

PATIENT, FAMILY, CAREGIVER AND PUBLIC ENGAGEMENT

Online Course Outline

The Ministry of Health's Patients as Partners Initiative brings together patients, families, caregivers, health care providers, not-for-profits, health authorities, non-governmental organizations, and universities to work together to include patients' voices, choices and representation in health care improvement.

This is the Ministry of Health's Patients as Partners Initiative's course on Patient & Public Engagement. The course consists of the online self-study component and five (5) webinars taught by a Delaney instructor. The online self-study component is also organized into five (5) lessons, with each lesson designed to be completed prior to attending the webinars.

You have been provided with your course schedule by email. Once you register for the online course, you will be able to complete your first online lesson. We hope you enjoy the course!

Course Schedule:

1. **Online Lesson 1**
 - **Webinar 1 (by Zoom)**
2. **Online Lesson 2**
 - **Webinar 2 (by Zoom)**
3. **Online Lesson 3**
 - **Webinar 3 (by Zoom)**
4. **Online Lesson 4**
 - **Webinar 4 (by Zoom)**
5. **Online Lesson 5**
 - **Webinar 5 (by Zoom)**

Online Content Outline:

Lesson 1: Introduction

Lesson outcomes

Participants will:

1. Understand the purpose of this online course.
 2. Understand how engagement supports the Triple Aim, person- and family-centred health care, and a sustainable health care system.
 3. Be aware of the Ministry of Health's commitment and approach to engagement and the domains of engagement.
 4. Be able to define patient, family, caregiver and public engagement and its benefits.
 5. Be able to recognize when engagement is and is not appropriate or desirable.
 6. Be aware of the International Association of Public Participation (IAP2) and how it fits with the 2018 Family, Caregiver and Public Engagement Framework and other Patients as Partners resources.
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7. Understand the three domains of engagement and the spectrum of engagement.

Content outline

- Topic 1: Welcome and Introduction
 - About the Patients as Partners Initiative
 - 2018 Patient, Family, Caregiver and Public Engagement Framework
- Topic 2: What Is Engagement?
 - Definition of engagement
 - Engagement in the health care context
 - The six principles of engagement
- Topic 3: Philosophies of Engagement
 - Supporting the Triple Aim
 - Support person- and family-centred health care
- Topic 4: Why Is Engagement Important?
 - Rationales for engagement
 - The benefits of engagement
- Topic 5: The Spectrum for Patient, Family Caregiver and Public Engagement
 - The different levels of engagement on the Spectrum
- Topic 6: Who Needs to Participate – Decision-Makers and Beyond

Lesson 2: Foundations of Engagement

Lesson outcomes

Participants will:

- Understand key considerations for planning and implementing engagement.
- Recognize and understand when the engagement framework and guide may not apply.
- Understand the need for an Engagement Planning Team and its various roles.
- Be able to complete an engagement needs and impact analysis.
- Be aware of the Five Steps in engagement planning at the community and systems domains
- Understand the activities in the first two steps of the planning process.

Content outline

- Topic 1: Key Considerations in Engagement Planning and Implementation
 - Who needs to be engaged?
 - Can the input from patients, families, caregivers and/or the public influence the decision?
 - Is there commitment from decision makers and internal stakeholders?
 - What is the scope of the engagement?
 - Who will be impacted?
 - Innovation versus risk management
 - A note on individual engagement
 - Topic 2: The Five Steps of Engagement Planning at the Community and System Domains
 - Decision making and the promise to the public
 - Planning your engagement
 - Topic 3: Planning Step 1 – Ensure Commitment from Key Sponsors and Decision Makers
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- Establish the engagement planning team
- Develop a project overview
- Topic 4: Planning Step 2 – Seek to Understand External Perceptions of the Decision
 - Engagement Needs Analysis

Lesson 3: Steps to Planning Meaningful Engagement (Continued)

Lesson outcomes

Participations will:

- Understand how to identify and map out stakeholders.
- Understand the steps for selecting the appropriate level of engagement; and
- Understand the decision-making process.

Content outline

- Topic 1: Step 2 Continued – Stakeholder Mapping – Pre-Engagement Interviews
 - Stakeholder mapping – pre-engagement interview guide
 - Stakeholder mapping – impact identification, matching and significance rating
- Topic 2: Step 3 – Select the Level of Engagement
 - Considerations before you select the level of engagement
 - Determining the level of engagement
 - Managing expectations about the level of engagement
 - Activity One – Review each interview
 - Activity Two – Summarize the expected level of engagement
 - Activity Three – Present the summary to the decision maker(s)
 - Activity Four – Choose the appropriate level of engagement

Lesson 4: Identifying Engagement Objectives and Developing Techniques

Lesson outcomes

Participants will:

- Understand how to identify planning objectives and why they are necessary in the planning process.
- Understand how to create and apply SMART objectives.
- Able choose an engagement technique.

Content outline

- Topic 1: Step 4 – Identify Decision-Making Processes and Commitments to Stakeholders
 - Activity 1 – Confirm the decision-making process
 - Stating engagement objectives
 - Activity 2 – Design the engagement
 - Designing engagement techniques
 - Develop a supporting communications plan

Lesson 5: Project Management, Communication and Evaluation

Lesson outcomes

Participants will:

- Understand how to develop an implementation plan.
- Learn how to report findings from the engagement.
- Understand when evaluation takes place in an engagement.
- Understand what aspects of an engagement are evaluated; and
- understand the difference between communications and engagement.

Content outline

- Topic 1: Step 5 – Develop an Implementation Plan
 - Activity 1 – Develop a timeline
 - Develop measures
 - When to create an evaluation framework and when to evaluate
 - Topic 2: What Is Being Evaluated and Why?
 - Why is evaluation important?
 - Topic 3: Which *Process* Aspects of an Engagement Are Evaluated?
 - Topic 4: What *Results* Aspects of an Engagement Are Being Evaluated?
 - Topic 5: Developing an Evaluation Framework
 - Topic 6: Plan Reporting Back
 - Topic 7: The Differences Between Engagement, Public Relations and Public Opinion Research
 - Topic 8: Engagement Success Factors
 - Are you ready for the change?
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