

Citizen Engagement Strategic Framework



Approved 2018
(Links Updated 2019)

Seniors Care Network

Citizen Engagement Strategic Framework (Final)

Strategic Goal

To engage older adults living with frailty and caregivers in the planning and design of health services that can enable older adults living with frailty and caregivers to enjoy a desired quality of life.

Guiding Principles (see definitions next page)

Partnership, Learning, Responsiveness, Transparency, Empowerment, Respect, Patient/Caregiver/Public Representation, Leadership, Clarity of Purpose, Commitment to Act¹

Across the Seniors Care Network Strategic Directions

Improving
Care

Fostering
Excellence

Advocacy
Regarding Age-
Related Needs

Utilizing a Spectrum of Engagement Methods

Inform, Consult, Involve, Collaborate, Empower²

Enablers

- A culture of continuous quality improvement¹
- Commitment to a) health equity; b) cultural competence and c) understanding the impact of frailty
- An understanding of complex health systems and networked relationships
- Rigorous research and evaluation

Guiding Principle Definitions^{1, 3}

Partnership	Avoid reinventing the wheel – streamline engagement activities with other health organizations doing similar work.
Learning	Seniors Care Network can learn from citizens the way they can learn from us.
Responsiveness	Proactively seek opportunities to engage.
Transparency	Acknowledge feedback received and how it is to be used.
Empowerment	Assist people to give feedback through multiple methods of engagement.
Respect	Respect and encourage different beliefs and opinions.
Patient/Caregiver/Public Representation	Accessible and equitable engagement methods allow for a diversity of patient and caregiver participation.
Leadership	Good leadership is accountable and commits time and focused support to guide engagement strategies.
Clarity of Purpose	Work to ensure everyone understands the reason for engaging.
Commitment to Act	Act on what is gathered from engagement activities.

Spectrum of Engagement Methods

Increasing Level of Public Impact →

	Inform	Consult	Involve	Collaborate	Empower
Public Participation Goal¹	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the Public¹	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	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.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decision to the maximum extent possible.	We will implement what you decide.
Commitment²	To keep the public/patient informed.	To keep the public/patient informed, listen to concerns and acknowledge how input affected decisions.	To understand public/patient perspectives and include them in developing options and approaches.	To seek advice and innovations from the public/patients and include these in decision-making to the fullest extent possible, acknowledging how input affected decisions.	To work with the public/patient in a supportive role and to implement what they decide.
Example Techniques	<ul style="list-style-type: none"> • Fact sheets • Flyers/Mail-outs/ Pamphlets/Brochures • Newsletters • Open houses • Public awareness campaigns • Presentations • Public meetings • Websites 	<ul style="list-style-type: none"> • Focus groups • One-on-one interview • World café • Surveys/questionnaires • Comment cards/boxes • Feedback forms • Open space • Patient diaries • Online engagement • Storytelling 	<ul style="list-style-type: none"> • Workshops • Focus/reference groups • Open space • One-on-one interviews • Meeting with patient and caregiver associations • Storytelling • Public meetings • Advisory Committees/ Councils 	<ul style="list-style-type: none"> • Citizen advisory committees / councils • Consensus-building • Participatory decision-making • Experience based co-design • Expert patients • Delphi process 	<ul style="list-style-type: none"> • Citizen/patient advisory committees/ councils • Citizen juries/panels • Delegated decisions • Ballots

¹ https://cdn.ymaws.com/www.iap2.org/resource/resmgr/pillars/Spectrum_8.5x11_Print.pdf

² <https://www2.gov.bc.ca/assets/gov/health/about-bc-s-health-care-system/primary-health-care/patients-as-partners-public-engagement-2011.pdf>

References

- ¹ Health Quality Ontario. (n.d.). Patient Engagement Framework.
<http://www.hqontario.ca/Engaging-Patients/Patient-Engagement-Framework>
- ² IAP2 Spectrum of Public Participation. (n.d.).
https://cdn.ymaws.com/www.iap2.org/resource/resmgr/pillars/Spectrum_8.5x11_Print.pdf
- ³ National Health Service. (2013). Transforming Participation in Health and Care.
<https://www.nurtureddevelopment.org/wp-content/uploads/2016/01/NHS-England-participation-and-inclusion-guidance-2013.pdf>