

## **Greater Edmonton Health Advisory Council Work Plan 2010 – 2011**

### **Status:**

The Work Plan has been reviewed by Catherine Roozen, Vice-Chair, Alberta Health Services Board, Don Sieben, Member, Alberta Health Services Board, and Kathleen LeClair, Chair, Greater Edmonton Health Advisory Council on Friday, November 26, 2010. Suggested amendments will be reviewed and approved at the next Health Advisory Council meeting on Thursday, January 20, 2011.

### **Purpose of the Work Plan:**

The Work Plan allows each council the opportunity to describe the work to be undertaken for each year and ensure adequate resources are made available to support their efforts. Each council will develop a Work Plan to be submitted to the Health Advisory Committee of the Board at the beginning of the fiscal year that shall include the goals and strategies to meet those goals, as determined by the council, and include proposals for formal consultations and engagement activities with communities. This allows the Alberta Health Services Board to ensure support for the work of the councils and anticipate needs and expectations each year.

The process for these Work Plans is out of sync with the planning cycle in this initial year of council existence. In many cases councils have considered the work they have already done and placed it on the Work Plan and this will be reported as completed activity in their 2010/2011 Annual Report. Plans for 2011/2012 may be included in this Work Plan but councils will not undertake this work until that time.

We have asked each council to consider three goals when creating their Work Plans.

### **Roles and Functions of Health Advisory Councils – to act in an advisory capacity to Alberta Health Services.**

- A) Engage the public, gather information and provide the public input with respect to health, health needs and health services in the area
- B) Provide feedback and advice to Alberta Health Services on what is working well and areas for improvement regarding;
  - i) the health care system and services, issues, needs and priorities, access, promotion of health and any other matters requested by Alberta Health Services
  - ii) strategies to further engage the community on health care delivery, and
  - ii) consider information provided by Alberta Health Services, and identify issues and trends from a local perspective
- C) Promote and participate in activities that enhance the health of residents

**Greater Edmonton Health Advisory Council  
Work Plan  
2010 – 2011**

<b>GOAL</b>					
<b>A. ENGAGEMENT WITH THE PUBLIC</b>					
<b>STRATEGY</b>	<b>ACTIONS REQUIRED TO ACHIEVE (HOW)</b>	<b>SUPPORTS/RESOURCES REQUIRED</b>	<b>RESPONSIBILITY (WHO)</b>	<b>TIMELINE</b>	<b>OUTCOME (measures)</b>
<b>1. To inform communities within the Health Advisory Council on a timely basis of council activities, plans, and meeting opportunities</b>	<ul style="list-style-type: none"> <li>• Maintenance of a Health Advisory Council web page on Alberta Health Services website.</li> <li>• Working with Alberta Health Services website to increase public accessibility.</li> <li>• Develop an internal working mechanism for the council to collaborate with council members.</li> </ul>	<ul style="list-style-type: none"> <li>• Web support.</li> <li>• Support for design and maintenance of the website.</li> <li>• Alberta Health services e-mail address for the Chair.</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: Crystal Krueger, Winnie Bogosoff, Carol Rempel.</li> </ul>	March 31, 2011.	<ul style="list-style-type: none"> <li>• Improved communication to the public (# hits on the webpage, # e-mails to Chair).</li> <li>• Improve presence of Health Advisory Council on external website by Dec 2010 (# hits).</li> <li>• Increased access to Health Advisory Council (# emails).</li> </ul>

**Greater Edmonton Health Advisory Council  
Work Plan  
2010 – 2011**

<b>GOAL A. ENGAGEMENT WITH THE PUBLIC</b>					
<b>STRATEGY</b>	<b>ACTIONS REQUIRED TO ACHIEVE (HOW)</b>	<b>SUPPORTS/RESOURCES REQUIRED</b>	<b>RESPONSIBILITY (WHO)</b>	<b>TIMELINE</b>	<b>OUTCOME (measures)</b>
<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 use a mobile display to create awareness of the Health Advisory Council and promote its role.</li> <li>• Develop and make available support materials.</li> <li>• Manned Health Advisory Council display for community events.</li> <li>• Report the community findings to the Alberta Health Services Board.</li> </ul>	<ul style="list-style-type: none"> <li>• Professionally developed display.</li> <li>• Presentation materials to be developed.</li> <li>• Business cards, brochures, print materials, surveys, and promotional materials.</li> <li>• Website and e-mail address by December 2010.</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 costs.</li> </ul>	<ul style="list-style-type: none"> <li>• Council members: Wayne Shillington, Chad Kulak,</li> <li>• Cindy Grand and James Dean.</li> <li>• Community Engagement Officer.</li> <li>• Analysis and report writing support.</li> <li>• Council members to man displays.</li> </ul>	<p>Materials developed by January 2011. Attend 4 community events by December 2011.</p>	<ul style="list-style-type: none"> <li>• Gather and record information from diverse populations (report reflecting issues and concerns as presented by the community).</li> <li>• Face to face contact with communities and council members (# events).</li> <li>• Re-enforce community awareness of the council, its roles and responsibilities (# presentations/ displays).</li> </ul>

**Greater Edmonton Health Advisory Council  
Work Plan  
2010 – 2011**

<b>GOAL A. ENGAGEMENT WITH THE PUBLIC</b>					
<b>STRATEGY</b>	<b>ACTIONS REQUIRED TO ACHIEVE (HOW)</b>	<b>SUPPORTS/RESOURCES REQUIRED</b>	<b>RESPONSIBILITY (WHO)</b>	<b>TIMELINE</b>	<b>OUTCOME (measures)</b>
<b>3. Obtain community concerns and feedback on health services (internal at the meetings)</b>	<ul style="list-style-type: none"> <li>• Receive presentations from individuals and groups at regularly scheduled Health Advisory Council meetings.</li> <li>• Obtain feedback by connecting with communities directly through face to face engagement.</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 support with expertise to conduct issue and policy analysis, data/information analysis, synthesis and evaluation.</li> </ul>	<ul style="list-style-type: none"> <li>• Council members: Lawrence Tymko, David Hook.</li> <li>• Community Engagement Officer for support.</li> </ul>	Ongoing.	<ul style="list-style-type: none"> <li>• Identify common themes of community concerns (issues log and a plan to action them and provide feedback).</li> <li>• Council analysis of issues, gaps and solutions (report to Board by March 2012).</li> </ul>

**Greater Edmonton Health Advisory Council  
Work Plan  
2010 – 2011**

<b>GOAL A. ENGAGEMENT WITH THE PUBLIC</b>					
<b>STRATEGY</b>	<b>ACTIONS REQUIRED TO ACHIEVE (HOW)</b>	<b>SUPPORTS/RESOURCES REQUIRED</b>	<b>RESPONSIBILITY (WHO)</b>	<b>TIMELINE</b>	<b>OUTCOME (measures)</b>
<b>4. To increase awareness of the council's role and activities through media and advertising</b>	<ul style="list-style-type: none"> <li>• Alberta Health Services Website presence.</li> <li>• A communication plan for promotion strategies for the council such as various forms of media (TV, radio, newspapers).</li> <li>• Investigate the opportunity of social networking sites for the council.</li> <li>• Council members to network with local community contacts.</li> </ul>	<ul style="list-style-type: none"> <li>• Communication plan.</li> <li>• Alberta Health Services web support.</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 Martin-Feeney.</li> </ul>	Website (January 2011). Advertise prior to each meeting (begin October 2010). Regular communication updates twice per year with (begin winter/spring 2011) council networking (ongoing).	<ul style="list-style-type: none"> <li>• Community awareness created of council and their activities.</li> <li>• (# website hits, # of media forms used).</li> <li>• Active engagement by communities in the activities of the council. (# of participants at the meetings, # presentation requests).</li> </ul>

**Greater Edmonton Health Advisory Council  
Work Plan  
2010 – 2011**

<b>GOAL</b>					
<b>B. PROVIDE FEEDBACK AND ADVICE TO ALBERTA HEALTH SERVICES</b>					
<b>STRATEGY</b>	<b>ACTIONS REQUIRED TO ACHIEVE (HOW)</b>	<b>SUPPORTS/RESOURCES REQUIRED</b>	<b>RESPONSIBILITY (WHO)</b>	<b>TIMELINE</b>	<b>OUTCOME (measures)</b>
<b>1. Establish and support regular, clear communication with key decision makers within Alberta Health Services</b>	<ul style="list-style-type: none"> <li>• Annual reports to the Board.</li> <li>• Biannual meeting of the council Chairs.</li> <li>• Regular contact with the Alberta Health Services Board Liaison and the Chair of the council.</li> <li>• Host a 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>• Alberta Health Services Board reps and senior decision makers scheduled time and focus.</li> </ul>	<ul style="list-style-type: none"> <li>• Chair, Vice – Chair.</li> <li>• Alberta Health Services Board.</li> <li>• Community Engagement Officer.</li> </ul>	Bi-annual Chair meetings with Alberta Health Services Board reps (fall and spring). Regular contact with Alberta Health Services senior decision makers. Annual report March 2011.	<ul style="list-style-type: none"> <li>• Improved communication between Alberta Health Services Board and Health Advisory Council (# meetings with Board, # briefing notes, annual report).</li> <li>• Increased understanding by the Alberta Health Services Board and senior decision makers of the health concerns and priorities of residents. (# briefing notes, # meetings with Board members).</li> </ul>

**Greater Edmonton Health Advisory Council  
Work Plan  
2010 – 2011**

<b>GOAL</b>					
<b>B. PROVIDE FEEDBACK AND ADVICE TO ALBERTA HEALTH SERVICES</b>					
<b>STRATEGY</b>	<b>ACTIONS REQUIRED TO ACHIEVE (HOW)</b>	<b>SUPPORTS/RESOURCES REQUIRED</b>	<b>RESPONSIBILITY (WHO)</b>	<b>TIMELINE</b>	<b>OUTCOME (measures)</b>
<b>2. Establish and support two way communication with the Alberta Health Services Board</b>	<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 priorities of the Health Advisory Council communities and analyses or actions undertaken by the council.</li> <li>Regular council contact with key Alberta Health Services decision makers.</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 and/or other support.</li> </ul>	Identified concerns brought forward as needed. Biannual reporting to the Board.	

**Greater Edmonton Health Advisory Council  
Work Plan  
2010 – 2011**

<b>GOAL</b>					
<b>C. PROMOTE AND PARTICIPATE IN ACTIVITIES THAT ENHANCE THE HEALTH OF RESIDENTS</b>					
<b>STRATEGY</b>	<b>ACTIONS REQUIRED TO ACHIEVE (HOW)</b>	<b>SUPPORTS/RESOURCES REQUIRED</b>	<b>RESPONSIBILITY (WHO)</b>	<b>TIMELINE</b>	<b>OUTCOME (measures)</b>
<b>1. Promote and support Alberta Health Services health innovations, changes and opportunities that impact the health of our community through increased communication</b>	<ul style="list-style-type: none"> <li>• Create a communication plan for promotion strategies.</li> <li>• Attend community events.</li> <li>• Prepare Briefing Notes as required.</li> </ul>	<ul style="list-style-type: none"> <li>• Communications support for newsletter development and printing.</li> <li>• Web page update support.</li> <li>• Media support.</li> <li>• Community newsletters.</li> <li>• Updates on the web page.</li> <li>• Social media page updates.</li> </ul>	<ul style="list-style-type: none"> <li>• Communications Department.</li> <li>• Community Engagement Officer.</li> <li>• All council members.</li> </ul>	Biannual community communication (spring, fall).	<ul style="list-style-type: none"> <li>• Better communication about the council.</li> <li>• Better communication about Alberta Health Services programs and planning (# community communications, # media events, # community events).</li> </ul>