

From Patient to Population: Enhancing client engagement at the BC Centre for Disease Control

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Background

The BC Centre for Disease Control (BCCDC) **works at the population level to prevent disease and keep people healthy**. As an organisation, we do not normally interact directly with clients. However, **understanding patient experience and importantly what kinds of factors led to their illness is imperative** to improving the effectiveness of our population health initiatives. At the same time, exploring what leads to client well-being can help us understand how we can contribute to maintaining good health in our populations. The **BCCDC wants to enhance our client engagement in order to better understand the patient and public experience** with population health in BC. The intent of this work is to ensure that the BCCDC improves the accessibility and effectiveness of our services.

Key Findings to Date

- 3** Working groups introduced client engagement in their services.
- 12** Staff members joined the P2P committee.
- 5** Staff and committee training events including in-house workshops with experts.
- 5** Engagement events including patient representatives on stakeholder and funding committees, as well as consultation on public health messaging.
- 81** Provincial working groups at BCCDC

Project Aim

The aim of this project is to increase the accessibility and effectiveness of client engagement in the health service planning, practice and policy-making at the BCCDC. To achieve this, we have three objectives:

1. To **increase the number of patient and client engagement activities** (committees and patient consultation) at BCCDC from 1 to 4 by November 2019.
2. To **assess our client and staff capacity**, readiness, expectations and perceptions for client engagement through an online survey.
3. To **assess client and staff experiences** after taking part in client engagement through an online survey and to apply that feedback in future engagement planning.

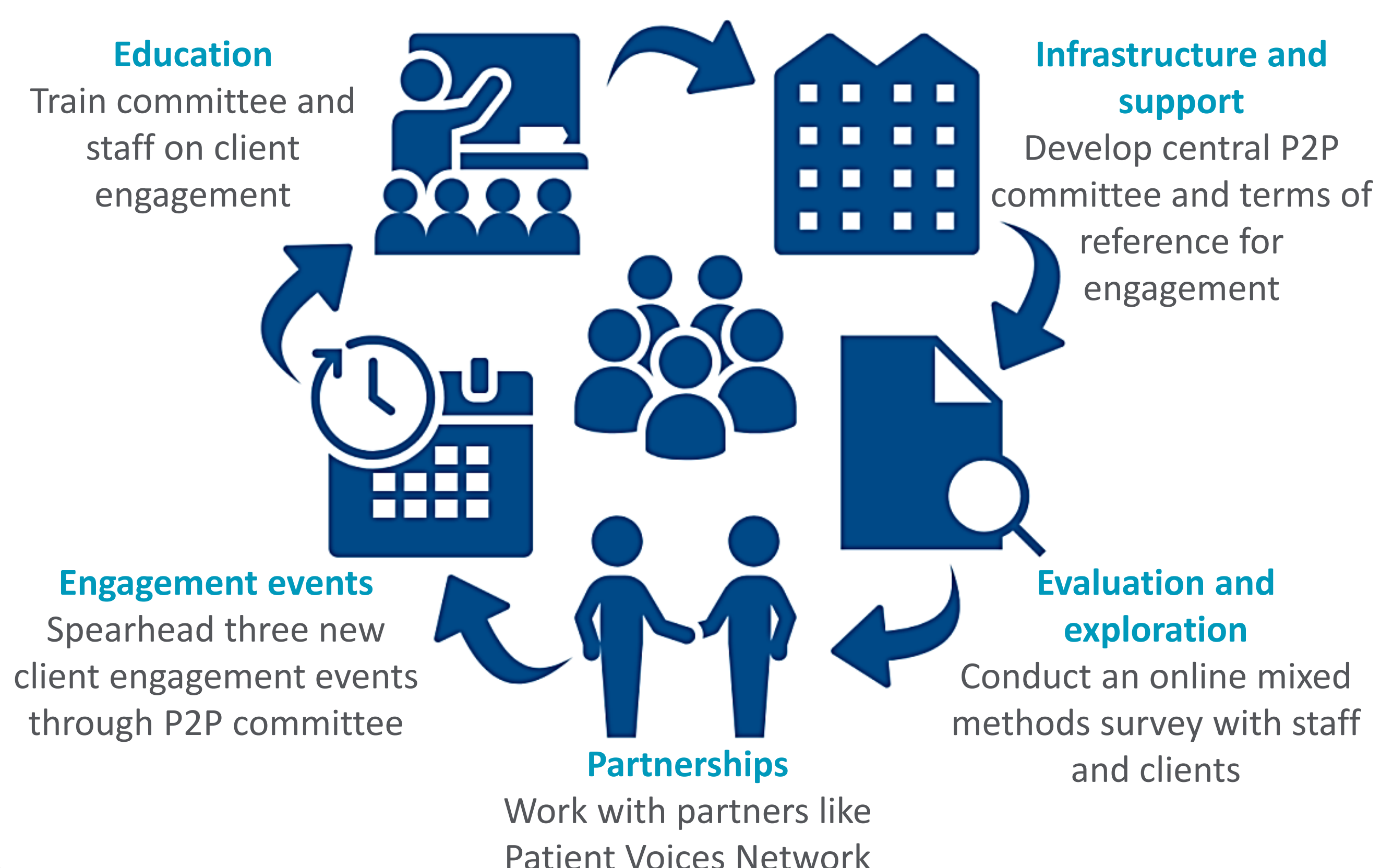
What have our clients said?

“ I **fully enjoyed the process** and being treated equally by the staff. Look forward to working with them again. ”

The **perspective of the public is so valuable** as it is a quite different perspective than that of the provider and is needed even to ask the right questions.

“ As a client, I personally do not have a clinical, statistic nor scientific background. This can lead to a huge learning curve and or prevent me from not wanting to chime in, **for fear of sounding dumb**. ”

Strategy for Change



Key Challenges and Questions

1. How can we make sure a **range of clients** are engaged not just those who are actively client engagement 'experts'?
2. How do we make sure our requirements of **meaningfulness and quality** are met in our engagement design?
3. How can we **feed back to clients in an active way**, ensuring people don't feel unengaged after the engagement?
4. How do we **organise our operational and resource support** to staff who are interested?

Next Steps

1. **Expansion of engagement events**, i.e. not only with staff already engaged but to other staff members and working groups.
2. **Online survey research** including finalising proposal, applying for ethics and expanding the survey to staff.
3. **Finalise terms of reference** and guidelines for new staff who want to get involved in engagement

Team Members

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References and Thanks

<https://www.iap2canada.ca/resources/Documents/News/IAP2%20Spectrum%20Review.pdf>
IAP2: Planning for Effective Public Engagement
BC Patient Safety and Quality Council, Quality Academy; Patient Voices Network