

# Ministry of Health

## Patient, Public and Stakeholder Engagement Framework

*This summary tool supports the planning, design, management, reporting, communications and evaluation of engagement activities in which people and organizations that are impacted by a decision participate in the process of making that decision. This summary uses best practices in engagement and aligns with the Ministry of Health's policy recommendations.*

### PRINCIPLES

**Overarching principles that guide engagement at the individual, community and health-care system levels**

- 1) A deep commitment to respect, dignity, and listening to understand;
- 2) A recognition that the Triple Aim cannot be achieved without engaged patients at all levels;
- 3) Person-centredness takes place across all levels and works to ensure that the motto "nothing about me, without me," is respected and realized;
- 4) Engagements need to work for patients;
- 5) Trust-based relationships are critical to achieving individual, community and system goals; and
- 6) Engagements use co-design techniques that actively involve all stakeholders (employees, patients, families, caregivers, managers, providers, leaders, citizens, and health-sector organizations) in the design process to help ensure the results meet their needs and are usable.

### LEVELS OF ENGAGEMENT

**Select the level of engagement from the Spectrum of Engagement<sup>1</sup>**

#### INFORM



Provide clear, meaningful and objective information to stakeholders. Examples include news releases, fact sheets, posters, pamphlets and e-mails.

#### CONSULT



Listen and acknowledge stakeholder ideas and concerns. Provide feedback on how their input affected the decision. Examples include surveys, focus groups, interviews and Delphi technique.

#### INVOLVE



Work with stakeholders to address their ideas and concerns. Provide feedback on how their input affected the decision. Examples include workshops, world cafes and forums.

#### COLLABORATE



Work together with stakeholders on developing solutions. Include their recommendations into the decision as much as possible. Examples include advisory committee, card storming, round tables and consensus forums.

#### EMPOWER



Decision-making is placed in the hands of stakeholders within established boundaries or 'givens'. Examples include voting, citizen panels, think tanks and delegation.

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## PROCESS

### Ensure commitment from key sponsor(s)/decision maker(s)

#### Step 1

##### Establish the engagement planning team

Up to five people with different perspectives, one with engagement planning experience and two patients or caregivers.

##### Develop a project overview

A decision statement on what decision is being made, by whom, when and for what

### Seek to understand external perceptions of the decision

#### Step 2

##### Engagement needs analysis

Up to 10 pre-interviews to understand stakeholder interests and concerns with the decision.

##### Impact analysis and stakeholder mapping

Identify the likely direct, indirect and unintended impacts of the decision. Next identify stakeholder communities and/or individuals.

### Select level of engagement from the Spectrum of Engagement<sup>1</sup>

#### Step 3

##### INFORM

Provide information

##### CONSULT

Obtain feedback

##### INVOLVE

Address ideas and concerns

##### COLLABORATE

Work together to develop solutions

##### EMPOWER

Stakeholders make decision

### Identify decision-making processes and commitment to stakeholders

#### Step 4

##### Decision making process

List each step with the stakeholders' role. Outcomes and outputs of each step become engagement objectives. Different levels of engagement are possible.

##### Engagement design

Choose engagement technique(s) that fit the level on the Spectrum.

##### Communications plan

Develop clear consistent materials and distribution plan.

### Develop an implementation plan

#### Step 5

##### Develop a timeline

List key tasks, timeline, deadline and planning lead.

##### Develop measures

Quantify success by how well outputs and outcomes support the decision (not by the number of attendees).

##### Plan reporting back

Report to participants on how their input affected the decision.

## References and Resources

- 1) International Association for Public Participation. IAP2's Public Participation Spectrum. Available at: [https://cdn.ymaws.com/www.iap2.org/resource/resmgr/foundations\\_course/IAP2\\_P2\\_Spectrum\\_FINAL.pdf](https://cdn.ymaws.com/www.iap2.org/resource/resmgr/foundations_course/IAP2_P2_Spectrum_FINAL.pdf)
- 2) Ministry of Health. Patients as Partners Initiative. Patient, Family, Caregiver and Public Engagement Framework and other engagement resources. Available at: <https://www2.gov.bc.ca/gov/content/health/about-bc-s-health-care-system/partners/patients>

