and information discussion sessions (held every other month)
  - Quality Symposium (June 2, 2016)
  - Ongoing physician engagement
- Communicate frequently with audiences on the activities of the LHIN and results being achieved.
  - Annual Report (2015-16)
  - Community Bulletin (2015-16) distributed in June 2016
  - Exchange Newsletter (distributed every other month)
  - Area provider table updates (distributed every other month)
  - Report on Performance Scorecard
  - Indicators e-tool on website
- Assist the government in advancing the “*Patients First: A proposal to Strengthen Patient-Centred Health Care*” discussion paper as well its priorities as outlined in the “Patients First Action Plan for Health Care” released by the Minister of Health and Long-Term care in February 2015.
- Build a stronger role for Health service providers in communicating the LHIN’s efforts to improve local health care.
  - HSP communicators session (Fall 2016)
  - Updated Board orientation kit (Spring 2015)
- Maintain an active online presence to: connect and interact with audiences, allow 24 hour access to information, and help foster public dialogue.
  - Southwestlhin.on.ca
  - Twitter (includes live tweeting during all public engagements)
  - Facebook
  - YouTube
- Expand the reach of engagements using technology.
  - public engagements are recorded and publicly available
  - webcasts offered as an option for engagement sessions
- Engage in media relations and facilitate requests for both information and interviews.
  - Media relations protocol
  - Promptly resolved to accommodate publication deadlines

- Provide prompt, courteous and responsive person-focused customer service.
  - Public enquiries database
- Meet and liaise with MPPs in the South West on an ongoing basis provide updates on the activities of the LHIN.
- Arrange events and announcements as required to inform the public about significant South West LHIN initiatives or investments.
- Engage employees in a two-way dialogue using effective internal communications
  - Support for the Organizational Development plan
  - Internal newsletter on a monthly basis
  - Intranet to be leveraged as key tool in communicating to staff
- Deliver communications in a way that consistently honours the LHIN's commitment to equity and person-centred care.
  - Offer resources and information in French on demand
  - Maintain access to information online in French
  - Support French Language and Aboriginal engagement as required

### **Evaluation**

- Integrate participant evaluation into all community engagements.
- Evaluation for newsletter and updates recipients.
- Assess feedback (phone calls, emails, social, web traffic) after key publications are distributed.
- Review community engagement results with the Board to Board reference Group and the Health System Leadership Council.
- Ongoing monitoring of overall satisfaction, number of events each year, number of participants, achievement of objectives.
- Ongoing monitoring of media coverage, social conversation, reports to the Board, stakeholder feedback and public enquiries log.

### **Key Dates 2016-17**

#### Monthly

##### Board meetings

- |                              |  |
|------------------------------|--|
| ○ April 19, 2016 (Parkhill)  | ○ September 20, 2016 (Flesherton)          |
| ○ May 17, 2016 (Bayfield)    | ○ October 18, 2016 (Saugeen or Oneida TBD) |
| ○ June 21, 2016 (Port Elgin) | ○ November 15, 2016 (Listowel)             |
| ○ July 19, 2016 (London)     | ○ December 13, 2016 (London)               |

#### Bi-Monthly

- Local health and information discussion sessions
  - April 19, 2016 (Parkhill)
  - June 21, 2016 (Port Elgin)
  - September 20, 2016 (Flesherton)
  - November 15, 2016 (Listowel)
- Exchange newsletter (May/July/Sept/Nov/Jan/Mar)
- Area provider table updates (May/July/Sept/Nov/Jan/Mar)

### Spring 2016

- HSP webcasts on implementing health system transformation (as proposed in the *Patients First* discussion paper)
- Updates and engagement on health system transformation
- June 2, 2016 Quality Symposium (Stratford)
- Community Bulletin (2015-16)

### Fall 2016

- Ongoing updates on health system transformation
- Governance education sessions
- HSP communicators session

### Winter 2016

- Ongoing updates on health system transformation
- Annual Report (2016-17)