



HEALTH QUALITY BC

**People & Community Partnerships:
Building Connections for Health Quality**



What We Heard Report

Findings and feedback from a provincial virtual event held December 6, 2023, by Health Quality BC.

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Territorial Acknowledgements

In doing work throughout the province, we at Health Quality BC (HQBC) would like to acknowledge that we are living and working with humility and respect on the traditional territories of the First Nations Peoples of British Columbia. We specifically acknowledge and express our gratitude to the keepers of the lands of the ancestral and unceded territory of the x^wməθk^wəyəm

(Musqueam), Skwxwú7mesh (Squamish), and səliłwətaʔt (Tsleil-Waututh) Nations, where our head office is located on what is now colonially known as Vancouver. HQBC also recognizes Métis People and Métis Chartered Communities, as well as the Inuit and urban Indigenous Peoples living across the province on various traditional territories.

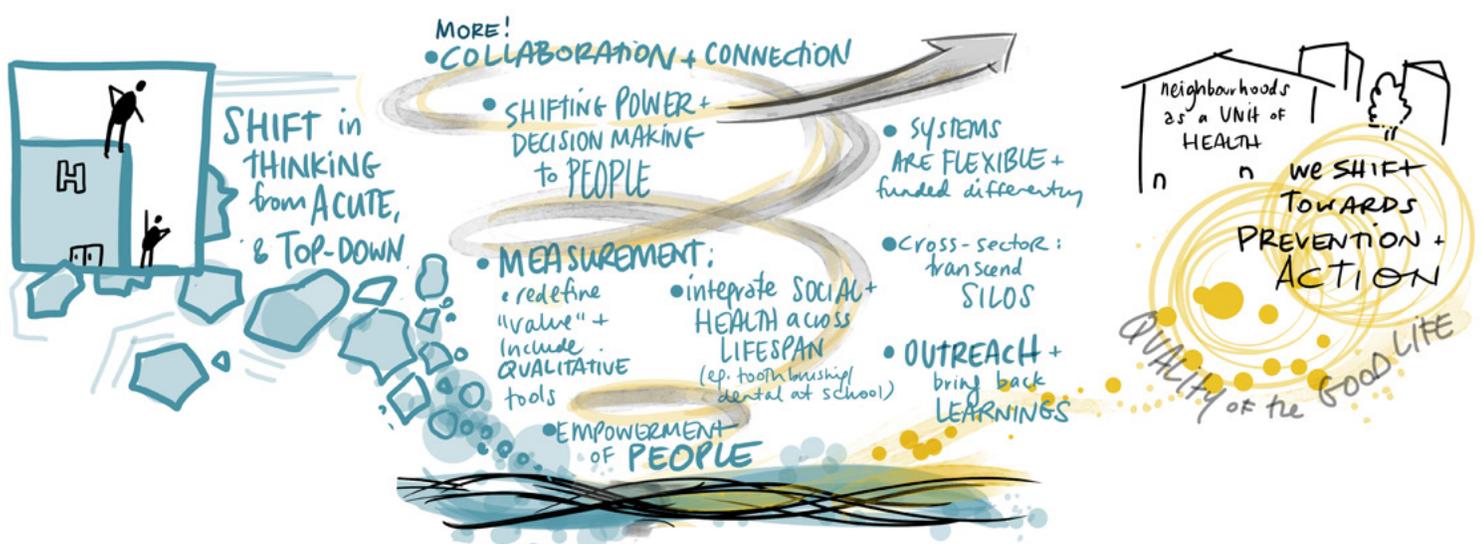


Syexwáliya Ann Whonnock
Knowledge Keeper

Introduction

The commitment the health system has made in engaging patients as partners in care is strong in British Columbia (BC). With these collective efforts across the health system, a solid foundation has been created which continues to build and improve the practice of patient engagement while at the same time exploring how engagement practices can grow to include people and community. Partnering with people, communities, and other local organizations/groups provides an opportunity to collectively understand health issues with a holistic lens while ensuring services are co-designed in a meaningful way. These partnerships can foster an environment where we can increase the diversity of voices and perspectives, learn from each other, and have co-ownership of shared goals and outcomes to address issues impacting our health.

The virtual event, “People & Community Partnerships for Health Quality,” hosted by HQBC on December 6, 2023, aligns with our vision for high-quality and sustainable health care for all. By fostering collaboration and dialogue among health authorities, community partners, and patients, the event aimed to understand and learn from existing partnerships across the province. It also directly contributes to our goal of promoting a patient and community centered approach to quality health care through provincially coordinated efforts. The event served as a platform for sharing best practices, identifying areas for improvement, and collectively working towards an integrated and effective health care system.



Definitions

PEOPLE

People means everyone of all ages, including patients, carers, families, and citizens/public.

COMMUNITY

Communities are groups of people that are interconnected by where they live, how they identify, or shared interests or experiences.

ENGAGEMENT

Engagement refers to the act of being involved, participating, or actively taking part in something. It does not necessarily imply a formal agreement or long-term commitment, and the level of engagement can vary.

PARTNERSHIP

Partnership involves a formal or informal relationship between two or more entities or individuals who come together to achieve common goals or objectives. It implies a more significant level of collaboration, shared responsibility, and a mutual commitment to working together.

What We Did

The People & Community Partnerships for Health Quality virtual event brought together several health care system partners, community organizations, and those who identify as community members or patient partners to share, learn and celebrate current efforts in partnering with people and communities. It also provided an opportunity to create a shared understanding of why partnering with people and community is important for health quality in BC and to identify opportunities for collective action in strengthening a culture where these partnerships can thrive.

The virtual event was designed with plenaries to ground the work, opportunities for small group discussion, expansion of ideas through large group sharing, and the use of a collaborative tool called Slido. The event also had graphic facilitator, Sam Bradd, Principal,

Drawing Change Consulting, who provided a visual interpretation of some of the complex concepts and themes shared. Throughout the report you'll see the visual interpretation of Sam's engagement at the event.

The event used an Appreciative Inquiry (AI) approach that uses strengths, successes, values, hopes, and dreams for the future with guiding questions and dialogue. This approach emphasizes that change is a relational process of inquiry, grounded in affirmation and appreciation. It is not about looking at things through "rose-coloured glasses" but how the future can be built on the best parts of the past, believing we have all experienced what success looks like and have the capacity to create the future we want to see. Discussions were structured in four phases: discovery, dream, design and destiny.



Setting the Context

Christina Krause

CEO, Health Quality BC

Christina welcomed participants and expressed gratitude for their collective commitment to enhancing the health care system in BC and for taking time to contribute to this important discussion. She reflected on the historical shift from a model where physicians determined health care decisions to one where patients actively contribute to their care plans. This transformation involved recognizing the valuable insights patients could offer and engaging them as integral members of the care team. Over time this has evolved further, and patient partners are now at the table contributing to improving the quality of the health care system.

Christina spoke of the new reality following the pandemic, strained civil discourse, media misinformation, a shortage of family doctors, a growing toxic drug crisis, and health care

staffing issues leading to shortages and burnout. She highlighted a further evolution needed in our engagement practices that include partnering with communities to play a more substantial role in decision-making and co-designing health care in a meaningful way.

The day's purpose was framed around exploring these concepts and encouraging participants to share their perspectives with the aim of shaping future actions and strategies in health care. Christina emphasized the importance of each participant's voice in guiding this work.

“We need to shift to this next evolution (of engagement), the public is demanding it.”

CHRISTINA KRAUSE

Cormac Russell

Founding Director, Nurture Development

Cormac opened with the concept of “community,” stressing the need to move from seeing people as ‘needy’ to ‘needed’, to recognizing their unique contributions. He introduced the CAPRI principles that can guide this approach: citizen-centrality, asset-based thinking, place-based strategies, relationship orientation, and inclusion-seeking efforts. Patients and communities are advocating for a shift in perspective from fixing “them” to listening and respecting their needs.

There is significant importance in place-based approaches, recognizing neighbourhoods as crucial units for health. Healthy communities enable health, ensure security, steward ecology, shape local economies, contribute to local food production, and co-create solutions.

This needs to include community-driven initiatives, exemplified by Asset-Based-Community-Development (ABCD) principles, and the importance of true partnership and inclusion. Trust is key, with community animators and connectors playing crucial roles in building engagement at the community level. Communities must be involved more extensively and adopting an “all-hands-on-deck” approach is crucial to address social issues, recognizing that people die socially before they die clinically.

The importance of community engagement in health care quality was stressed, with a call to shift power to communities, build trust, and involve citizens actively in the co-design and co-creation of health care solutions.

“How do we begin to initiate conversations? By acknowledging people are needed, not broken.”

CORMAC RUSSELL

THE VALUES OF CONNECTED COMMUNITIES – Cormac Russell



Sam Bradd

Artist Statement

For Cormac Russell's keynote about connected communities, I began with a wheel shape so the CAPRI principles could be considered holistically. My favourite small illustration is near "relationship-oriented" where we see birds on a wire that transform into a murmuration of starlings. The birds on the wire represent individual agency with more control, while the birds flocking in the sky together have collective agency. Underneath, a small figure is grounded in the values on the land, and their arm turns into an arc/ bowl that holds up the overall circular model with a hand at the end, because the hand touches how we all 'produce community and well-being'.

What We Heard

Before participants broke into smaller groups to explore the four AI phases, we asked them to participate in two warm-up activities. The first activity invited participants to capture their immediate thoughts on “community” through a single word. This simple exercise aimed to tap into the spontaneous perceptions individuals

hold about the concept of community, offering a glimpse into the varied values and associations that underpin their understanding. The words collected through this exercise are shown in Figure 1, with connection, commitments, and belonging as some of the key words.



Figure 1: Warm up cloud activity

The second activity focused on the richness of personal narratives. Participants were encouraged to share stories about a community they belong to or identify with, recounting moments of pride, gratitude, and instances where the collective efforts of the community resulted in positive change. By sharing these stories participants began to explore deeper layers of community dynamics and celebrate the transformative power of shared experiences. Participants were asked to continue reflecting on these

stories as they embarked on their small group discussions.

Following these activities, participants engaged in small group discussions to explore the four phases of Appreciative Inquiry: discovery, dream, design, and destiny. Below is a summary of the questions they were asked to reflect on during each phase and the common themes that emerged from their discussions.

Discovery Phase

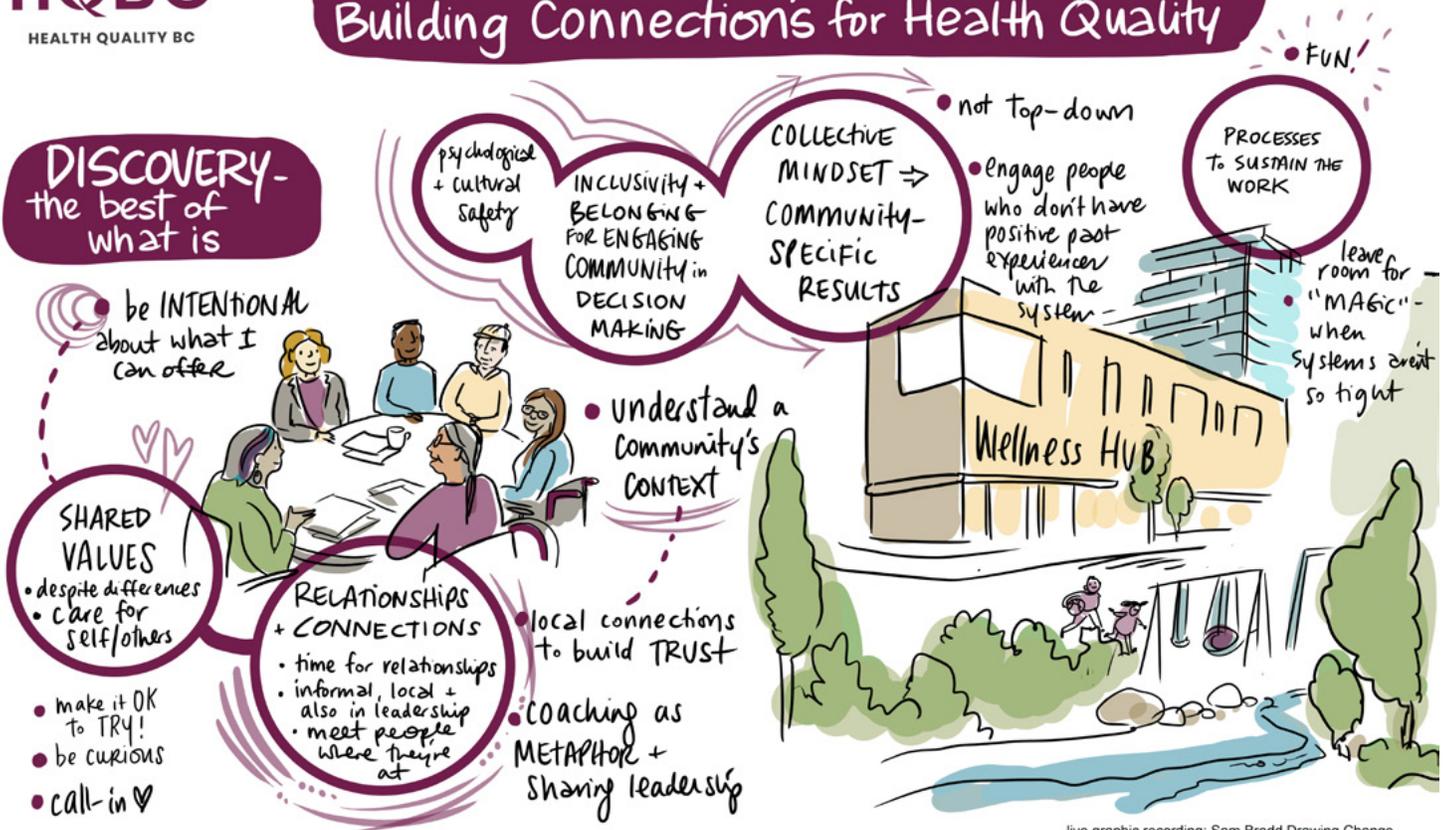
In the **Discovery phase** of Appreciative Inquiry, participants explore the positive aspects and strengths of the current situation or organization. This involves identifying what is working well, what's strong, recognizing successful practices, and understanding the factors that contribute to success. By focusing on the positive elements of communities, this phase creates a foundation for envisioning a future that builds upon existing strengths. Themes were collected and described below.

Discovery Question - What's strong?

Reflecting on the story of community you shared earlier, what strengths or assets were contributing to making those moments/stories possible? (e.g. values, processes, relationships, structures, resources, etc.).



People & Community Partnerships: Building Connections for Health Quality



Key Themes of “What’s Strong”

1 INTENTIONAL COMMUNITY CONTRIBUTION

Focusing on enlightened self-reflection, emphasizing intentional actions for the greater good, and contributing to community well-being.

2 INCLUSIVE AND EQUITABLE SOCIAL AGREEMENTS

Shifting to a model of inclusive contribution, challenging traditional top-down approaches, and prioritizing equity in serving diverse populations.

3 CONNECTORS AND STRENGTH-BASED COMMUNITY BUILDING

Recognizing the power of connectors and community animators who identify strengths, and using coaching to foster a sense of belonging across age groups.

4 PSYCHOLOGICAL SAFETY AND INCLUSION DRIVE DECISION-MAKING

Valuing psychological safety, supporting disagreements, and making inclusion a driver in decision-making processes to create safe spaces for diverse voices.

5 RELATIONSHIPS, VALUES, AND COMMUNITY ENGAGEMENT

Emphasizing relationships, shared values, and acknowledging connections between health centres and residents/non-residents in community engagement efforts.

6 COLLECTIVE RESILIENCE AND ACTION

Encouraging collective action, decision-making, and ensuring no community or family is left behind, while fostering resilience around shared purposes.

Dream Phase

The Dream phase is characterized by envisioning an ideal and inspiring future. Participants imagine possibilities without constraints and articulate their aspirations for the organization or situation. This phase encourages creativity and a forward-looking mindset, fostering a shared vision that motivates and guides subsequent planning and action.

Our S.U.C.C.E.S.S. Story

Queenie Choo, CEO, S.U.C.C.E.S.S.

To inspire participants and set the tone for the dream phase, S.U.C.C.E.S.S. CEO Queenie Choo provided an overview of the organization's programs and services. She spoke to the pivotal role of partnerships with health care and the community, highlighting how these collaborations have played a crucial part in actualizing S.U.C.C.E.S.S.'s vision and dreams for the future.

S.U.C.C.E.S.S., over the past 15 years, has dedicated itself to community engagement in health care quality improvement. Its approach actively involves families in the community and collaborating with key partners, such as health authorities, mental health services, and settlement services. Diverse activities, ranging from fundraising to webinars and outdoor events, form the basis of its community engagement initiatives. Action plans focus on client-centric approaches, partnerships, advocacy,

and community engagement, with a notable example being a pilot project with Vancouver Coastal Health to better understand community needs.

Recognizing the importance of authentic engagement, S.U.C.C.E.S.S. emphasizes the commitment to building a more inclusive and welcoming community. Its vision is centred around creating a vibrant Canadian society where people thrive, emphasizing belonging, wellness, and independence. Advocating for a holistic view of health care, S.U.C.C.E.S.S. stresses the need to acknowledge external factors' impact on the process of change. The organization promotes a shift in perspective, moving from fixing individuals to recognizing possibilities beyond problems. Overall, the focus is on deeper, mindful practices that foster a sense of belonging, wellness, and independence within the community.

A Dream for S.U.C.C.E.S.S. - Queenie Choo, CEO

S.U.C.C.E.S.S. is one of the LARGEST social service agencies for newcomers in Canada



"a dream without a plan is just a WISH" - Katherine Patterson

A S.U.C.C.E.S.S. STORY!

VIBRANT CANADIAN SOCIETY:
S.U.C.C.E.S.S. EMPOWERS people



live graphic recording: Sam Bradd Drawing Change

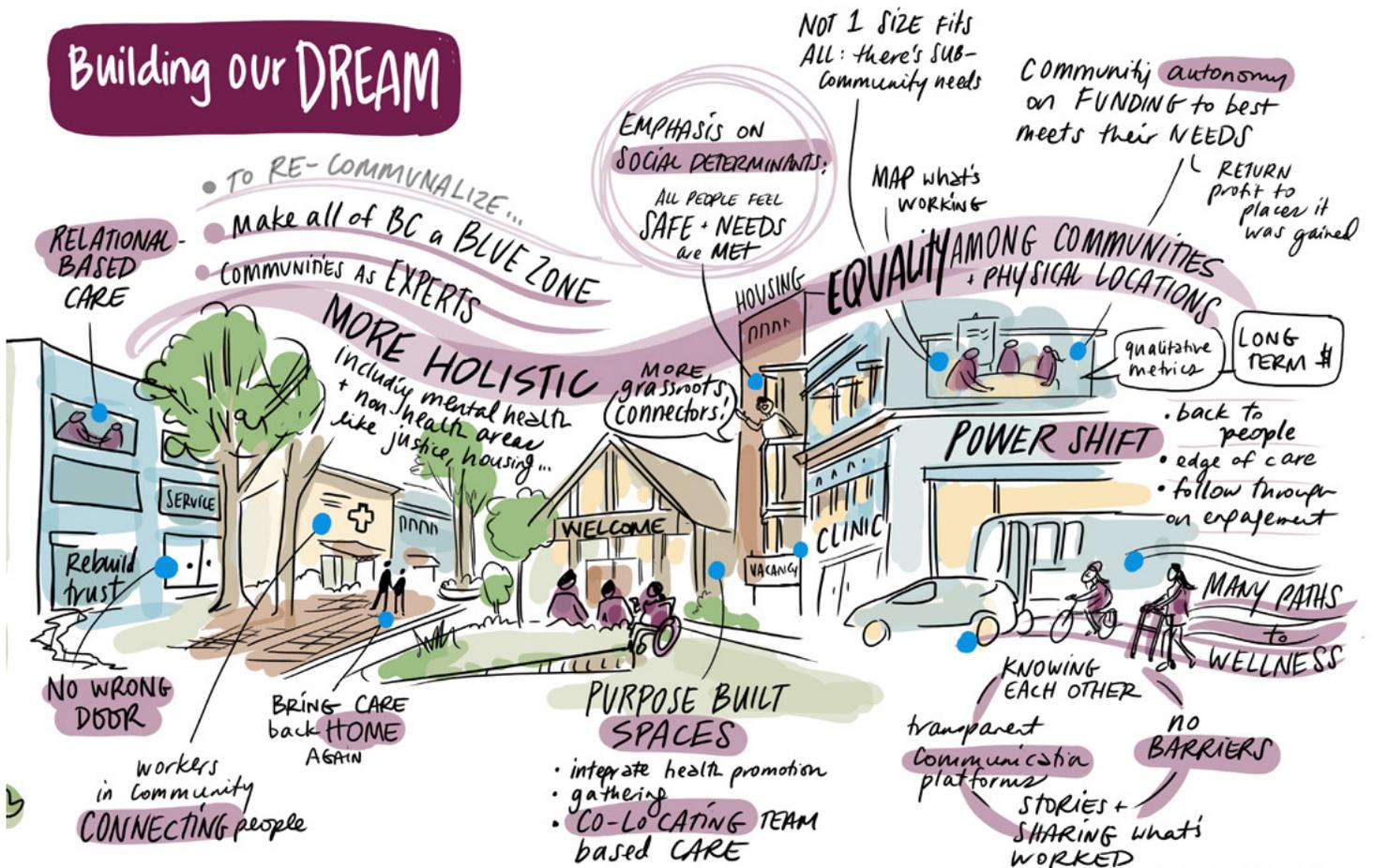
Sam Bradd Artist Statement

The keynote by Queenie Choo for S.U.C.C.E.S.S. highlights what's truly a success story for one of Canada's largest social service organizations serving newcomers to Canada. It features the beautiful Chinatown gates at the bottom of the image, many of their statistics and importantly - people! Because people and partnerships are key to how SUCCESS builds more vibrant and empowered communities.

Building upon Queenie Choo's insights into S.U.C.C.E.S.S.'s collaborative efforts, the dream phase delves into envisioning a future aligned with the commitment to community engagement. Shifting from the present to explore a future where community partnerships thrive, offering a bold and inspiring vision of what could be achieved collectively in the realms of health, inclusivity, and community well-being.

Dream Question – What might be?

What are we being called to become? Think ahead to a few years from now. This future is wildly successful – people have built community partnerships in all kinds of ways to make a healthy future. If our success was guaranteed – and we could be as bold as we needed – what would that future look like? (what would it look like for you, your family, your organization, equity-deserving groups, your community, etc.)



live graphic recording: Sam Bradd Drawing Change

Key Themes on “What Might Be”

1 COMMUNITY EMPOWERMENT AND DECISION-MAKING

Give neighbourhoods the power and resources to make decisions, encourage active citizen engagement, and emphasize democratic social agreements.

2 REPRESENTATIVE DECISION SPACES

Ensure decision-making tables reflect the diversity of the community, and address barriers, allowing effective engagement with ample time.

3 TRUST-BUILDING COLLABORATION

Move beyond partnerships to build trust, co-design plans, and break down structural barriers for effective collaboration.

4 HOLISTIC AND DECISIVE ACTION

Take a holistic approach to address diverse needs, and pivot decisively, especially in urgent situations.

5 EMPOWERING COMMUNITIES AND SUPPORTING CHILDREN

Empower communities to solve local issues and prioritize well-being and inclusive advocacy for children.

6 COMMUNITY NETWORKS AND GRASSROOTS CONNECTORS

Foster communities of practice and use technology for sharing successful models and mapping communities.

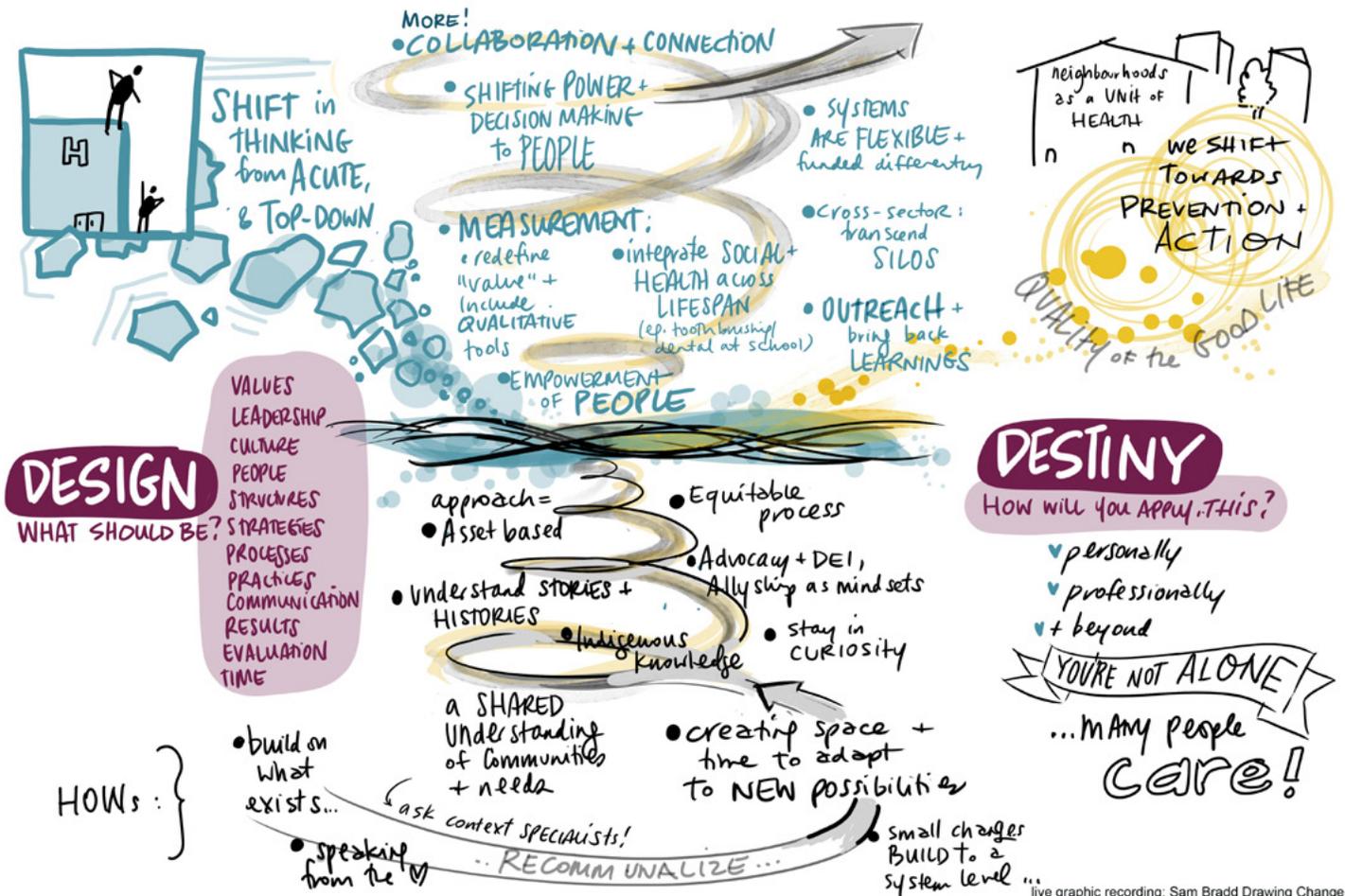
Design Phase

During the Design phase, participants translate the envisioned future into concrete plans and strategies. This involves collaborative brainstorming, identifying specific actions, and developing a roadmap to achieve the desired goals. The focus shifts from abstract ideals to practical steps, ensuring that the dream is not only inspiring but also feasible and actionable.

This phase uniquely intersects with community engagement, posing questions about values, leadership, and culture. It serves as a dynamic bridge, ensuring that plans are not only inspiring but also rooted in the collaborative aspirations of the community.

Design Question – What should be?

What is next? What would we need to redesign or change to fully realize our dream state (individually, organizationally, as a community)? Such as values, leadership, culture, communication, structures, processes, practices. What strengths or assets were contributing to making those moments/stories possible? (e.g. values, processes, relationships, structures, resources, etc.).



live graphic recording: Sam Bradd Drawing Change

Key Themes on “What Should Be”

1 INTEGRATED LIFE DEVELOPMENT

Explore integrating essential developmental milestones and use technology to intentionally connect voices.

2 EMPOWERMENT AND POWER DYNAMICS

Reevaluate practices, empower communities, and reassess power dynamics.

3 INNOVATION AND POWER IMBALANCES

Innovate through cultural shifts in organizational structures, tackle power imbalances, and incentivize community programs.

4 MINDSET SHIFT FOR HOLISTIC HEALTH

Promote holistic health thinking and integrate patients and communities.

5 SYSTEM CHANGE AND CROSS-SECTOR COLLABORATION

Drive system change with small successes, align funding, foster dialogue, and share best practices in community collaborations.

6 ADVOCACY, ALLYSHIP, AND RESILIENCE

Emphasize advocacy, allyship, resilience, and continuous positive change.

Destiny Phase

The Destiny phase involves the implementation and sustained action based on the plans developed in the previous phases. Participants actively work toward realizing the envisioned future, continuously adapting and refining strategies as needed. This phase emphasizes ongoing learning, feedback, and a commitment to the long-term success and evolution of their organization or situation. It completes the Appreciative Inquiry cycle by turning aspirations into reality and setting the stage for continuous improvement and growth.

Destiny Question – Who will do what, by when?

What else is needed to support the changes we want to see? How will you apply what you have heard and learned today? What will you commit to doing differently? What quick wins can we take? Who else are you going to connect with after today? How will you keep the momentum going?

DESTINY

How will you apply this?

- ♥ personally
- ♥ professionally
- ♥ + beyond

YOU'RE NOT ALONE
...many people
care!

“Create a Community of Practice for community building to continue this work, share successes and hardships, and spread awareness province wide.”

EVENT PARTICIPANT

Key Themes on “Action” to be Taken

1 VISIONARY HEALTH CARE IMPROVEMENT

Aspiring to enhance health care broadly and framing the ideal Destiny as a goal.

2 NAVIGATING SYSTEM CHALLENGES

Acknowledging and navigating systemic challenges that hinder progress despite individual openness.

3 CULTIVATING COLLECTIVE MOMENTUM

Exploring ways to generate collective energy and ensure ongoing improvement efforts.

4 ADVOCACY FOR IMMEDIATE IMPACT

Urging for swift positive changes, maintaining consistent advocacy, and sustaining momentum.

5 LEGISLATIVE GUIDANCE

Considering laws and policies as tools to guide and enforce improved practices.

6 IDEAL FUTURE CONVERSATIONS

Engaging in discussions about an ideal future, connecting with people, and highlighting the benefits of innovative approaches.

What Support is Needed?

To better understand where participants thought HQBC could support them to strengthen a culture where partnerships with people and communities can thrive, we used a collaborative tool called Slido, and asked “How can HQBC be a catalyst or support for the destiny you created?”. Responses captured in Slido are themed and summarized below.

THEME	SUGGESTION
Education and Training	Develop a comprehensive training program for health care partners focused on community engagement strategies.
	Create online modules, workshops, and resources to educate health care partners on the importance of community engagement and best practices.
Leadership and Roadmap	Establish a task force or working group dedicated to developing a roadmap for community engagement in collaboration with health care partners.
	Host workshops or forums to gather input from health care partners and community stakeholders to inform the roadmap.
Technology Solutions	Conduct a thorough assessment of available technology solutions for community engagement.
	Provide health care partners with a curated list of recommended tools and platforms, along with training sessions on their effective use.
Collaboration Across Sectors	Facilitate regular networking events, roundtable discussions, or conferences bringing together health care partners and community organizations.
	Establish a platform for ongoing communication and collaboration, encouraging the exchange of ideas and resources.
Mapping Engagements and Sharing Outputs	Develop a toolkit for health care partners to map their community engagements and evaluate the effectiveness of their efforts.
	Establish a centralized repository to share successful engagement models, case studies, and lessons learned.
Continued Connection and Support	Create a community of practice where health care partners can share experiences, challenges, and successes.
	Offer mentoring programs or peer-to-peer support networks to ensure continuous connection and support.

We greatly appreciate the valuable insights and thoughtful suggestions shared by participants. These ideas serve as a rich source of inspiration for future planning in demonstrating HQBC's ongoing commitment to fostering a culture where partnerships with people and communities can thrive.

How We Did

Evaluation Results

At the conclusion of the day, the participants were asked to provide a final word that summarized the day's discussions. The word "encouraged" was repeated, and is

highlighted in the word cloud, demonstrating that the appreciative enquiry approach and the activities throughout the day made attendees feel this way.



Figure2: Word cloud conclusion activity

Following the event, the 82 participants were asked to complete an experience survey. Of those who completed the experience survey, 83% stated they agree or strongly agree that they felt the event was a good use of their time.

100% of those who completed the experience survey indicated they agree or strongly agree that they feel committed to continuing to champion "people and community partnerships" within their organizations, groups or networks.

Participants also found great value in networking and connecting and appreciated the chance to build a community-focused network and engage in meaningful conversations. The keynote speaker, Cormac Russell, was widely praised for being inspiring and insightful. Breakout discussions, promoting collective thinking and networking, were well received. Overall, participants found value in various aspects of the event.

Suggestions for improvement included addressing virtual fatigue with shorter sessions or in-person events, making the event shorter for better engagement, and fostering a more diverse participant pool.

Participants plan to apply the learnings by focusing on community engagement,

connecting with community organizations, and championing community-focused approaches in health care.

Despite the suggestions for improvement, the overall feedback highlights a positive and impactful experience, providing valuable insights that contribute to the advancement of community partnerships in health care.

“There is a clear need for communities to influence the health and wellbeing agenda for BC residents.”

EVENT PARTICIPANT

“I loved connecting with new people and loved the collective thinking. There were some amazing ideas and insights brought forward.”

EVENT PARTICIPANT

Our Next Steps

The key themes and outcomes of this report will help us plan and guide the development of future HQBC programs and services to support partnering with people and communities. The insights gathered from the findings will be reviewed to identify areas of improvement and opportunity. It's important to emphasize that this virtual event was just the beginning of an ongoing dialogue.

We anticipate that participants will actively follow up on the collective action ideas generated during the event. These ideas,

born from collaborative discussions, are integral to our shared commitment to positive change. Your insights and actions will be instrumental in fostering an environment where we can increase the diversity of voices and perspectives, learn from each other, and have co-ownership of shared goals and outcomes to address issues impacting our health.

Acknowledgements

We would like to extend our gratitude to the dedicated individuals and groups who contributed to the success of this event. Special thanks to the Event Working Group for their meticulous planning and seamless execution, ensuring a meaningful and engaging experience for all involved. Our appreciation also goes to the presenters who shared their expertise and experience, enriching the discussions and fostering a collaborative learning environment.

A sincere thank you to Sam Bradd, the talented graphic facilitator whose visual representations added depth and clarity to

our conversations, capturing the essence of our collective journey. Last but certainly not least, our deepest appreciation goes to the participants whose active involvement, thoughtful contributions, and shared enthusiasm made this exploration into people and community partnerships truly impactful.

Your commitment to this process has been instrumental, and we look forward to the continued collaboration and insights that will shape the future endeavours inspired by the outcomes of this report. Together, we are building a stronger and more connected community. Thank you for your contributions.



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