

Community Engagement Plan – Strategy & Measures 2025/26

Item 8.1 Open Session Agenda for May 27, 2025



Engagement Initiatives	Description	Targets/Opportunities	Notes
Community Engagement Committee (CEC)	<ul style="list-style-type: none"> Provides feedback to OSMH Board via Governance Committee Designated (e.g., City of Orillia, Municipal Leaders), Friends of Soldiers' and open positions on the Committee 	<ul style="list-style-type: none"> 4 meetings/year Full membership New Hospital emphasis 	<ul style="list-style-type: none"> New in 2025– Addition of recurring agenda items such as OSMH Balanced Scorecard and Community Relations Update (bi-annual media summary)
Friends of Soldiers'	<ul style="list-style-type: none"> Friends of Soldiers' was created as a result of feedback received during public consultation regarding changes to the hospital's by-laws Previous Life Members of the corporation were invited to register to join the group, as a way of keeping up-to-date on Foundation or Hospital initiatives, and with the opportunity to join engagement committees 	<ul style="list-style-type: none"> Open invitation to join the Community Engagement Committee, or participate in ongoing engagement/communication 	<ul style="list-style-type: none"> OSMH Foundation to explore additional ways to engage FOS members
OSMH Patient and Family Advisory Councils	The OSMH Patient and Family Advisory Council (PFAC) continues to grow and evolve into a vibrant and effective method of incorporating the patient voice into hospital decision-making.	<ul style="list-style-type: none"> 6 meetings/year 5 topics/meeting Full complement of 10 Patient Advisors 	<ul style="list-style-type: none"> In addition to regular meetings of the PFACs, Patient Advisors also participate as active members on a wide range of

			<p>ad hoc hospital committees to provide direct patient feedback.</p> <ul style="list-style-type: none"> • Examples of this type of engagement include the New Hospital project, Accreditation and Strategic Planning activities.
OSMH Accessibility Advisory Committee (AAC)	<p>A requirement under AODA (Accessibility for Ontarians with Disabilities Act) legislation, the OSMH Accessibility Advisory Committee has evolved into a very active and engaged group providing feedback to the hospital on a wide range of accessibility topics.</p>	<ul style="list-style-type: none"> • A minimum of 2 meetings per year • Revised Accessibility Plan completed every 5 years • Annual review of Accessibility Plan to identify opportunities for improvements 	<ul style="list-style-type: none"> • <i>Successfully completed AODA Desk Audit in February 2025</i> • <i>In process of developing new 5-year Accessibility Plan for 2026-2031</i> • Membership on the AAC has grown substantially in recent years • In 2024, the Committee marked a milestone by including the services of a Sign Language Interpreter at its meeting for the first time.
Fireside Chats	<p>Fireside Chats first began as an additional way of reaching out to the community during the pandemic, when face to face engagement was prohibited.</p> <p>Fireside chats are highly interactive, providing an opportunity for two-way dialogue on a wide range of topics of importance to the</p>	<ul style="list-style-type: none"> • A minimum of 2 Fireside Chats each year 	<ul style="list-style-type: none"> • A Spring 2025 Fireside Chat is planned once announcements regarding the New Hospital project are complete

	community. Recent Fireside Chats have been held both in-person and online to allow the greatest number of participants as possible.		
Mainstream Media	<p>Mainstream Media refers to Newspaper (primarily online now), Radio and Television news outlets who regularly report on hospital topics.</p> <p>(e.g. Orillia Matters, Simcoe.Com, CTV Barrie, local radio stations, etc.)</p> <p>OSMH maintains a strong connection to all mainstream media outlets, pitching stories or responding to inquiries.</p>	<ul style="list-style-type: none"> • 100 articles/year • Greater than 80% positivity rate of articles published/aired 	<ul style="list-style-type: none"> • The positive impact of the hospital's relationship with mainstream media is evident in the Community Relations Report that is provided to the Governance Committee of the Board • Total number of stories during any 6-month period often exceeds 100, and the percentage of articles with a positive tone is typically more than 90%
Social Media	<p>OSMH continues to leverage the effectiveness of social media channels, including:</p> <ul style="list-style-type: none"> • Twitter • Facebook • LinkedIn • YouTube • Instagram 	<ul style="list-style-type: none"> • Increase Facebook followers from 4.4K to 5K • Increase Facebook Likes from 3.6K to 4K • Increase Instagram Followers from 1,762 to 2,000 • Increase LinkedIn followers from 3,800 to 4,200 	<ul style="list-style-type: none"> • While OSMH continues to have a presence on X (formerly Twitter), it is less of a focus
Community Outreach through Presentations	OSMH administrators, physicians and staff regularly present to community groups and agencies (e.g., Kiwanis, Probus, etc.) throughout the year, either by invitation or by hospital request.	<ul style="list-style-type: none"> • 6-8 presentations/year 	New this year – comprehensive and proactive outreach to community groups with an update on 2024-25 and strategic planning feedback

City, Township and First Nation Council Presentations	<p>Engaging city and township councils is an important part of community engagement. The hospital endeavours to schedule presentations to local councils each year to keep them up to date on hospital activity and provide councilors with a chance to ask questions.</p> <ul style="list-style-type: none"> • City of Orillia • Chippewas of Rama First Nation • Township of Severn • Township of Rama • Township of Oro-Medonte 	<ul style="list-style-type: none"> • Minimum of 2 deputations per year. • 	<ul style="list-style-type: none"> • Anticipating significant announcements regarding the New Hospital project in 2025, that will be a particular focus of engagement. • Engagement with town councilors is not limited to these presentations. We often meet individually or in smaller groups or committees to discuss items of mutual interest.
Political Engagement	<p>OSMH regularly meets with political representatives (MPP, MP) from the local area to ensure awareness of the challenges and opportunities facing the hospital.</p>	<ul style="list-style-type: none"> • 6 meetings/year with MPP • 1 meeting/year with MP • Ongoing dialogue with County Council through the Simcoe County Hospital Alliance 	<ul style="list-style-type: none"> • Simcoe County Council has 2 designated reps on the Community Engagement Committee