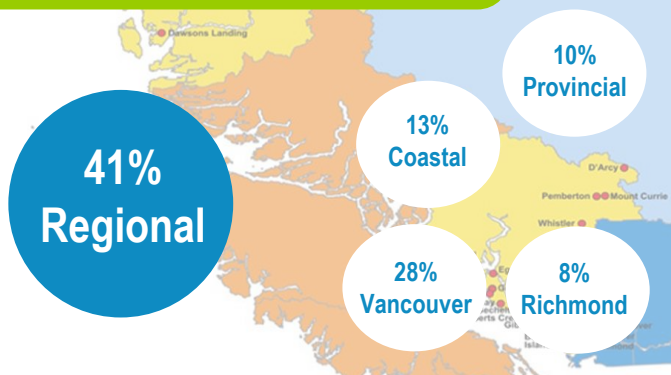


# COMMUNITY ENGAGEMENT ANNUAL REPORT

## 2014 - 2015

The Community Engagement (CE) team at Vancouver Coastal Health (VCH) works to develop and enhance patient and 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. Working across the health region and all sectors of care, the CE team encourages and supports opportunities for dialogue between VCH and its communities.

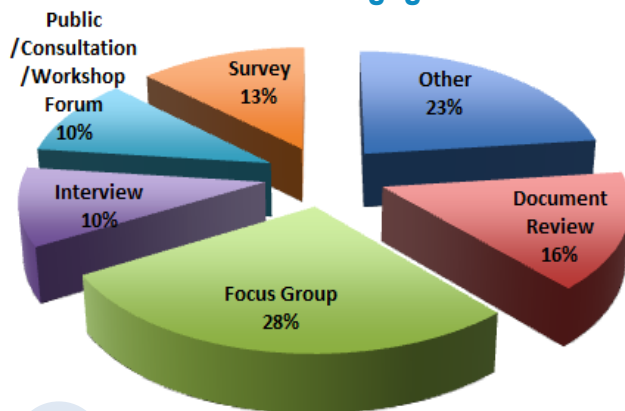
CE consulted with patients & the public on **39** projects in VCH's service delivery areas



### Project Breakdown by area:

- Acute **33%**
- Community **26%**
- Other **18%**
- Primary Care **13%**
- Patient & Public Engagement **10%**

### Methods of Engagement



40 patient/public advisors sitting on 20 VCH committees  
**33% increase**

Over **1300** volunteer hours contributed by patient/public advisors

# COMMUNITY ENGAGEMENT AT WORK

The community engagement team helped to support patient and public engagement on 39 projects from all areas of healthcare delivery. Let's take a look at a few standouts.

## Choosing Wisely Medical Imaging

An initiative to help physicians and patients engage in conversations about unnecessary tests, treatments or procedures. The Project Team is dedicated to involving patients and the public in their planning process.

METHOD: Focus Group, Placement of CEAN member on the project's Steering Committee

QUOTE: Patient engagement *"provided key messages for emergency physicians to consider when communicating with patients and family during discussion about low back pain exams"* - Vivian Chan, Director, Physician Quality

## Primary Care Redesign

In Spring 2014, VCH moved Primary Care resources from Urban clinics and focused them into a larger clinic at Raven Song Community Health Centre in order to serve those with very complex care needs. CE conducted an engagement process with clients to gather input on how to mitigate the impact of redesign on patients and improve accessibility to service at Raven Song.

METHOD: Community and Client Forums, Youth Survey & Interviews

QUOTE: *"It was an essential element of our redesign. It allowed us to inform the community and clients in a meaningful way, it supported VCH reputation and it brought to light feedback and further engagement opportunities the program can undertake with community partners"* - Nellie Hariri, Director Primary Care

## Regional Stroke Strategy - Coastal

An initiative to design an integrated and coordinated system for stroke patients within VCH/Providence Health Care to increase access to stroke services and resources across the continuum of care. The project team wanted to incorporate patient and family input into the redesign process.

METHOD: Community based forums as well as a survey

QUOTE: *"As a result of the community forums and surveys – we were able to understand and integrate the needs of the rural communities and design the system to support that"* - Sacha Arseneault, Regional Stroke Strategy Leader

## Perioperative Unit Project

The perioperative unit at Vancouver General Hospital was facing some challenges with regards to patient privacy and confidentiality due to the open layout of the unit. They asked the CE Team to help gather feedback from patients about their experiences on the unit and to help inform the messaging to patients and their families.

METHOD: Focus group with past patients

QUOTE: *"Our staff are now aware of their environmental constraints and are learning how to manage. We have also been able to increase the use of signage for patients and families."* - Susan Sandberg, Nurse Clinician



# CELEBRATING OUR SUCCESSES

*And the award goes to....*



From L to R: CE Leader Belinda Boyd, CEAN member Barbara Greenlaw, CEAN Coordinator Saori Yamamoto & CE Leader Katie Hume at the awards ceremony in Winnipeg in September.

## VCH CE for their work with CEAN!

International Association of Public Participation (IAP2) 2014 Core Values Award Winner for “Creativity and Innovation in the Field” and winner for “Project of the Year” (selected from all Core Values Award recipients)

Visit the IAP2 Canada website at [www.iap2canada.ca](http://www.iap2canada.ca) to find out more about the awards.



## Quality Forum 2015

The CE Team was selected to participate in the storyboard presentations at the BC Patient Safety and Quality Council's Quality Forum on February 19th and 20th. The storyboards identified quality improvement initiatives happening in several organizations – and our initiative was CEAN of course! To view a copy of the storyboard please e-mail [ce@vch.ca](mailto:ce@vch.ca).



L to R: CEAN members Hamid Ghanbari, Sheila Lamb and Leora Simon at the Quality Forum

## Happy Birthday CEAN!

The summer of 2014 marked a couple of big milestones for CEAN. Not only did CEAN celebrate their 5 year birthday, membership reached the 100 mark! Membership continues to grow at a rapid rate - 20 new members have signed up by the end of March 2015.

5 Years  
100 Strong



Award night selfie: CEANers Katherine Willett and Louise Donald with CEAN Coordinator Saori Yamamoto

## CEAN Nominated for City of Vancouver Award of Excellence

In June of 2014, the CE team nominated CEAN for a City of Vancouver's Award of Excellence in the category of Healthy City for All, which pays tribute to outstanding leadership in working towards creating a healthier city. Although CEAN did not take home the award, the CE team feel like winners every time we work with our fantastic & dedicated CEAN members!





# PROMOTING & PERFECTING ENGAGEMENT

It is the work of the CE team to lead engagement projects and strategies at VCH, but another big element of our work is to promote patient and public engagement within our organization and beyond. The CE Team constantly evaluates our projects and our work in order to gather data to show the benefits of engagement.

## Patient & Public Engagement Leadership Survey

Each year, the CE Team sends a survey out to leaders at VCH to assess the health authority's capacity for, and culture of, patient and public engagement. The survey asks questions around VCH's patient and public engagement strategy, VCH's commitment to engagement as well as the influence and impact of engagement processes. We received 252 responses to our survey in 2014.

### After reviewing the results of the survey the CE Team will:

- Deliver more training for staff to support widespread patient & public engagement
- Disseminate tools to build staff confidence in utilizing patient & public engagement to improve the quality of care
- Develop clearer reporting and knowledge translation mechanisms as well as processes to capture and share the outcomes of patient & public engagement

### 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>

## The Benefits of Engagement

In February of 2015 we surveyed the project leads on 13 of our most recent projects. The graph to the left demonstrates what the teams surveyed felt the engagement process achieved, with increased organizational/project credibility chosen by the majority. 100% of the respondents indicated that they would contact Community Engagement for support with a future project.

*"The CE lens provides us with a lens that we may not see through on a day to day basis in health care, and frankly it is the most important one we need to see through – that of the patient, caregiver or family."  
- CE 6 month follow up survey respondent*

## Call to action.....

Are YOU ready to work with patients and the public to help improve the quality of healthcare services?

VCH STAFF: Visit our intranet page or Check out the "How to do CE" course available on CCRS.

## National Health Engagement Network (NHEN)

The National Health Engagement Network (NHEN) is a group of leaders and practitioners from across Canada who work within health care to promote, resource and facilitate patient/public engagement. The CE team is delighted to be part of a national team that is working to advance the practice of patient and public engagement for improved patient outcomes.

# CONTINUING TO INNOVATE ENGAGEMENT

## Why does VCH engage with the community?

**BETTER DECISIONS:** The people we serve, whether it's a patient in our perioperative care centre, or a 15-year old girl who uses Pine Clinic, they bring a different perspective that can support us to make **better decisions**, which will help us to deliver the **best patient care** to them possible.

**SOCIAL LICENSE:** Community Engagement is a critical tool for building the **public trust** necessary to successfully achieve our change management goals as an organization.

*Looking ahead* . . . The Community Engagement team will align it's **strategic priorities** with those of our leadership team as well as our True North Goals.

