



STAKEHOLDER ENGAGEMENT SUMMARY REPORT

2017/2018

INTRODUCTION

As an organization, we strive to involve our clients, caregivers/families, and employees in decisions that affect the delivery of our services. Our goal is to bring diverse voices to the table, to further the process of information sharing and to generate solutions based on collective wisdom and good will.

Through involving key internal and external stakeholders in our planning and discussions, we can make sustainable decisions that will positively influence the quality of our services, while also building trust and credibility with our clients and their families. Person centred care is a philosophy that demands engagement as a way to ensure continued quality improvement.

Outcomes related to engagement focus on transparency and accountability and include:

- Clients and caregivers can advocate for their own health and wellness.
- Services are person-focused and meet stakeholder needs.
- New communication channels with stakeholders are developed and maintained.
- A foundation for collaboration between different stakeholder groups who may have different priorities.

ENGAGEMENT STRATEGIES IN 2017/18

The following strategies solicited stakeholder input:

- Focus groups
- Suggestion boxes
- Leadership presentations
- Surveys¹
- Formation of internal committees²

¹ Employee Quality Survey, Client Satisfaction Survey, Client Safety Survey

² Employee Advisory Committee, Client Safety Committee, Health, Safety and Wellness Committee, Social/Recognition Committee

In order to maintain the focus, and identify the purpose of each of the strategies, the following concepts were adopted:

PURPOSE	
INFORM	Decision already made.
	No opportunity exists to influence the outcome.
CONSULT	We need to listen and gather information to decide.
	Policy and programming shaped with information
INVOLVE	Stakeholders can help shape the outcome.
	Encourage dialogue among different stakeholders.
COLLABORATE	Stakeholders can shape policy and service delivery systems.
	Discussion involves complex, ethical issues.
EMPOWER	Stakeholders will develop solutions and recommend.

OUTCOMES/THEMES

Due to the vast amount of information gathered through the different modes of engagement it was decided to theme the information for each of the strategies. In summary, this chart highlights the strategy, target group, purpose and general information gathered in each of the strategic engagement strategies.

STRATEGY USED	TARGET GROUP	PURPOSE	OUTCOMES/THEMES
FOCUS GROUPS	Clients	Inform and consult	<ul style="list-style-type: none"> Essential services due to short staffing Transportation is lacking since van gone Housekeeping quality has decreased Service quality has decreased
	Caregivers	Inform and consult	<ul style="list-style-type: none"> Communication is not consistent or timely Transitions are challenging and not well supported
SUGGESTION BOXES	Employees	Involve and empower	<ul style="list-style-type: none"> Labour relations around staffing shortage, burnout, vacant positions

STRATEGY USED	TARGET GROUP	PURPOSE	OUTCOMES/THEMES
			<ul style="list-style-type: none"> Quality improvements offered in staff recognition, service delivery
LEADERSHIP PRESENTATIONS	Employees	Inform and consult	<ul style="list-style-type: none"> Validation of mission, vision, values Validation of new systems such as GoldCare, ethics, risk management
CLIENT AND CARE GIVER SURVEYS	Caregivers, clients,	Inform, consult, collaborate, empower	<ul style="list-style-type: none"> Excellent and/or good experience with Traverse Validation of mission, vision, values Validation of Strategic Plan Validation that we are culturally sensitive and diverse Traverse is welcoming Clients understand privacy, confidentiality, client rights and indicated that staff respect these areas Lack of general information Limited use of website by caregivers and clients More support required when transitioning Validation of themes in client safety plan (Falls, Medication, Infection Prevention)
EMPLOYEE QUALITY SURVEY	Employees	Inform, consult, collaborate, empower	<ul style="list-style-type: none"> Staffing and scheduling challenges felt by both clients and staff Staff safety when working at minimum or working extra shifts Teamwork is lacking in some programs Workload review is required Wellness is important and should be a focus Time management and organization skills are required Increased client involvement in direction of care Promote client independence at all times System improvements and efficiencies to improve quality Staff and client ethics

STRATEGY USED	TARGET GROUP	PURPOSE	OUTCOMES/THEMES
COUNCILS AND COMMITTEES	Employees, clients, caregivers	Inform, consult, collaborate, empower	<ul style="list-style-type: none"> • Validation of mission, vision, values • Strategic Plan, quality, client safety strategic priorities
SOCIAL MEDIA (FB, TWITTER)	Public, clients, caregivers, employees	Inform	<ul style="list-style-type: none"> • No uptake yet

CONCLUSION

In this year of intensive engagement 2017/18, it was apparent that, no matter which key stakeholder group was consulted, some key challenges were identified:

- Staffing
- Communication
- Worklife balance and wellness
- Person centred care.

These key areas have been in the centre of all planning as the organization moves forward. The intent of this organization is to continue to engage our key stakeholders on many levels through many formats. This information will only continue to enhance our quality improvement processes, transparency, and our relationships with those we serve.