

# OSMH Community Engagement 2015/16 Review and 2016/17 Plan

May 2016

Initiative	2015/16 REVIEW		2016/17 PLAN	
	Assessment	Measure	Continue?	Changes/Notes
Healthscene Magazine	<ul style="list-style-type: none"> <li>▪ Professional look</li> <li>▪ Well received</li> <li>▪ Relatively low cost, but requires significant hours of internal resources</li> <li>▪ Has some extended shelf life through distribution in recruitment and orientation packages</li> <li>▪ Bundles several stories in one package</li> </ul>	<ul style="list-style-type: none"> <li>▪ Delivered to 7,000 households via Orillia Today</li> <li>▪ Circulated to approx. 50 physician offices</li> <li>▪ Included in OSMH recruitment packages and displayed at job fairs throughout the year</li> </ul>	<ul style="list-style-type: none"> <li>▪ Yes</li> <li>▪ February 2017 publication date</li> </ul>	<ul style="list-style-type: none"> <li>▪ Continue to explore possibility of 2 issues per year, but currently not enough ad support</li> <li>▪ MODE – Print circulation and website</li> </ul>
Community Engagement Committee	<ul style="list-style-type: none"> <li>▪ Initial meeting in February 2016</li> <li>▪ Meetings scheduled in June and Fall</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of issues/topics reviewed</li> </ul>	<ul style="list-style-type: none"> <li>▪ Yes</li> <li>▪ Recruitment underway</li> </ul>	<ul style="list-style-type: none"> <li>▪ Potential identity confusion with establishment and recruitment of PFAC</li> <li>▪ MODE – In person</li> </ul>
Patient and Family Advisory Committee	<ul style="list-style-type: none"> <li>▪ Unit-specific PFACs already in existence in</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of initiatives involving Patient Advisors</li> </ul>	<ul style="list-style-type: none"> <li>▪ Yes, continue with existing hospital PFACs</li> </ul>	<ul style="list-style-type: none"> <li>▪ MODE – In person</li> </ul>

	Mat Child Program, and Regional Cancer Program and Regional Kidney Care Program	<ul style="list-style-type: none"> <li>Number of Initiatives endorsed by PFAC</li> </ul>	(RKCP, Mat Child and Cancer Program) and establish new corporate PFAC for entire hospital	
Website	<ul style="list-style-type: none"> <li>Well established URL</li> <li>Provides e-presence (landing page) for our hospital</li> <li>Provides basic information about the hospital with important links/info to job postings, news releases</li> <li>Serves as a portal to staff, physicians and Board members to access documents and messages</li> </ul>	<ul style="list-style-type: none"> <li>Avg. Daily Unique Visitors = 251</li> <li>Avg. Daily Page Views = 427</li> </ul>	<ul style="list-style-type: none"> <li>Yes</li> </ul>	<ul style="list-style-type: none"> <li>Website design is approximately 7 years old, so a refresh should be undertaken in 2016/17</li> <li>There are some AODA requirements that the hospital will need to be compliant with by 2020. (e.g. Audio Capability - the ability for visitors to highlight text and hear the words being read to them)</li> <li>MODE – Electronic</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>Significantly ramped up social media activity this year with presence on main sites (Facebook, Twitter, LinkedIn)</li> <li>Much greater use of Social Media with pre-</li> </ul>	<ul style="list-style-type: none"> <li>Facebook Fans – 770</li> <li>Twitter Followers – 510</li> </ul>	<ul style="list-style-type: none"> <li>Yes</li> </ul>	<ul style="list-style-type: none"> <li>Will explore opportunities to increase activity and reach</li> <li>MODE – Electronic</li> </ul>

	<p>planned schedule of activity/posts, along with re-tweeting of other posts</p> <ul style="list-style-type: none"> <li>▪ Social Media is low cost with high audience numbers</li> <li>▪ There is some risk with Social Media, given the lack of any filter on most comments, however the risk is manageable</li> </ul>			
Events – Foundation Gala, Golf	<ul style="list-style-type: none"> <li>▪ Excellent opportunities to increase awareness of the hospital and its fundraising priorities</li> <li>▪ Good way to engage media through sponsorship and participation</li> </ul>	<p><u>Attendance</u> Gala – 400 Golf – 200</p> <p><u>Dollars Raised</u> Gala \$60,000 Golf \$85,000</p>	Yes	<ul style="list-style-type: none"> <li>▪ OSMH Community Relations supports OSMH Foundation communications lead</li> <li>▪ MODE – In person</li> </ul>
First Nations Communities	<p>First Nations representatives sit on the Pastoral Care Committee at the hospital</p> <p>Hospital representatives</p>		Yes	<ul style="list-style-type: none"> <li>▪ Continue to seek out ways to engage First Nations communities</li> <li>▪ MODE – In person</li> </ul>

	<p>are invited to participate in First Nations events and activities.</p> <p>First Nation's elder is on site at OSMH twice a week to assist in Pastoral Care department, working with patients or enhancing hospital understanding of cultural priorities</p>			
Community Presentations	<ul style="list-style-type: none"> <li>▪ Good grassroots way to inform and influence local opinion about what's happening at the hospital</li> <li>▪ These presentations occur at both the corporate level (presentations from CEO/Executive) as well as the departmental level with staff presenting on services they provide (e.g. Seniors Day)</li> </ul>	Currently not tracking this data.	Yes –will start tracking	<p>Will incorporate information re: hospital successes and information re: Advanced Care Planning</p> <ul style="list-style-type: none"> <li>▪ MODE—In Person</li> </ul>

<p>Council Presentations</p>	<ul style="list-style-type: none"> <li>▪ Council presentations are an effective method of engaging local politicians and their constituents. Some are done in partnership with the OSMH Foundation</li> </ul>	<p>Presentations to:</p> <ul style="list-style-type: none"> <li>▪ Orillia City Council</li> <li>▪ Chippewas of Rama First Nation Council</li> <li>▪ Oro Medonte Township Council</li> <li>▪ Severn Township Council</li> <li>▪ Ramara Township Council</li> </ul>	<p>Yes</p>	<ul style="list-style-type: none"> <li>▪ MODE – In person</li> </ul>
<p>Political Engagement</p>	<ul style="list-style-type: none"> <li>▪ This encompasses individual meetings with local representatives (MPP, MP), as well as closed meetings, such as the one with representatives from the Simcoe County Council</li> </ul>	<ul style="list-style-type: none"> <li>▪ MPP, multiple phone conversations as required, with a minimum of 2 face-to-face meetings each year.</li> <li>▪ MP, multiple phone conversations as required, with a minimum of 2 face-to-face meetings each year.</li> <li>▪ Simcoe County Councilors meetings (2x/year)</li> </ul>	<p>Yes</p>	<ul style="list-style-type: none"> <li>▪ MODE – In person</li> </ul>
<p>Mainstream Media</p>	<ul style="list-style-type: none"> <li>▪ OSMH enjoys a strong working relationship with the mainstream media (print and broadcast).</li> <li>▪ The media prints most releases and photo</li> </ul>	<ul style="list-style-type: none"> <li>▪ OSMH is generally mentioned in the local media approximately 2-3 times per week on average</li> </ul>	<p>Yes</p>	

	<p>captions supplied to them by the hospital</p> <ul style="list-style-type: none"> <li>▪ News coverage of controversial or negative aspects are generally covered in a fair and balanced approach</li> <li>▪ We have existing partnerships with Orillia Today (HealthScene Magazine, Monthly Column) and Orillia Packet and others as Media Partners for special events.</li> </ul>			
Cable TV	<ul style="list-style-type: none"> <li>▪ Good way to deliver a message to the local community</li> </ul>	<p>Number of appearances. Pat Campbell on Politically Speaking with Doug Downie and Patrick McCarthy Rogers Cable Lifestyles.</p> <p>Presentations to Orillia City Council are also broadcast on Rogers Cable.</p>	Yes	<ul style="list-style-type: none"> <li>▪ Continue to take advantage of opportunities as they are presented.</li> </ul>
Corporate Members, former OSMH staff	<ul style="list-style-type: none"> <li>▪ Corporate members are provided written notification via regular</li> </ul>	<ul style="list-style-type: none"> <li>▪ Approximately 400 corporate members</li> </ul>	<ul style="list-style-type: none"> <li>▪ Yes, continue current form of engagement</li> </ul>	<ul style="list-style-type: none"> <li>▪ Some former staff (mostly local retired staff, have requested</li> </ul>

	mail of the AGM, or other corporate notices			being put on the distribution list for the staff newsletter) – under consideration