

**GOAL:**

**A. ENGAGEMENT OF THE PUBLIC**

Gather information including public input respecting health, health needs and health services for the residents of the community served by the councils

STRATEGY (WHAT)	ACTIONS REQUIRED TO ACHIEVE (HOW)	SUPPORTS/RESOURCES REQUIRED	RESPONSIBILITY (WHO)	TIMELINE (WHEN)	RESULTS (OUTCOME/MEASURE)
<p><b>1. To inform communities of council activities, plans, and meeting opportunities on a timely basis.</b></p>	<ul style="list-style-type: none"> <li>• Maintain a Health Advisory Council web page on the Alberta Health Services website.</li> <li>• Work with Alberta Health Services to increase public accessibility of the council web page.</li> <li>• Develop an internal working mechanism for the council to collaborate with council members.</li> <li>• Develop a PowerPoint presentation for use by council members to promote and create awareness of the role of the council.</li> <li>• Coordinate media interviews that highlight council success and announce opportunities for the community to participate.</li> </ul>	<ul style="list-style-type: none"> <li>• Web support</li> <li>• Support for design and maintenance of the website</li> <li>• Development of a council PowerPoint presentation</li> <li>• Development of key messages for promoting the council</li> </ul>	<ul style="list-style-type: none"> <li>• Alberta Health Services Communications Department</li> <li>• Community Engagement Officer</li> <li>• Council Chair</li> <li>• Council members: Winnie Bogosoff, Carol Rempel, James Dean and, Daniella San Martin Feeney</li> </ul>	<ul style="list-style-type: none"> <li>• March 31, 2012</li> </ul>	<ul style="list-style-type: none"> <li>• Improved communication to the public (number of hits on the web page, emails to Chair, community presentations and media interviews).</li> <li>• Improve the presence of the Health Advisory Council on the external website by December 2010 (and measure the number of hits received).</li> <li>• Increased access to Health Advisory Council (amount of correspondence received by phone and/or email).</li> </ul>

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<p><b>2. To actively connect the Health Advisory Council with the community through face-to-face engagement (external contact).</b></p>	<ul style="list-style-type: none"> <li>• Develop and produce council support materials (i.e. council brochure).</li> <li>• Report community findings to the Alberta Health Services Board.</li> <li>• Seek opportunities to present on the council and our activities to community groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Development of presentation materials and a package</li> <li>• Website support</li> <li>• Development of support materials</li> <li>• Support with the documentation and analysis of the community information gathered</li> <li>• Travel expenses for council members</li> <li>• Facility rental/food costs</li> </ul>	<ul style="list-style-type: none"> <li>• Council members: Wayne Shillington, Chad Kulak,</li> <li>• Cindy Grand, James Dean and, Kathleen LeClair</li> <li>• Community Engagement Officer</li> <li>• Council members to staff the displays</li> <li>• Analysis and report writing support</li> </ul>	<ul style="list-style-type: none"> <li>• Attend two community events by March 2012</li> </ul>	<ul style="list-style-type: none"> <li>• Gather and record information from diverse populations. Report issues and concerns as presented by the community.</li> <li>• Face-to-face contact with communities and council members (number of events and participants).</li> <li>• Re-enforce community awareness of the council, its roles and responsibilities (through the number of presentations/displays).</li> </ul>
<p><b>3. Obtain community concerns and feedback on health services (internal at the meetings).</b></p>	<ul style="list-style-type: none"> <li>• Receive presentations from individuals and groups at regularly scheduled Health Advisory Council meetings.</li> <li>• Host community meetings in two external locations.</li> <li>• Obtain feedback by connecting with communities directly through face-to-face</li> </ul>	<ul style="list-style-type: none"> <li>• Fiscal support for public engagement activities such as face-to-face communication, surveys and other forms of communication</li> <li>• Alberta Health Services</li> </ul>	<ul style="list-style-type: none"> <li>• Council members: Lawrence Tymko and Crystal Krueger</li> <li>• Community Engagement Officer</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Identify common themes of community concerns (log issues, create an action plan and provide feedback).</li> <li>• Council analysis of issues, gaps and solutions (reporting to the Alberta Health Services Board by March 2012).</li> </ul>

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	<ul style="list-style-type: none"> <li>engagement.</li> <li>Theme community ideas.</li> </ul>	<ul style="list-style-type: none"> <li>support with expertise to collate, analyze and evaluate the data</li> </ul>			<ul style="list-style-type: none"> <li>Number of briefing notes on specific topic areas.</li> </ul>
<p><b>4. To increase awareness of the council's role and activities through media and advertising.</b></p>	<ul style="list-style-type: none"> <li>Increase council presence on the Alberta Health Services website.</li> <li>Develop a communications plan to promote the council through the media (broadcast and print).</li> <li>Investigate the opportunity of social networking sites for the council.</li> <li>Council members to network with local community contacts.</li> <li>Explore social media as a vehicle to enhance communication of the council</li> <li>Conduct various media interviews (broadcast and print).</li> </ul>	<ul style="list-style-type: none"> <li>Communications plan</li> <li>Alberta Health Services web support</li> <li>Website</li> <li>Advertise prior to each council meeting</li> <li>Exploration of the use of social media such as Twitter</li> </ul>	<ul style="list-style-type: none"> <li>Alberta Health Services communications support</li> <li>Community Engagement Officer</li> <li>Council members: Kathleen LeClair, Daniella San and Martin-Feeney</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Community awareness created of council and their activities (number of website hits and media coverage).</li> <li>Active engagement by communities in the activities of the council (number of participants at the meetings and presentation requests).</li> </ul>

**GOAL:**  
**B. PROVIDE FEEDBACK AND ADVICE TO ALBERTA HEALTH SERVICES**  
Provide advice to Alberta Health Services about health issues, health needs and priorities, access to health services, the promotion of health and any other matters requested by Alberta Health Services

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<p><b>1. Establish and support regular, clear communication with key decision makers within Alberta Health Services.</b></p>	<ul style="list-style-type: none"> <li>Annual report to the Alberta Health Services Board.</li> <li>Bi-annual meeting of the council Chairs.</li> <li>Annual Provincial Council meeting June 2011.</li> <li>Regular contact with the Alberta Health Services Board liaison and the Chair of the council.</li> <li>Host an Alberta Health Services Board member at one meeting per year to discuss issues of importance to the council.</li> </ul>	<ul style="list-style-type: none"> <li>Support for planning and follow-up for meeting times</li> <li>Scheduled time with Alberta Health Services Board members and senior leadership</li> <li>Bi-annual Chair meetings with Alberta Health Services Board members (fall and spring)</li> <li>Regular contact with Alberta Health Services senior decision makers</li> <li>Annual report March 2012</li> </ul>	<ul style="list-style-type: none"> <li>Chair</li> <li>Vice Chair</li> <li>Alberta Health Services Board</li> <li>Community Engagement Officer</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Improved communication between Alberta Health Services Board and the Health Advisory Council (briefing notes and number of meetings held with the Alberta Health Services Board).</li> <li>Increased understanding by the Alberta Health Services Board and senior decision makers of the health concerns and priorities of residents (briefing notes and number of meetings held with Board members).</li> </ul>
<p><b>2. Establish and support two-way communication with the Alberta Health Services Board.</b></p>	<ul style="list-style-type: none"> <li>Briefing reports to Alberta Health Services as necessary.</li> <li>Develop and distribute an annual community report including activities of the council, issues and</li> </ul>	<ul style="list-style-type: none"> <li>Print media, newsletters</li> <li>Human resources for newsletter development</li> <li>Resources and expertise to conduct issue and policy analyses and prepare briefing note submissions</li> </ul>	<ul style="list-style-type: none"> <li>Council members: Sandra Woitas, Don Langford</li> <li>Engagement Officer</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Improved communication between the Alberta Health Services Board and council (number of copies of the annual report circulated, briefing notes, and the number of meetings)</li> </ul>

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	<p>priorities of the Health Advisory Council communities and analyses or actions undertaken by the council.</p> <ul style="list-style-type: none"> <li>Regular council contact with key Alberta Health Services decision makers.</li> </ul>	<ul style="list-style-type: none"> <li>Identified concerns brought forward as needed.</li> <li>Bi-annual reporting to the Board</li> </ul>	<p>and/or other support</p>		<p>attended by or with Alberta Health Services Board members).</p>

**GOAL:**  
**C. PROMOTE AND PARTICIPATE IN ACTIVITIES THAT ENHANCE THE HEALTH OF RESIDENTS**

STRATEGY (WHAT)	ACTIONS REQUIRED TO ACHIEVE (HOW)	SUPPORTS/RESOURCES REQUIRED	RESPONSIBILITY (WHO)	TIMELINE (WHEN)	RESULTS (OUTCOME/MEASURE)
<p><b>1. Promote and support Alberta Health Services health innovations, changes and opportunities that impact the health of our community through increased communication.</b></p>	<ul style="list-style-type: none"> <li>• Create a communication plan for promotion strategies.</li> <li>• Prepare briefing notes as required.</li> <li>• Promote Alberta Health Services health innovations at community events.</li> </ul>	<ul style="list-style-type: none"> <li>• Web page update support</li> <li>• Media support</li> <li>• Promotional materials on health services</li> </ul>	<ul style="list-style-type: none"> <li>• Communications Department</li> <li>• Community Engagement Officer</li> <li>• Council members</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Better communication about the council and its role (number of presentations, media events and community events).</li> <li>• Better communication about Alberta Health Services programs and planning (increased community communication and number of media events and community events).</li> </ul>