

Community Engagement Plan – Strategy & Measures 2026/27



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. Friends of Soldiers'. Legion, City of Orillia, Municipal Leaders) and open positions on the Committee 	<ul style="list-style-type: none"> 4 meetings/year Recurring agenda items include <ul style="list-style-type: none"> New Hospital planning updates Balanced Scorecard Community Relations – Media Summaries 	<ul style="list-style-type: none"> Friends of Soldiers' members have been regular attendees to CEC meetings since FOS was established 2 years ago.
OSMH Patient and Family Advisory Council	<p>The OSMH Patient and Family Advisory Council (PFAC) continues to evolve into a vibrant and effective method of incorporating the patient voice into hospital decision-making. The group was recently lauded by Accreditation Canada surveyors.</p>	<ul style="list-style-type: none"> 6 meetings/year 5 topics/meeting Full complement of 8 Patient Advisors 	<ul style="list-style-type: none"> The OSMH PFAC is well integrated with the Couchiching OHT PFCN (Patient, Family Caregiver Network) with some members sitting on both committees. In addition to regular meetings of the PFACs,

			<p>Patient Advisors also participate as active members on a wide range of 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, and the establishment of the Essential Care Partners Program at OSMH.
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"> • Membership on the AAC has grown substantially • A Sign Language Interpreter has been part of this committee for the past 2 years
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</p>	<ul style="list-style-type: none"> • A minimum of 2 Fireside Chats each year 	<ul style="list-style-type: none"> • Updates on planning for a new hospital continue to be a recurring topic of these meetings.

	importance to the 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, 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"> • Facebook • LinkedIn • YouTube • Instagram 	<ul style="list-style-type: none"> • Increase Facebook followers from 4.9K to 5.2K • Increase Instagram followers from 1.9K followers to 2.2K followers. 	<ul style="list-style-type: none"> • Steadily increasing views and interactions on Social Media as more people gravitate to those mediums • Reference Community Relations Update report which is provided to the Governance Committee of the Board twice a year

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 	
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. • Specific engagement around New Hospital Project as required. 	<ul style="list-style-type: none"> • 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	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"> • 6 meetings/year with MPP • 1 meeting/year with MP • Ongoing dialogue with County Council through the Simcoe County Hospital Alliance and CEC 	<ul style="list-style-type: none"> • Simcoe County Council has 2 designated reps on the Community Engagement Committee