

# Community Engagement Plan – Strategy & Measures 2020/21



Engagement Initiatives	Description	Targets/Opportunities	Notes
Community Engagement Committee (CEC)	<ul style="list-style-type: none"> <li>• Provides feedback to OSMH Board via Governance Committee</li> <li>• Designated (e.g. Legion, Nurses' Alumnae) and open positions on the Committee</li> <li>• Regular input on engagement strategies is key</li> </ul>	<ul style="list-style-type: none"> <li>• 3 meetings/year</li> <li>• 5 topics/meeting</li> <li>• Full membership</li> </ul>	<ul style="list-style-type: none"> <li>• Enhances connection to local politicians and key groups</li> <li>• Recruitment challenges at times</li> </ul>
Mainstream and Social Media	<p>Following the trend to increased communication through social media channels, OSMH continues to ramp up its presence and use of the primary social media channels, including:</p> <ul style="list-style-type: none"> <li>• Twitter</li> <li>• Facebook</li> <li>• LinkedIn</li> <li>• YouTube</li> <li>• Instagram</li> </ul> <p>OSMH will also continue to maintain a</p>	<ul style="list-style-type: none"> <li>• 5% increase on Twitter Followers (from 1,200 to 1,260)</li> <li>• 5% increase in cumulative Likes on Facebook (from 2,600 to 2,730)</li> <li>• 5% increase in Instagram followers (from 1,190 to 1,250) followers.</li> <li>• Total tweets increase</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Reference Community Relations Update</i> report which is provided to the Governance Committee of the Board twice a year</li> </ul>

	<p>strong relationship with local, and regional mainstream media outlets (e.g. Orillia Matters, Simcoe.Com, CTV Barrie, local radio stations, etc.)</p>	<p>from 120 -150/year</p> <ul style="list-style-type: none"> <li>• 1 video production per month, posted online</li> <li>• 90% Positive/Neutral Tone to mainstream media articles (see CR Report to the Board)</li> </ul>	
<p>OSMH Website <a href="http://www.osmh.on.ca">www.osmh.on.ca</a></p>	<p>OSMH has a well-established URL (<a href="http://www.osmh.on.ca">www.osmh.on.ca</a>) that provides most basic information about the hospital with important links/info to job postings, news releases, etc.</p> <p>It also serves as a portal to staff, physicians and Board members to access documents and messages.</p> <p>The website also serves as an important portal for the community to learn about the patient relations process and/or direct inquiries about their care.</p>	<ul style="list-style-type: none"> <li>• Increase overall traffic 5% (sourcing measure)</li> </ul>	<ul style="list-style-type: none"> <li>• Website underwent a full revamp in 2019 to achieve 3 goals: <ul style="list-style-type: none"> <li>○ Meet/exceed AODA requirements</li> <li>○ Enhance functionality and management</li> <li>○ Convert to new brand</li> </ul> </li> </ul>
<p>Community Outreach through Presentations</p>	<p>OSMH administrators, physicians and staff regularly present to community groups and agencies (e.g., Kiwanis, Probus, etc.) throughout the year, either by invitation our by hospital request.</p>	<ul style="list-style-type: none"> <li>• 6-8 presentations/year</li> </ul>	
<p>City and Township Council Presentations</p>	<p>Engaging city and township councils is an important part of community engagement. The hospital endeavours to schedule one presentation to local</p>	<ul style="list-style-type: none"> <li>• Minimum of 5 deputations per year.</li> <li>• Specific engagement around Future Hospital</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement with town councilors is not limited to these presentations. We often meeting</li> </ul>

	<p>councils each year to bring them up to date on hospital activity and provide councilors with a chance to ask questions.</p> <ul style="list-style-type: none"> <li>• City of Orillia</li> <li>• Chippewas of Rama First Nation</li> <li>• Township of Severn</li> <li>• Township of Rama</li> <li>• Township of Oro-Medonte</li> </ul>	Project	<p>individually or in smaller groups or committees to discuss items of mutual interest.</p>
Special Events	<p>OSMH and OSMH Foundation host special events throughout the year to raise awareness of hospital success stories or to highlight the focus of fundraising.</p>	<ul style="list-style-type: none"> <li>• 5 events/year</li> <li>• Gala/Golf/Donor Appreciation and Info/Education Series</li> </ul>	<ul style="list-style-type: none"> <li>• The Foundation's two main events are the annual Hospital Golf Classic and the Fall Gala.</li> <li>• These events have evolved into online events, due to the pandemic.</li> </ul>
OSMH Patient and Family Advisory Councils (PFACs)	<p>OSMH has 2 active Patient and Family Advisory Councils (PFACs) that help bring the patient voice into hospital policy-setting and decision-making.</p> <p>The Councils include:</p> <ul style="list-style-type: none"> <li>• <b>OSMH PFAC</b> – open to discussion on any topic related to the hospital</li> <li>• <b>Regional Women and Children Program PFAC</b> – specific to topics relating to services provided through the Regional Women and Children Program (e.g. obstetrics)</li> </ul>	<ul style="list-style-type: none"> <li>• 4 meetings/year</li> <li>• 5 topics/meeting</li> <li>• Full complement of 10 Patient Advisors</li> </ul>	<ul style="list-style-type: none"> <li>• In addition to regular meetings of the PFACs, some Patient Advisors also participate as active members on a wide range of ad hoc hospital committees to provide direct patient feedback.</li> <li>• Examples of this type of engagement include the Future Hospital project, and Accreditation</li> </ul>

			activities.
Outreach to First Nation Communities	<p>OSMH welcomes members of First Nation communities from throughout our catchment area, and highly respect and preserve their cultural practices.</p> <p>We participate in outreach visits to their communities to provide care, or to learn more from each other.</p>	<ul style="list-style-type: none"> <li>• Resume outreach visits when pandemic restrictions permit</li> <li>• Continue to engage on critical issues (e.g. Future Hospital, National Day of Truth and Reconciliation)</li> </ul>	<ul style="list-style-type: none"> <li>• OSMH has been consulting frequently with local First Nation communities to ensure an appropriate response to the Residential Schools tragedy.</li> </ul>
OSMH LGBTQ+ Task Force	<p>OSMH is a hospital leader in the engagement of the LGBTQ+ community. We have a robust and active LGBTQ+ Task Force at the hospital that helps everyone ensure that the LGBTQ+ community is made to feel welcome at our hospital and that we have a better understanding of LGBTQ+ health care needs.</p>	<ul style="list-style-type: none"> <li>• 12 meetings/year</li> <li>• Participation in Pride Week activities</li> </ul>	<ul style="list-style-type: none"> <li>• OSMH was among the first hospitals to permanently fly the Rainbow Flag, signifying a welcome environment to the LGBTQ+ community. OSMH was also among the first hospitals to introduce gender neutral washrooms.</li> </ul>
OSMH Nurses' Alumnae	<p>The OSMH Nurses' Alumnae provide a valuable perspective on activities and direction of the hospital.</p> <p>In addition, the Alumnae sponsors the annual Nightingale Nursing Award, and the OSMH Chief Nursing Executive meets regularly with the OSMH Nursing Advisory Committee.</p>	<ul style="list-style-type: none"> <li>• 6 meetings/year with Alumnae</li> <li>• Participation on CEC</li> <li>• Ongoing involvement in Nursing Week activities through sponsorship of the Nightingale Award</li> </ul>	<p>The Alumnae has a representative on the OSMH Community Engagement Committee.</p>
Royal Canadian	Branch 34 of the Royal Canadian Legion is	<ul style="list-style-type: none"> <li>• Partner with the Legion</li> </ul>	The Legion has a representative

Legion – Branch 34	a highly valued community partner. With the community cenotaph at the main entrance to the hospital, and the connection to our name, the Legion and the hospital are inextricably linked.	<p>in annual Remembrance Day services</p> <ul style="list-style-type: none"> <li>Engage the Legion in Community Presentations and consultation on projects such as the Future Hospital</li> </ul>	on the OSMH Community Engagement Committee.
Hospital Tours	Prior to the pandemic, OSMH regularly hosted hospital tours, either for patients who are interested in learning more about a specific department (e.g. obstetrics) or for groups who may be interested in learning more about the hospital, or are considering a donation to the OSMH Foundation.	<ul style="list-style-type: none"> <li>TBD</li> </ul>	<ul style="list-style-type: none"> <li>This will be done in accordance with COVID-19 infection prevention and control protocols.</li> </ul>
Political Engagement	OSMH regularly meets with political representatives (MPP, MP) from the local area to ensure awareness of the challenges and opportunities facing the hospital.	<ul style="list-style-type: none"> <li>6 meetings/year with MPP</li> <li>1 meeting/year with MP</li> <li>Ongoing dialogue with County Council through the Simcoe County Hospital Alliance</li> </ul>	<ul style="list-style-type: none"> <li>Simcoe County Council has 2 reps on the Community Engagement Committee</li> </ul>
Corporate Members	Corporate members are provided written notification via regular mail of the AGM, or other corporate notices	<ul style="list-style-type: none"> <li>Annual notifications to corporate members and invitations to attend/participate in Annual General Meeting</li> </ul>	
Patient Relations	The patient relations process at OSMH is well established and provides an	<ul style="list-style-type: none"> <li>Monitor for changes to enhance awareness or</li> </ul>	

	opportunity for patients/families to provide feedback (positive or negative) about their hospital experience.	change messaging	
Patient Rounding	Patient Rounding involves members of the senior team and other OSMH managers randomly selecting patients, families or visitors in the hospital to engage in a short discussion about the quality of care they received.	<ul style="list-style-type: none"> <li>Identifying measure that can be captured</li> </ul>	
Patient Surveys	Patients who come to OSMH may be selected to participate in a random survey by NRC Picker, a 3 <sup>rd</sup> party company that conducts surveys for a number of hospitals.	<ul style="list-style-type: none"> <li>90% Satisfaction Rate</li> </ul>	