

Community Engagement Plan

April 1, 2011 – March 31, 2012

2011-12

As community engagement is one of the provisions of the Ministry LHIN Performance Agreement 2010/12, each LHIN is tasked with creating an annual Community Engagement Plan 2011/12.

Central West
Local Health
Integration
Network

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Part I: Community Engagement Plan

Community engagement is established as a core function of the LHINs. As outlined in the newly established LHIN Community Engagement Guidelines and Toolkit, community engagement refers to the methods by which LHINs interact, share, and gather information from and with local stakeholders. Community engagement activities can be ongoing or project specific.

The Central West Local Health Integration Network (LHIN) is one of 14 local health integration networks established by the Government of Ontario to plan, fund and integrate health care services to meet local health needs. The Central West LHIN is responsible for allocating almost \$746 million dollars for health service providers within the Dufferin, Caledon, Brampton, Mississauga-Malton, Etobicoke-Rexdale and Vaughan-Woodbridge areas. Health service providers within the LHIN's mandate include the community care access centre, community health centers, community support services, hospitals, long-term care homes and mental health and addiction services.

Section 16.2 of the Local Health System Integration Act, 2006 defines community as patients and other individuals in the geographic area of the LHIN, health service providers and any other person or entity that provides services in or for the local health system, as well as employees involved in the local health system. Stakeholders include local residents, health services providers, communities, political officials and/or organizations that have a vested interest in the outcomes of the community engagement initiative.

Community engagement events are aimed to provide stakeholders, including members of the community, with information to:

- assist them in understanding the role and mandate of Local Health Integration Networks
- obtain input and feedback about service gaps and opportunities for service improvements and integration
- work directly with stakeholders to ensure their concerns are understood and considered
- build relationships between the LHIN and community organizations and groups and members of the public to support the LHIN in moving forward with its mandated activities.

Community engagement includes a number and variety of activities and events intended to engage all, or some, stakeholders. These activities and events can include:

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| • advertising | • forums | • public service announcements |
| • advisory groups | • Interviews | • questionnaires |
| • briefings | • media liaison and publicity | • surveys |
| • brochures and printed material | • newsletters | • task forces |
| • community stakeholder consultation | • open houses | • websites |
| • expert panels | • polls | • work groups |
| • focus groups | • public meetings | • workshops |
| | | • written submissions. |

The many and diverse communities of the Central West LHIN were consulted in determining the key priorities outlined in the Integrated Health Service Plan, 2006-2009 (IHSP1) and Integrated Health Service Plan, 2010-2013 (IHSP2). During the development of these plans, there was a total of 32 community engagement sessions held in various areas, with over 550 participants who informed the LHIN of the local needs with respect to healthcare services. In addition, the LHIN employed public polls and website surveys to validate identified priorities.

In 2008, the Central West LHIN held 13 sessions with 660 participants to gather input from the community, community organizations, service groups and health service providers for the development of the Health System Plan. This plan outlined strategic goals for a person-centered, community based health system, including reinforcing the expectation that people improve their health by making healthy lifestyle choices and that health service providers share accountability for improved health care outcomes.

The Community Engagement Plan 2011/12 provides a description of ongoing work in LHIN priority areas. This is the first community engagement plan for the Central West LHIN using the Community Engagement Guidelines and Toolkit. The plan is meant to be flexible as the year proceeds. The planned activities for each priority provide an overview of the Central West LHIN's work.

The LHIN undertook significant community engagement work over the past couple years, related to the Health System Plan, IHSP2, and its Aging at Home planning. For the Central West LHIN, 2011/12 community engagement will not be as extensive as in years in which Integrated Health Services Plans were developed. Work in 2011/12 will focus on activities associated with implementing action from IHSP2, ensuring the community has a developing understanding of the LHIN's activities and accomplishments, and for laying groundwork for the development of the 2014/17 IHSP.

The Board of Directors of the Central West LHIN approves the annual Community Engagement Plan.

Population Demographics

Among the LHINs, the Central West LHIN represents 6.1% of Ontario's population, serving a diverse and growing population of approximately 740,000 people. The region has experienced an unprecedented growth as the population grew by 19.2%, which was the highest amongst all LHINs and higher than the Ontario growth rate of 6.6%, between 2001 and 2006. Furthermore, the population of the Central West LHIN is expected to grow by 25% between 2006 and 2016.

The population of the Central West LHIN is younger compared to the province's total population and the lowest among the 14 LHINs. The median age of the Central West LHIN in 2006 was 34.9 years, and for Ontario it was 39 years. The LHIN is expected to experience significant aging of the population in the period between 2006 and 2016.

The Central West LHIN has a highly ethno-culturally diverse population, with 46% identified as immigrants and over 50% as visible minorities. A population characteristics breakdown indicates that the major ethnic groups in the Central West LHIN are South Asian and Black. This rich diversity requires that health services be sensitive with respect to language barriers and cultural beliefs, and focus on preventing and treating diseases that are frequently seen in these populations.

Community	Population	% of the Population
Brampton	433,806	58.6%
Caledon	57,050	7.7%
Dufferin	54,436	7.4%
Malton	38,214	5.2%
Rexdale	127,097	17.2%
Woodbridge	29,364	4.0%
Central West LHIN	739,967	100%

Source: 2006 Census

As the community of the Central West LHIN grows, so too does the LHIN's mandate to ensure community members are informed, educated, consulted, involved, and empowered so that the priorities of the local health system reflect the priorities of the people who use that system.

Aboriginal Health

Aboriginal people experience a broad range of health issues, and have the poorest health levels in the country. Provincial research indicates that Aboriginal women and men were more likely to report fair or poor health, multiple chronic conditions and activity limitations than women and men in other ethnic groups.

In 2009, the Central West and Mississauga Halton LHINs conducted, in a joint project, a needs assessment study of Aboriginal communities at a local level. This was the first Aboriginal health study in the area. The purpose was to develop a knowledge base to use when working with providers to address needs within the geographic area of the two LHINs. This would ensure that the subsequent work would reflect health needs and issues in a holistic manner including physical, mental, spiritual and emotional aspects.

In order to do this successfully, an Aboriginal Health Needs Advisory committee was set up, comprising of community groups representing First Nations and Métis communities as well as the Aboriginal Steering Committee. There were two focus groups held at the Peel Aboriginal Network and Métis Nation of Ontario, as well as a survey of individuals of Aboriginal ancestry. All organizations partnered to develop the needs assessment and an Aboriginal community engagement strategy within the geographic area of the two LHINs.

In keeping with the proposed regulation of the Local Health Integration System Act, 2006 the Central West LHIN supports the timely establishment of the “Aboriginal Health Planning Entity” which will cover the geographic area of the Central West LHIN. In the meantime, the following is proposed as the Aboriginal community engagement activity for the coming year. The lead representative from the Central West LHIN is Dave Pearson, PICE Consultant.

Proposed Aboriginal Community Engagement Initiatives: 2011-2012				
Initiative	Stakeholders	Proposed Date	Rationale	Outcomes
Implementation of the Aboriginal Health Needs Assessment Recommendations and Next Steps	Members of the Aboriginal community in the Central West and Mississauga Halton LHIN	Summer 2011 Winter 2012	The Aboriginal Health Needs Advisory Committee is planning a series of engagement opportunities to raise awareness and highlight recommendations from the Aboriginal Needs Assessment Study.	At least three sessions sponsored by the Aboriginal Health Needs Advisory Committee in 2011/12 to build stronger relationships with communities and providers. The LHIN targets that a member of each local Aboriginal group will attend each session.

Catchment Consultation Study - Part 3

In September of 2006, the Central West LHIN contracted a public polling firm to conduct a Catchment Consultation Study. The purpose of this study was to provide a sample of Central West LHIN resident knowledge regarding the priorities within the LHIN, and to ascertain local residents' knowledge of the LHIN itself. Overall, the results were good, respondents indicated that they supported health care priorities listed in the initial Integrated Services Plan of the Central West LHIN. The survey pointed out more effort was needed for local residents to have a better understanding of LHINs.

In March 2009, the Central West LHIN conducted a second study to compare and update results from the previous study. The results found that residents expressed that the LHIN should place more attention to help improve overall accessibility and quality, particularly of primary health care, cancer, cardiac, and seniors care services. Residents' knowledge of the LHIN was marginally better.

Findings from both studies facilitated the Central West LHIN's process to identify key issues that are the most important to the residents of the LHIN, and to address these in key strategic documents such as the IHSP 1 and 2, and the Health System Plan.

The Central West LHIN will conduct a third study which will assist the LHIN in determining progress and to lay groundwork for the development of the third IHSP. The methodology and process will remain relatively consistent to continue to yield results that will be comparable to the previous reports. The study results will also be used as a tool to evaluate the success of Central West LHIN's community engagement activities to see if there is a growing understanding of the LHIN, its role and its accomplishments. The lead from the Central West LHIN will be Chuck Ferguson, Director of Communications and Community Engagement.

Proposed Catchment Consultation Study Community Engagement Initiatives: 2011-2012				
Initiative	Stakeholders	Proposed Date	Rationale	Outcomes
Catchment Consultation Study – Part 3	Residents of Central West LHIN (representative sample)	November 2011	Building on the first two surveys, the third survey will confirm trends, and highlight emerging issues. The study will assist in planning for the IHSP 3 and will also provide insight which will inform the LHIN's community engagement and communications strategies.	The catchment consultation study will be undertaken in November, 2011. Results will provide a statically relevant snapshot of the public's perception of local health priorities and of the LHIN. The LHIN targets 600 household responses to telephone polling.

Diversity and Equity

The Central West LHIN is working in partnership with local health service providers to improve access to culturally-competent health care services. The LHIN is also focused on reducing health disparities among the various population groups in the LHIN.

One of the key ways this is done is through the Diversity and Equity Core Action Group, comprised of leaders and representatives from local health service provider organizations. For 2011/12, the Core Action Group will meet every other month for a total of 6 meetings.

In addition to the public events to date and the ongoing engagement with HSPs through the Diversity and Equity Core Action Group, the LHIN has identified the following community engagement activities for 2011/12. The lead from the Central West LHIN will be Yvonne Sinniah, Performance and Integration Consultant.

Proposed Diversity & Equity Community Engagement Initiatives: 2011-2012				
Initiative	Stakeholders	Proposed Date	Rationale	Deliverables
South Asian Community Engagement	Public Members William Osler Health System	Spring 2011	In partnership with William Osler Health System, the LHIN's objective is to better understand the South Asian population's perspectives of the local health care system. The aim is to get a deeper understanding of the South Asian community and its health care needs. The Central West LHIN will share information about its role and accomplishments, and about health care services available in the LHIN.	The Central West LHIN will participate in at least two community events, planned to be held in local Gurdwaras (place of worship) in partnership with William Osler Health System.
Diversity and Health Equity Forum	Health Service Providers	January, 2012	Health service providers are submitting Health Equity Environmental Scans to the LHIN by September 30, 2011. This forum will enable providers to develop health equity strategies and implement effective tools to reduce inequities in health service provision. LHIN and Ministry of Health and Long-Term Care staff will present about the Health Equity Impact Assessment Tool	All HSPs will submit Health Equity Environmental Scans to the LHIN by September 30, 2011. Forum will orient HSPs about the Health Equity Impact Assessment Tool and support HSPs to identify strategies for Health Equity Plans The LHIN targets all HSPs to submit scans and to attend forum

Francophone Community Engagement

The Central West LHIN is committed to meeting its obligations under the Local Health System Integration Act and the French Language Services Act by connecting with the local francophone population to ensure its input into the development of health services that meet its needs. This includes organizations that serve the Francophone communities and other groups, such as local groups/ organizations and French language schools.

The LHIN is anticipating working closely with the French Language Health Planning Entity to improve engagement with the local francophone community and planning for French language health services. Consulting the planning entity, named *Entité de planification pour les services de santé en français de Toronto Centre, Centre Ouest et Mississauga Halton*, (as it includes the Central West, Mississauga Halton and Toronto Central LHINs) will be required to plan future Francophone community engagement events. It is early to determine local community engagement events that will be undertaken in partnership with the French Language Health Planning Entity.

The LHIN will support “identified” health service providers to develop French Language Services (FLS) plans, and to develop community engagement initiatives. The portfolio lead is Sarah Schlote, French Language Services Coordinator. Planned initiatives for 2011-12 include:

Proposed Francophone Community Engagement Initiatives: 2011-2012				
Initiative	Stakeholders	Proposed Date	Rationale	Deliverables
Focus Groups	Francophones in the Central West and Mississauga Halton LHINs	Spring 2011	Focus groups aimed to increase Francophone participation in the FLS Assessment Study and Needs Survey.	A minimum of 600 completed surveys is targeted.
Public Forums: Results of FLS Assessment Study and Needs Survey	Francophones in the Central West and Mississauga Halton LHINs	Spring - Summer 2011	The forums will allow public debriefing of the FLS Assessment Study and Needs Survey to ensure the local Francophone community is apprised of its results.	At least two forums will be held to validate results and to discuss findings of the survey, and implications for service planning.
Community engagement sessions	Francophones in the Central West and Mississauga Halton LHINs	Summer-Fall 2011	Sessions, in collaboration with HSPs, will target Francophone groups identified in the FLS Study that requested information about French language health services.	Number of sessions will be determined once the results of the survey are available.
<i>Le Lien français</i>	Francophone community in the Region of Peel.	March 2012	This annual event, coordinated by the Francophone Steering Committee of Peel, will be supported by the LHIN to increase the visibility of the LHIN and of HSPs to maintain positive public relations with the Francophone community.	The LHIN, and identified HSPs supported by the LHIN, will have information booths at this event.

General Communications

Communication techniques, including media relations, newsletters and bulletins, will explain the difference the LHIN makes, emphasizing its successes and supported by testimonials from clients and health service providers. In order to ensure strong, local outreach, the Central West LHIN has kept a contact list of Health Service Providers (HSPs), and lists of non-HSP community service provider organizations, service clubs, cultural organizations, religious organizations, and regional and municipal politicians and officials. The following community engagement initiatives will be undertaken during the 2011/12 year. The lead from the Central West LHIN will be Chuck Ferguson, Director of Communications and Community Engagement.

Additionally, the Central West LHIN will undertake the development of a strategic communications plan. With the maturity of the LHIN, the changing environment in which the LHIN undertakes its work, and the upcoming changes in the membership of the Board of Directors of the Central West LHIN, it is deemed timely to update the LHIN's communications focus and strategy and develop structures and objectives to support the up-dated strategy.

Proposed Media Community Engagement Initiatives: 2011-2012				
Initiative	Stakeholders	Proposed Date	Rationale	Outcomes
Print media	Media General Public	Ongoing	The LHIN will submit success stories of LHIN funded programs to various media outlets, issue press releases on LHIN activities and respond to media coverage through letters to the editor as appropriate. By managing and maintaining good media relations the LHIN will seek to ensure coverage is accurate and positive.	Maintain an ongoing positive media presence in local and regional papers and especially publications such as seniors' magazines or Board of Trade publications, as well as local ethno-cultural media.
Monthly MPPs meetings	MPPs	Ongoing	Keep government stakeholders informed and up to date on LHIN decisions and activities. Also, government stakeholders can share their concerns and views regarding health care and their constituents. The Central West LHIN will liaise with stakeholders and staff to ensure issue management and coordination of all announcements/events.	Improved government relations with this key stakeholder groups and improved understanding of MPP needs as well as improving MPPs' understanding of the LHIN.
Meetings with regional / municipal councils	Municipal Leaders	Ongoing		Improved government relations at local level with ability to understand local constituency concerns and address them.

Mental Health & Addiction Services

The Central West LHIN is home to mental health and addiction services that provide a comprehensive range of services to residents. The LHIN will incorporate the goals identified in the *Respect, Recovery, Resilience: Recommendations for Ontario's Mental Health and Addictions Strategy* report, working closely with the Ministry of Health and Long-Term Care and local providers to implement initiatives resulting from the report. The LHIN anticipates meeting with local providers, consumers, and public members about these potential local initiatives.

Currently, the LHIN continues to work with the Mental Health and Addictions Core Action Group in moving forward actions related to the Mental Health and Addictions Services priority outlined in the LHIN's Integrated Health Services Plan (IHSP). The Core Action Group provides advice and assists the LHIN in ensuring the development of work plans that will guide the implementation of the IHSP aimed at improving access to mental health and addiction services for the residents of the Central West LHIN.

The following are the scheduled community engagement activities for the year 2011/12. The lead from the Central West LHIN will be Suzanne Robinson, a Planning, Integration and Community Engagement Consultant.

Proposed Mental Health & Addictions Community Engagement Initiatives: 2011-2012				
Initiative	Stakeholders	Proposed Date	Rationale	Outcomes
Consultation with Consumer Survivor Network (CSN) / Enlighten Conference	Participants of the conference - people with lived experience - health service provider staff	Fall 2011	The Consumer Survivor Network (CSN) is mandated to work together with consumer survivor initiatives. Its annual Enlighten conference provides participants the opportunity to learn about services to support their ability to make more informed decisions and to provide input into LHIN planning and to ensure the consumer perspective is included.	The Central West LHIN will present and participate at the annual Enlighten conference, sponsored and scheduled by the Consumer Survivor Network – Central West.
Extended Action Group	Cross-Sector: - HSPs - Non-HSP providers of mental health and addiction services - Consumers - Various provincial ministries staff	December 2011	Created to capture the perspectives representative of consumers, family groups, and individual practitioners, as well as health service providers not located within the LHIN that provide significant levels of mental health and addiction services to local residents.	The LHIN will host the Extended Action Group and ensure a full range of stakeholders are engaged in moving forward the IHSP "Action Steps" related to the Mental Health and Addiction service priorities. Target at least 60 attendees.

Physician Engagement

The Central West LHIN has a very positive record in engaging physicians. In 2006, the Central West LHIN established a Physician Engagement Strategy based on consultations with local physician leaders. In 2008, a joint Physician Engagement Workshop was hosted by the LHIN and the Ontario Medical Association (OMA).

More recently the Central West LHIN has made efforts to engage physicians, to hear their views and raise the credibility of the LHIN as a resource and advocate regarding their role in the health system. In the past year, a public polling firm supported the LHIN to gather information from physicians through a consultation website and phone calls.

For 2011/12 the LHIN has reflected on past experiences and will utilize the “Engaging Primary Care Physicians in LHIN Processes: Primary Care Physician Engagement Resource Guide & Toolkit” report. The LHIN will narrow the engagement focus and more strategically align it with opportunities that have been initiated and/or supported by physicians themselves. The LHIN has a number of local physician champions with strong capacities who assist in ensuring purpose-focused and meaningful engagement of physicians. The following are the proposed community engagement activities lead by Dave Pearson, PICE Consultant.

Proposed Primary Care Community Engagement Initiatives: 2011-2012				
Initiative	Stakeholders	Proposed Date	Rationale	Outcomes
Central West Primary Care Network Development	FHTs, CHCs, and physician champions in the Central West LHIN	Ongoing	Central West primary care providers have proposed the development of a network that would encourage clinical consistency through ongoing engagement opportunities, to contribute data, influence leadership and connect with other stakeholders and providers.	Development of a primary care network.
Physician Engagement for Diabetes	All primary care providers in the Central West LHIN.	Fall 2011 – Diabetes Education Day and other various preparatory engagements	A project charter has already been submitted that specifies a scope and timeline for engagement, aimed at meeting the complex needs of South East Asian community with complex Diabetes needs.	Development of a Central West LHIN physician network for clinical collaboration.
Health and Care Centres	Local primary care physicians in Bolton and Shelburne, and specialists serving communities	Ongoing	A strong physician engagement strategy will support the establishment of Health and Care Centres, which are intended to improve the coordination of health care services and local access to primary and specialist care through HSPs and local physicians working in partnership to better serve community residents.	Meetings with all local physicians in Bolton and Shelburne, and selected, specialists from Headwaters and Osler.

Speaker's Bureau

The Speakers Bureau has been established to support the Board Members' and the CEO's public speaking opportunities at community, cultural and faith-based organizations. This is an opportunity to discuss the LHIN's plans and achievements with community leaders of the different constituencies that the LHIN serves. Moving forward, key groups the Speakers Bureau will target include Boards of Trade, and business based community groups such as PROBUS and Rotary Clubs. This activity is aligned with the renewed focus of the Central West LHIN's Board members on "building relationships" with community leaders, developing new contacts and ensuring current contacts are familiar with the LHIN's activities and impact. The lead from the Central West LHIN will be Chuck Ferguson, Director of Communications and Community Engagement.

Proposed Speaker's Bureau Community Engagement Initiatives: 2011-2012				
Initiative	Stakeholders	Proposed Date	Rationale	Outcomes
Speakers Bureau	Community and business leaders	Ongoing	The speaker's bureau will provide support for LHIN Board members to connect to service organizations. Examples would include, speaking notes, re-introduction to service clubs, and scheduled presentations. These sessions will include information about the health of the community and how the LHIN is leading improvements in local health services.	Increase exposure of Board members in community. Expose community leaders to LHIN roles, and accomplishments by building a basis for dialogue with key community leaders. Efforts will be made to schedule at least six sessions.

Women & Children's Health

The Central West LHIN is home to the highest number of births in the province. In 2007/08, 11,523 women residing in the Central West LHIN gave birth.

The Central West LHIN has broadened its previous integration priority from "Maternal and Child" services to "Women and Children's" health services. The Women and Children's Health Core Action Group has been mandated to develop and enhance the overall service delivery system for women and children services. The group meets on a quarterly basis. On behalf of the action group, the Chair provides the LHIN CEO advice on key issues.

In terms of children's health the Central West LHIN's objective is to address the emerging issues in the following priorities: speech pathology, antenatal, breastfeeding, and obesity. The plan is to move towards more baby-friendly hospitals. This is being done through the work of the sub-groups. For example, an inventory list of breastfeeding services in the Central West LHIN has been developed.

For women's health, findings were reviewed to help assess the best way to develop strategies and an action plan to improve the health status of women in the Central West LHIN. These findings were from the Project for an Ontario Women's Health Evidence-Based Report (POWER Study), which is a multi-year project funded by ECHO: Improving Women's Health in Ontario, an agency of the Ontario Ministry of Health and Long-Term Care Support.

The following proposed community engagement session is meant to gather a better understanding of the specific needs of women's health needs in the Central West LHIN region. The lead from the Central West LHIN will be Nazira Jaffer, Senior Consultant, Planning, Integration and Community Engagement.

Proposed Women and Children's Health Community Engagement Initiatives: 2011-2012				
Initiative	Stakeholders	Proposed Date	Rationale	Outcomes
Community Engagement Sessions	Residents of five communities - Brampton - Dufferin - Etobicoke - Malton - Rexdale Local participating HSPs	Fall 2011 Winter 2012	Support the coordination of services that cross the continuum of care to women requiring healthcare services throughout the Central West LHIN, with an emphasis on women from ethno-cultural communities.	Using contacts through HSPs and community organizations as well as local advertising, conduct five community engagement sessions with women across the LHIN to hear women's health care priorities and needs.

Part II – Measuring Success

Measuring success of the 2011-12 Central West LHIN Community Engagement Plan will comprise of four components a) informing stakeholders, b) stakeholder feedback, c) evaluating success, and d) sharing results. Below, the Central West LHIN has outlined how each area will be addressed.

A. Informing Stakeholders

How will LHIN stakeholders be informed of opportunities to participate in engagement activities?

Informing stakeholders of the upcoming community engagement activities is especially important since they are the residents, providers of health services, communities, political officials and/or organizations that have a vested interest in the outcomes of the community engagement initiative.

For this reason, it is best to publicize the planned activities well in advance. As a general rule, the Central West LHIN will commence relevant promotion a minimum of 3 to 4 weeks in advance.

Health Service Provider Engagement: The Central West LHIN will have an e-mail announcement and e-flyer prepared to be sent directly to all involved health service providers both within and outside the region. The same information will also be communicated and accessible via the website and when appropriate via newsletters, LHINfo minutes, and bulletins.

Community Member Engagement: The Central West LHIN will prepare e-mail announcements and e-flyers to be distributed. The LHIN will use its contacts to invite relevant community organizations, as well as have the organization possibly extend the invitation to through their respective mailing lists. Additionally, the Central West LHIN will selectively place advertisements where appropriate such as community centres, schools, the venue of the event, and selective media related announcements on the radio, and in local and ethno cultural newspapers.

B. Stakeholder Feedback

How do LHIN stakeholders provide input or comment to the work of the LHIN – its plans or activities? How do they contact LHIN?

The Central West LHIN is re-designing the website to ensure all vital LHIN documents are available electronically and to develop a more interactive type venue so that all stakeholders are able to comment on the progress of community engagement and all other work done by the LHIN.

A key component of any community engagement activity is to ensure that every participant has the opportunity to give feedback individually or in small groups about the topic discussed. The Central West LHIN will ensure this feedback is captured by utilizing standard evaluation templates, that can be used by all interested parties.

The Central West LHIN will acknowledge any questions, concerns or feedback in a timely manner. A thorough response to some inquiries may require more time to ensure a clear understanding of the request.

C. Evaluating Success

How will the LHIN evaluate the success of this engagement plan?

Community Engagement Toolkit Measures

By posting and sharing this document, the Central West LHIN will make available its annual community engagement plan.

The Central West LHIN will utilize the LHIN Community Engagement Guidelines and Toolkit to support project planning for future initiatives.

1. The Central West LHIN will ensure that participant evaluation be integrated into every community engagement event. All participants will be provided with the opportunity to provide feedback about:
 - a. The appropriateness of the engagement technique to meet the stated objectives of the session/meeting.
 - b. The level of participant satisfaction with the engagement technique, location, timeframe, level of participation, etc.
 - c. Suggestions on how to improve any of these things.
2. The Central West LHIN will establish an “Evaluation Committee” comprised of all Chairs of the Core Action Groups, a Central West LHIN Board Member, and a past member of the Central West LHIN Board of Directors, supported by LHIN staff. The LHIN will be responsible for submitting completed community engagement templates at least annually to be assessed and reviewed by the committee.

Central West LHIN Scorecard

1. The attendance rates of the planned 2011/12 events will be documented by the use of sign-up sheets for each event.
2. The Central West LHIN Community Engagement lead for each event will be responsible for distributing a standard evaluation form at each event for each participating stakeholder to complete.

Listed below are the questions that will be posed after each activity. Also, attempts will be made to ensure appropriate translated evaluation forms are provided when engaging a particular ethno-cultural community.

Each question is to be answered using a scale from 1 (strongly agree) to 4 (strongly disagree).

- I have attended previous community engagement events put on by the Central West LHIN.
 - As a result of this session, I have a greater understanding of the work of the Central West LHIN.
 - The session allowed me to participate and express my views.
 - The session was effectively organized.
 - I am likely to attend the next community engagement session hosted by the Central West LHIN.
 - I would recommend the next session to colleagues and/or clients.
3. The success of the community engagement activity will be reported in the four Community Engagement quadrant of the Balanced Scorecard, based on scorecard benchmarks. These metrics include:
 - Number of stakeholders reached through Community Engagement Sessions (e.g. public consultations, information booths etc.)
 - Percentage of Community Engagement sessions that conducted participant evaluations (e.g. via written forms)
 - Percentage of participants that felt they had the opportunity to express their interests and concerns
 - Percentage of participants that expressed interest in future participation in LHIN consultations or planning activities
 4. The Central West LHIN will compare the results of the community engagement activities and plan with neighbouring LHINs to determine strengths and opportunities for improvements.

D. Sharing Results

How will this LHIN share the results of the engagement activities identified in this plan with stakeholders?

A final LHIN Community Engagement Guidelines and Toolkit measure is ensuring that all the results are shared with relevant stakeholders.

The Board of Directors of the Central West LHIN will approve the annual Community Engagement Plan.

The LHIN Board of Directors will review the progress of the LHIN with the Community Engagement Plan through the quarterly report of the Balanced Scorecard.

Additionally, the Central West LHIN will adapt the *Community Engagement Planning Worksheet* (please refer to Appendix A) into an appropriate standardized reporting template which will also comprise of the event information, attendees, topics discussed, presentations, feedback given etc.

As part of the material of Board of Directors' meeting, this information will be public information, posted on the Central West LHIN website.

Appendix A

Measuring Success - Community Engagement Planning Worksheet

Process measures: will look at whether the method(s) used were the most appropriate to gain the involvement of the community stakeholder.

Outcome measures: will look at whether the engagement activity achieved its desired outcome.

Impact measures: will look at how the outputs of the engagement activity contributed to the final results. (How will contributors to this process see themselves reflected in the project plan or decision?)

Stakeholder	Engagement Method	Key Objective	Process Measures	Process Evaluation	Outcome Measures	Outcome Evaluation	Impact Measures	Impact Evaluation