

Community Engagement – Governance Planning Next Steps

April 25, 2012

Presented by:

John Enns, Board of Directors and
Gloria Cardoso, Senior Director, PCCE



Connecting you with care
Votre lien aux soins

The Board's has a stewardship role for the Strategic Plan and Community Engagement (along with the other Board lead strategies)

Our Vision

•Outstanding Care, Every Person, Every Day

Our Mission

•To deliver a seamless experience through the health system for people in our diverse communities, providing equitable access, individualized care coordination and quality health care.

Strategic Priorities

Strategies

Board Lead Strategies

Engaged Community and Staff

Community Engagement

CCAC/Service Provider Relationships

Partnerships for Integrated Service Delivery

Leadership Development

Healthy Workplace

Employer of Choice

Mentorship/Succession Planning

System Leadership

Governance Leadership

Policy Input and System Advocacy

CCAC Enhanced Role

Integrated Client Care Project - Palliative

Safe, Quality Care

Quality and Excellence Standards

Client Safety

Client & Caregiver Experience

Enterprise Risk Management

Right Care, Right Place, Right Time

Client Service and System Navigation Blueprint

Provincial Client Care Model

Home First

Integrated Assisted Living Project

Easy Coordinated Access (Community Support Services)

Rural Health Service Delivery

Enabler

Engagement and Communication

Enabler

Business Process, Technology and Financial Management

Enabler

Health Human Resources

Our Values: Mutual Respect, Innovation, Fairness, Responsiveness, Courage



WWCCAC Community Engagement Defined

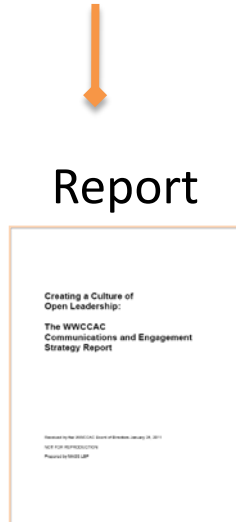
- Providing opportunities to build relations with community stakeholders (clients/families, health service providers and other non health care organizations, and community at large) by allowing them to play a productive, and collaborative role in helping us set or reset principles, priorities, and/or identify and solve specific, shared problems in order to realize a common vision.



As a Board are we ready? What is our role?

Oct '10 Nov Dec Jan '11 Feb Mar Apr May June July Aug Sep

Engagement and
Communication
Strategy
Consultation
(MASS LBP)



1:1 Board of
Director
interviews

The Board asked:
**“What is our role in
Communications and
Engagement but
specifically
“Community
Engagement”?”**





Board's suggestions from 1 to 1 interviews (April 2011) - Board's Role: Community Engagement

Governance Community Engagement Initiative suggestions

Continue Board of Directors Public Meetings

Education Sessions at Board Meetings

#1 - Develop "Common Understanding" on the Board's role specific to Community Engagement – e.g. Stakeholder Analysis and Stakeholder Management planning

Develop "Common Understanding" amongst Directors on evolving role of the Community Based Board of Directors

Board to Board Engagement

Standing Community Engagement agenda on Board of Director Meetings

#2 - Oversee the roll out of the organizational Community Engagement Strategy

#3 - Create a Community Engagement Board Advisory Group





Board's suggestions from 1 to 1 interviews (April 2011) - Board's Role: Community Engagement

Governance Community Engagement Initiative suggestions

Continue Board of Directors Public Meetings

Education Sessions at Board Meetings

#1 - Develop "Common Understanding" on the Board's role specific to Community Engagement – e.g. Stakeholder Analysis and Stakeholder Management planning

Develop "Common Understanding" amongst Directors on evolving role of the Board

Board to Board Engagement

Standing Community Engagement agenda on Board of Director Meetings

#2 - Oversee the roll out of the organizational Community Engagement Strategy

#3 - Create a Community Engagement Board Advisory Group



Proposed First Steps for the Board to Evolve its Stewardship Role over Community Engagement

#1. Stakeholder Analysis and Management Planning: That the Board move forward with a 3 hour stakeholder analysis and stakeholder management planning session in May or June 2012.

#2. 2012-2013 Governance Community Engagement plan: That the Board develop a 2012 – 2013 Governance Community Engagement Plan which will be informed by an evaluation of the 2011-2012 Governance Community Engagement Plan, the stakeholder analysis and stakeholder management planning and the Organization Review Report.

#3. Community Engagement Standing Committee of the Board: That the Board structure a Community Engagement Standing Committee of the Board which will provide oversight for Community Engagement.



#1 - STAKEHOLDER ANALYSIS AND STAKEHOLDER MANAGEMENT PLANNING



Board's suggestions from 1 to 1 interviews (April 2011) - Board's Role: Community Engagement

Governance Community Engagement Initiative suggestions

Continue Board of Directors Public Meetings

Education Sessions at Board Meetings

#1 - Develop "Common Understanding" on the Board's role specific to Community Engagement – e.g. Stakeholder Analysis and Stakeholder Management planning

Develop "Common Understanding" amongst Directors on evolving role of the Board

Board to Board Engagement

Standing Community Engagement agenda on Board of Director Meetings

#2 - Oversee the roll out of the organizational Community Engagement Strategy

#3 - Create a Community Engagement Board Advisory Group



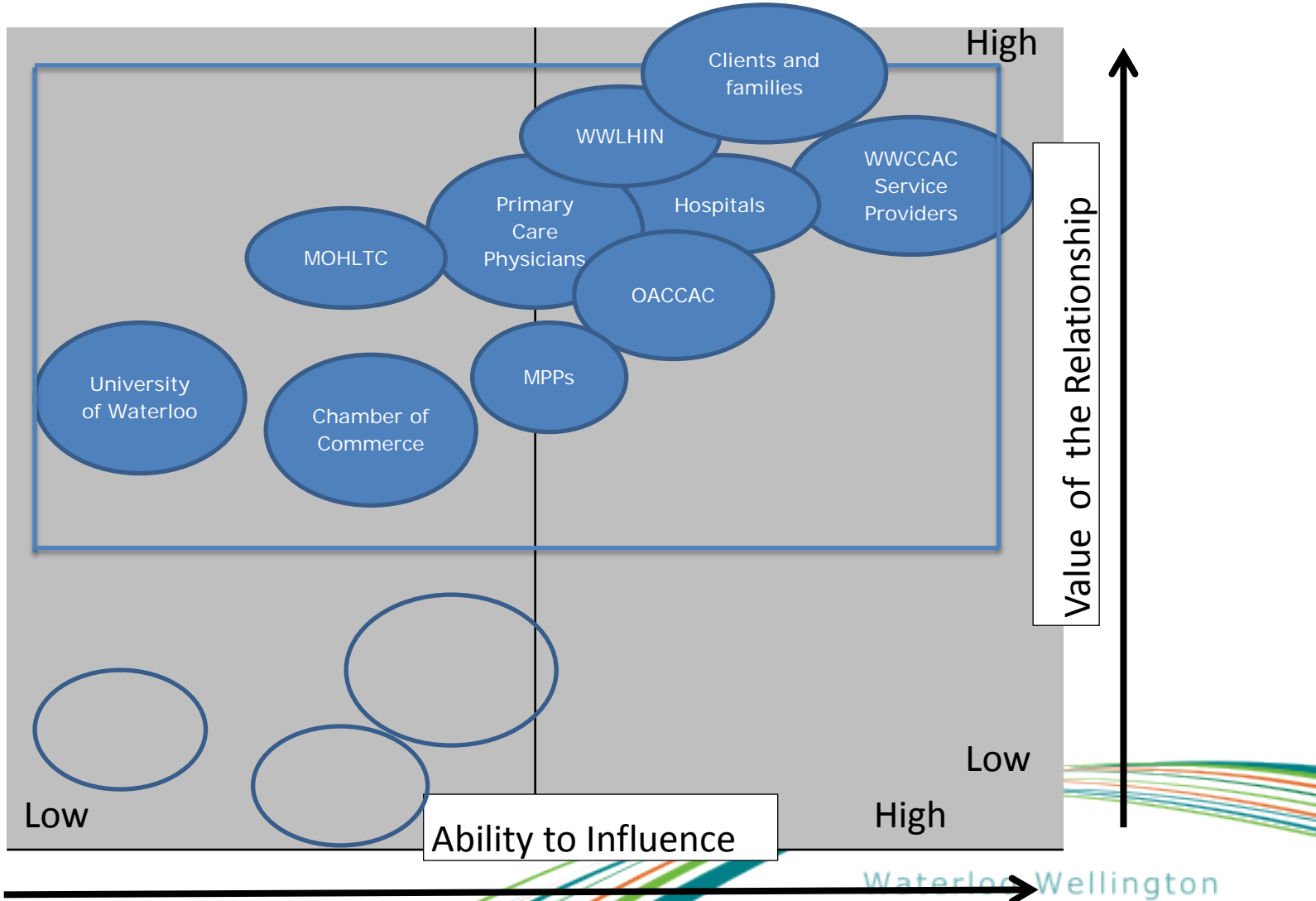
Stakeholder Analysis and Stakeholder Management Planning

- Recommended Board convene a 3-hour Stakeholder Analysis and Stakeholder Management planning session in May and/or June 2012.
- Use a Stakeholder Identification and Analysis Model (Power, Legitimacy, Urgency - Rowley, T; Hovland, J).
- Session outcome:
 - Identify stakeholders to be involved or included in planning activities (e.g. refreshed strategic plan, future Governance and Organizational Community Engagement plans); and
 - Develop stakeholder plans for those that are of greater value to the organization.



Outcome of the Board Stakeholder Analysis and Stakeholder Management planning session

Relationship Planning Map Summary (Example)





Outcome of the Board Stakeholder Analysis and Stakeholder Management planning session - continued

Identified Stakeholders	Relationship Plan required?	Responsible Lead (Board, Committee, Board Members, Staff)
Clients and Families	Yes	
WWCCAC Service Providers	Yes	
Hospitals	Yes	
WWLHIN	Yes	
OACCAC	Yes	
Primary Care Physicians	Yes	
Ministry of Health and Long Term Care	No. Focus is now on LHINs	
Public	Yes	



#2 - 2012-2013 GOVERNANCE COMMUNITY ENGAGEMENT PLAN



Board's suggestions from 1 to 1 interviews (April 2011) - Board's Role: Community Engagement

Governance Community Engagement Initiative suggestions

Continue Board of Directors Public Meetings

Education Sessions at Board Meetings

#1 - Develop "Common Understanding" on the Board's role specific to Community Engagement – e.g. Stakeholder Analysis and Stakeholder management planning

Develop "Common Understanding" amongst Directors on evolving role of the Board

Board to Board Engagement

Standing Community Engagement agenda on Board of Director Meetings

#2 - Oversee the roll out of the organizational Community Engagement Strategy

#3 - Create a Community Engagement Board Advisory Group



Creating a 2011-2012 plan for Governance specific to Communications and Engagement





Governance Initiatives - Communication and Engagement - 2011-2012 - initial steps

Initiative	Key Dates	Lead	Tactic	Status – February 2012
Open Board Meetings	January 2011-ongoing	Board Chair/CEO	<ul style="list-style-type: none">•Advertising via local Media•Board of Directors Highlights posted on website	<input checked="" type="checkbox"/>
Public Education Sessions	June 2011-Annual General Meeting	Board Chair/CEO	Your Health – It's Time to Get Involved.	<input checked="" type="checkbox"/>
	October 2011	Board Chair/CEO	Mount Forest – Rural Health Care	<input checked="" type="checkbox"/>
	March 2012	Board Chair/CEO	Topic TBD	<input type="checkbox"/>



Governance Initiatives - Communication and Engagement 2011-2012 continued

Initiative	Key Dates	Lead	Tactic	Status – February 2012
Board to Board Engagement	May 2011	Board Chair/CEO	WWLHIN Symposium of Change – Determinates of Health	<input checked="" type="checkbox"/>
	January 2012	Board Chair/WWLHIN Chair	Information exchange of organizational priorities.	<input checked="" type="checkbox"/>
Standing Communication Engagement item	April 2011 – ongoing	Board of Directors/ Senior Director PCCE	Information exchange on community engagement activities – plan execution.	<input checked="" type="checkbox"/>
Community Events	June 2011	Board Chair (or Board member delegates)	Attending key stakeholder AGM's, community events	<input checked="" type="checkbox"/>

It is now time to plan for the 2012-2013 Governance Community Engagement Plan



2012 – 2013 Governance Community Engagement Plan

- All but one of the 2011 – 2012 Governance Community Engagement plan are complete.
- Recommend that the Board develop a 2012 – 2013 Governance Committee Engagement Plan that considers:
 - The evaluation of the 2011-2012 Governance Community Engagement Plan;
 - Stakeholder Analysis and Stakeholder Management planning; and
 - The Organization Review Report, develop a 2012 - 2013 Governance Community Engagement Plan.



The Board would oversee the Annual Organization Communication and Engagement Plan



Annual Organization Communication and Engagement Plan

June 1, 2011 - March 31, 2012

July 11, 2011v2
August 8, 2011
September 15, 2011
October 5, 2011
November 11, 2011
February 29, 2012
March 6, 2012

1

Table of Contents	
Executive Summary	3
WWCCAC Vision	3
WWCCAC Mission	3
WWCCAC Values	4
WWCCAC Strategic Priorities and Strategies	4
WWCCAC Enablers	4
Multi-Sector Service Accountability Agreement – Community Engagement and Integration Activities	4
Corporate Communications and Engagement Goals	5
Audiences	5
Communication and Engagement Roles and Responsibilities	6
WWCCAC Board and Committee Members	6
WWCCAC Staff	7
Overarching Key Messages	9
Focus Areas	9
Community Engagement	9
Clients and Families	11
Staff	11
Stakeholders	12
Media Relations	13
Government Relations	14
Issues Management	14
Social Responsibility	15
Communication Groups	16
2011–2012 Corporate Activities	17
2011-2012 Communication and Engagement Schedule	17
Communication and Engagement Team Lead Activities	19
Evaluation	21
Communication and Engagement Toolkit Appendices	22
Appendix 1 - Waterloo Wellington Community Care Access Plan Template-WWCCAC	23
Appendix 2 - WWCCAC Community Engagement Definition	27
Appendix 3 - Performance Indicators for Community Engagement	28
Appendix 4 - Community/Stakeholder Assessment Worksheet	29

2



#3 - COMMUNITY ENGAGEMENT STANDING COMMITTEE OF THE BOARD



Board's suggestions from 1 to 1 interviews (April 2011) - Board's Role: Community Engagement

Governance Community Engagement Initiative suggestions

Continue Board of Directors Public Meetings

Education Sessions at Board Meetings

#1 - Develop "Common Understanding" on the Board's role specific to Community Engagement – e.g. Stakeholder Analysis and Stakeholder management planning

Develop "Common Understanding" amongst Directors on evolving role of the Board

Board to Board Engagement

Standing Community Engagement agenda on Board of Director Meetings

#2 - Oversee the roll out of the organizational Community Engagement Strategy

#3 - Create a Community Engagement Board Advisory Group



Board of Directors Community Engagement Standing Committee - Terms of Reference

Responsibilities

- Leads and oversees Stakeholder Analysis and Management Planning.
- Development of an annual Governance Community Engagement Plan (examples: attending Hospital Annual General Meetings, attending local Chamber of Commerce meetings, Attending open houses of Service Providers).
- Review Terms of Reference of the Community Engagement Committee **(NEW)**
- Oversees the Annual Organization Communication and Engagement Plan
- Promotes consultative feedback from the community to assist the board in their visioning and strategic planning.
- Seeks to understand the needs of the community and to use this information to guide planning activities in a time of scarce resources.
- Identifies strategies to assess and influence community opinion on Home and Community Services in Waterloo Wellington.
- Advances as appropriate local community matters to the attention of the WWLHIN, Ontario Association of Community Care Access Centre, and the Ministry of Health and Long Term Care.
- Develops a strategy whereby each Board member is assigned community events. **(NEW)**

Accountability

- The Board of Directors Standing Committee will initially meet as a Committee of the Whole and is accountable to the Board of Directors.

Purpose

- The Board of Directors Community Engagement Standing Committee is an important avenue, amongst others, to bring ideas and concerns from the community (defined as our local stakeholders, clients, families and residents of Waterloo Wellington). Community Engagement provides opportunities for the community at large, stakeholders and those we serve to help WWCCAC set principles, set priorities or solve specific, shared problems. Engagement findings may reflect insights from the community on local circumstances, new regulations, opportunities, collaborations. The Community Engagement information feeds into the ongoing planning activities of the organization.



Board of Directors Community Engagement Standing Committee - Terms of Reference continued

Membership

- The full board will be members of the Community Engagement Standing Committee.

Staff Support and Documentation

- Appropriate staff support will be provided to the Board of Directors Community Engagement Standing Committee to administer and distribute all necessary documentation.
- Minutes will be approved by the chair, circulated by the board members and then made available electronically on the Extranet.

Meeting Frequency

- The Committee will meet semi-annually April and September for a 3-4 hour meeting in a generative setting.

Annual Review

- The Terms of Reference and relevant Board Policies will be reviewed at least annually and submitted to the Governance Committee, prior to Board notification and/or approval.

Quorum

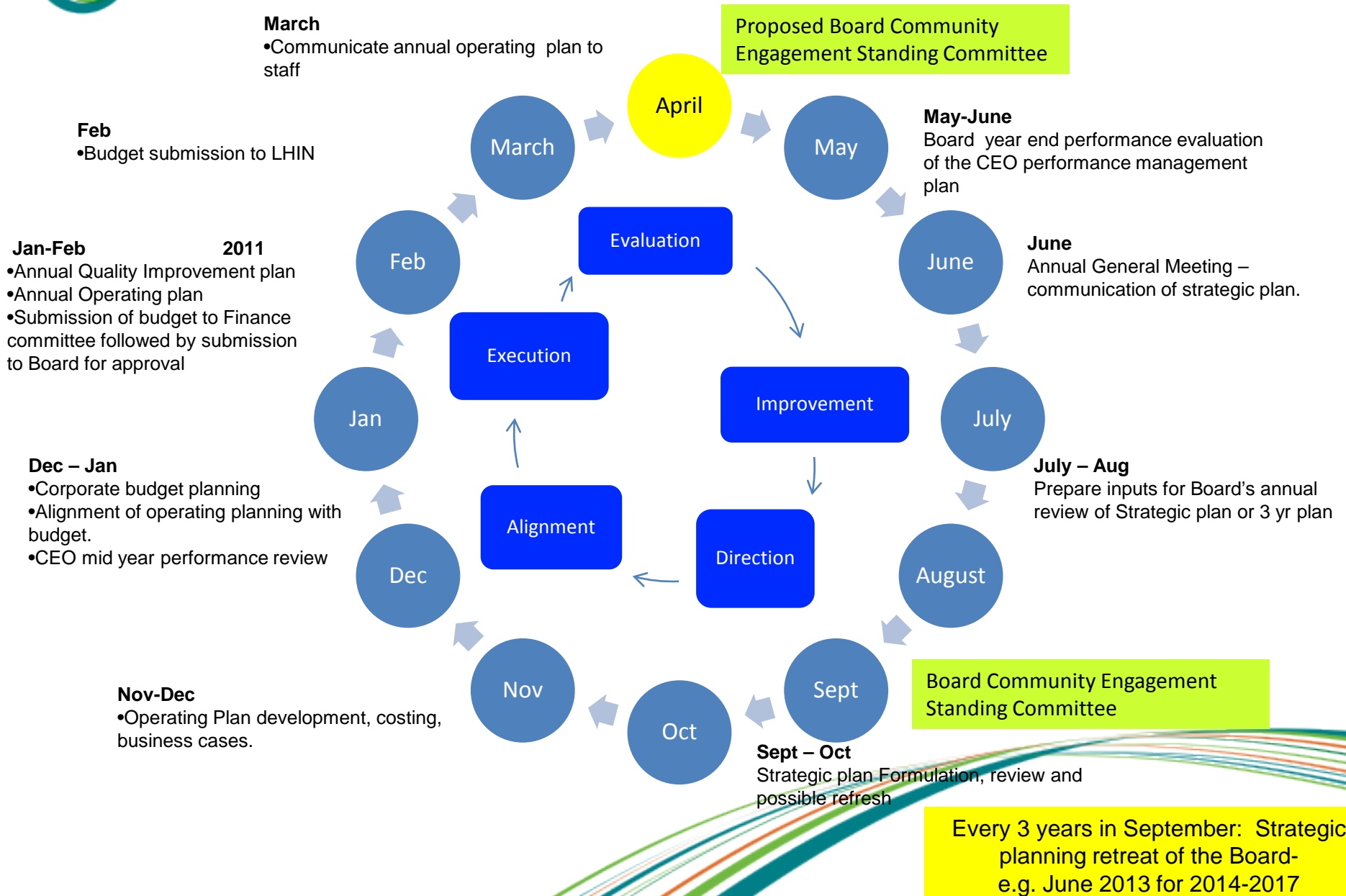
- Quorum of the Committee, for the purposes of conducting business, will be a majority of Board Directors.

Decision Making

- The Community Engagement Board Standing Committee will operate on a simple majority model, with the committee chair casting the deciding vote in the event of a tie.



An illustration of how the Board CEC would fit in this planning cycle.

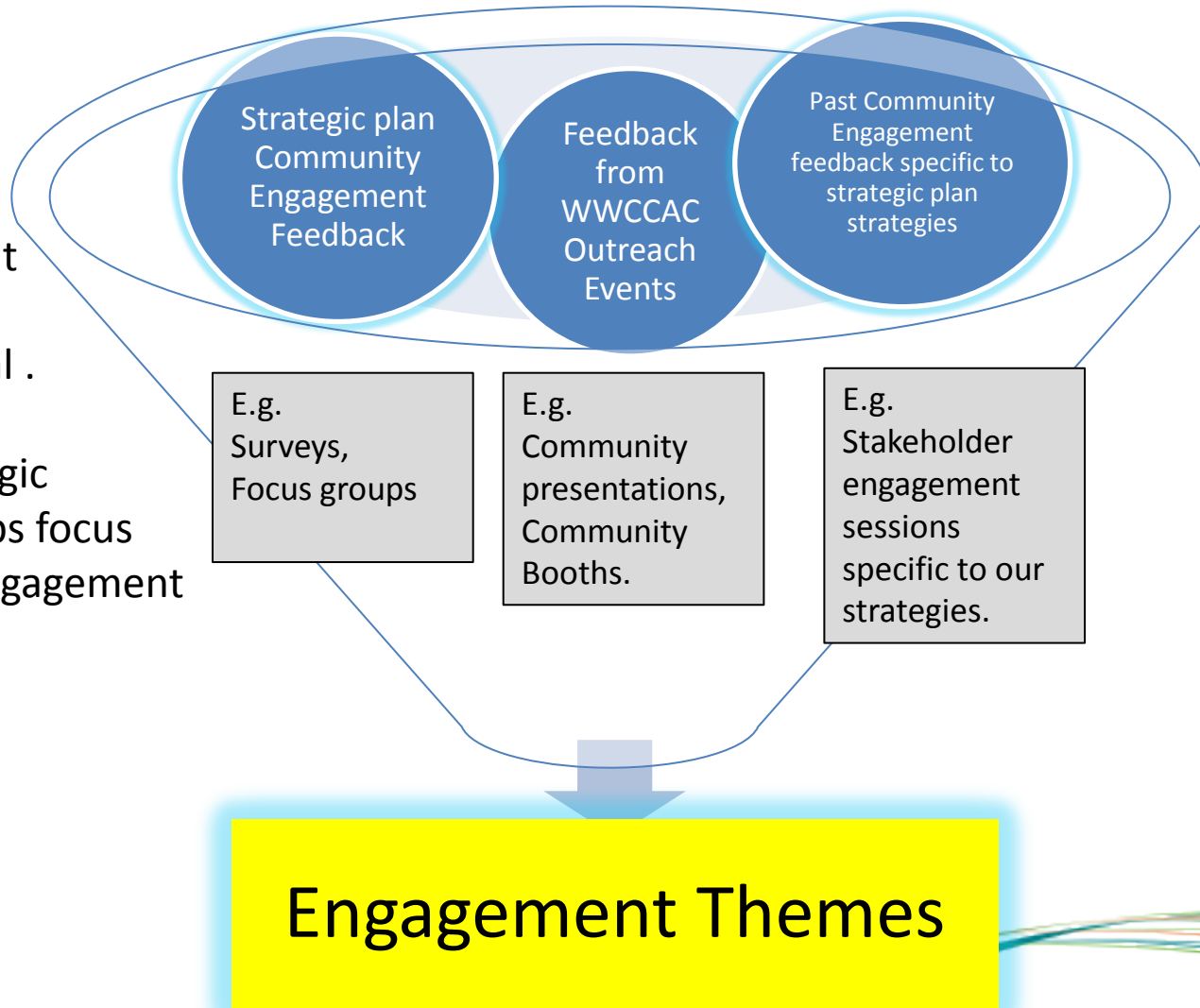




Community Engagement is a key Informant to Strategic planning

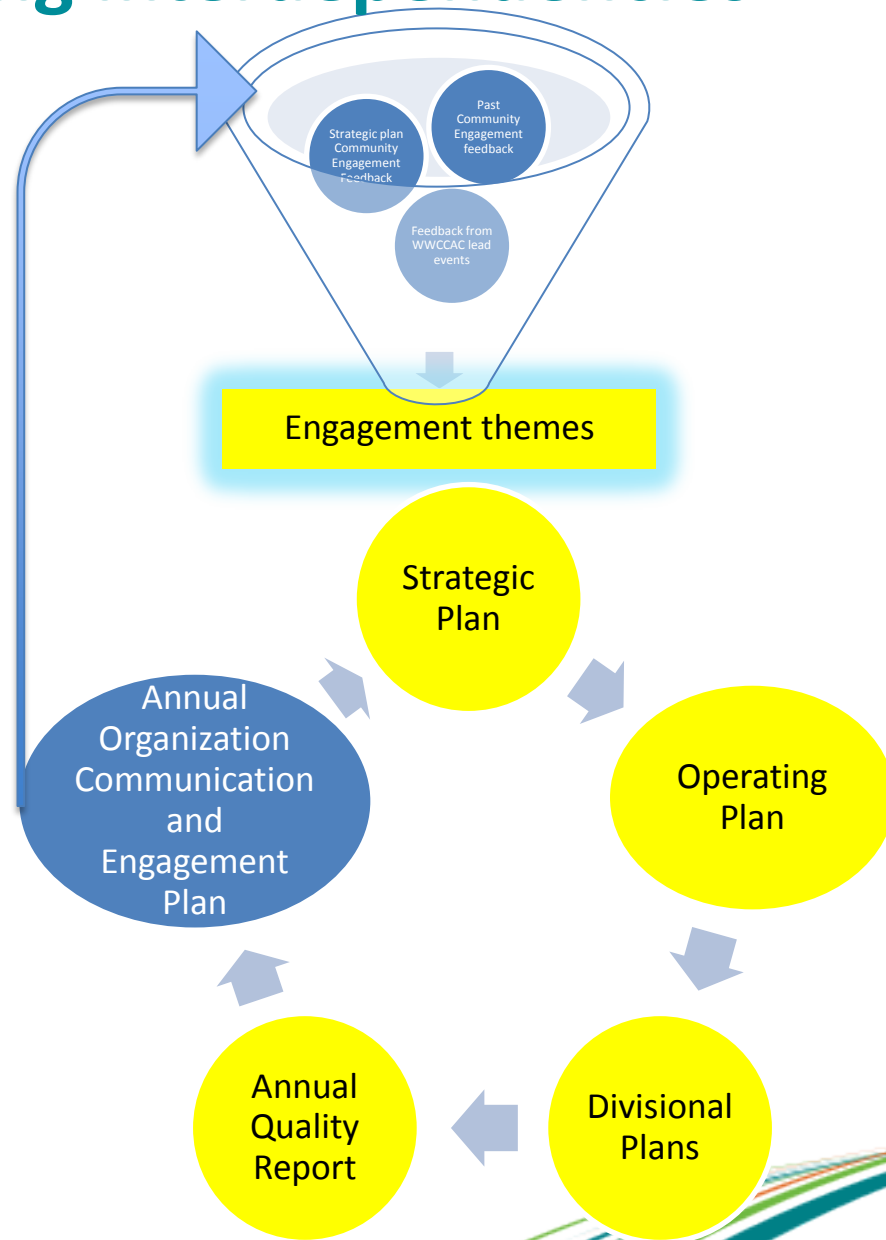
Engaging the right stakeholders for planning is critical .

Identifying strategic stakeholders helps focus organizational engagement strategies.





Planning Interdependencies





Requesting approval of the following proposed motions:

#1. Stakeholder Analysis and Management Planning: That the Board move forward with a 3 hour stakeholder analysis and stakeholder management planning session in May or June 2012.

#2. 2012-2013 Governance Community Engagement plan: That the Board develop a 2012 – 2013 Governance Community Engagement Plan which will be informed by an evaluation of the 2011-2012 Governance Community Engagement Plan, the stakeholder analysis and stakeholder management planning and the Organization Review Report.

#3. Community Engagement Standing Committee of the Board: That the Board structure a Community Engagement Standing Committee of the Board which will provide oversight for Community Engagement.



We believe these steps proposed will help the Board develop.....

Governance Community Engagement Initiative suggestions

Continue Board of Directors Public Meetings

Education Sessions at Board Meetings

#1 - Develop “Common Understanding” on the Board’s role specific to Community Engagement – e.g. Stakeholder Analysis and Stakeholder Management planning

Develop “Common Understanding” amongst Directors on evolving role of the Community Based Board of Directors

Board to Board Engagement

Standing Community Engagement agenda on Board of Director Meetings

#2 - Oversee the roll out of the organizational Community Engagement Strategy

#3 - Create a Community Engagement Board Advisory Group