

Workbook: Envisioning Community Engagement Hub Success

Prior to the planning session, the First Nations Health Council (FNHC) invited participants to complete a workbook, which asked questions on challenges, needs, gaps, current activities and ideas for activities and key messages. The responses received were consolidated and presented at the workshop to provide a foundation for the discussions. In this section, they have been organized to clearly describe current Goals, Challenges, Plans and Strategies. This section has been transformed into a workbook that your Community Hub may use to further the dialogue and feedback pertaining to each Goal and Challenge.

1. GOAL

Increase awareness & understanding of the Community Hubs, First Nations Health Council (FNHC), the Tripartite First Nations Health Plan (TFNHP) and First Nations health initiatives.

PLAN

- Build awareness and inform community leadership to garner political support.
- Build awareness, discuss, inform and educate communities about what the TFNHP is and what the roles and responsibilities of the Community Engagement Hub are.
- Increase awareness of target audiences to motivate them to take action to support efforts by using services, becoming champions and/or by creating political support. (refer to Appendix F, page 28.)
- Ensure messages are clear, consistent, effective and positive.
- Share stories about community successes and overcoming challenges with your members, region and local media.
- Communicate role of the Community Engagement Hub (ie. in addition to being able to talk at length about what the function of your Community Hub is, prepare a 1-minute explanation so that you can vary your approach in engaging others).
- Utilize key messages developed by FNHC. (refer to Appendix E, page 25.)
- Promote a positive external message for local media.

<i>Please include additional ideas and plans that may address this goal:</i>

2. GOAL

Create effective communications tools in order to effectively collaborate, communicate and plan.

PLAN

- Consult with stakeholders to determine what communications tools have been effectively used in the past with your target audiences.
- Leverage/adapt existing FNHC communications tools at the community level .
- Collaborate with other Community Engagement Hubs and share ideas and communications products.
- Develop a website and consider the use of social media to reach target audiences, especially youth. (refer to Appendix L, page 36.)
- Integrate culture and traditions into the communiqués; branding materials so they are First Nations specific and speak to target audiences. (refer to Appendix I, page 31.)
- Simplify 3-5 messages and implement to see how effectively they are communicated.

Please include additional ideas and plans that may address this goal:

3. GOAL

Establish partnerships with stakeholders who have common interests.

PLAN

- Clearly identify health priorities annually, communicate these to stakeholders.
- Develop key messages which outline your Community Hubs priorities and how stakeholders can support your work. (refer to Appendix E, page 25.)
- Engage outside health service agencies (these may also include agencies that address the social determinants of health such as education, justice).
- Leverage partner agencies programs and services and communicate what is available to your stakeholders.
- Target the leadership of partner organizations/governments and gain political support.
- Facilitate collaboration between Community Hubs and other health stakeholders.

Please include additional ideas and plans that may address this goal:

4. GOAL

Increase program and service uptake and increase community involvement in health activities.

PLAN

- Integrate health planning and services.
- Address -complaints by First Nations people of service access.
- Secure adequate operating and capital resources.
- Develop a communications strategy.
- Engage community members in listening and providing feedback on the community health plan.
- Provide current information on programs, healing and wellness promotion and programs (this may need to be revitalized).
- Identify and engage the urban population (on-reserve/off-reserve; rural/urban). (refer to Appendix D, page 24.)
- Identify under-served populations and specify targeted tactics in your communications plan.

1. CHALLENGE – Capacity and Skills

- ◆ Uncertainty of what to communicate and how to do it.

STRATEGY

- Stick to hub priority areas - determine the purpose behind your communication (ie. to influence attitude, change behaviour, access funding) this will shape your communications approach.
- Develop your key messages for each priority area. (refer to Appendix E, page 25.)
- Identify the decision making process at your workplace. (refer to Appendix B, page 22.)
- Build relationships with the people you need to send information to. This will help ensure that your message is delivered clearly and efficiently to the right people.
- Strengthen relationships with health service providers and regional health authorities. Working together and sharing community feedback will help develop a plan for existing health needs and for gathering the information required to bring about change.

Please include additional ideas and plans that may address this strategy:

2. CHALLENGE – Communications & Messaging

- ◆ Challenges, in regard to information sharing, message distribution, and understanding of communications protocols, are occurring. Furthermore, there is a need to find the most appropriate approach to communications planning and activities, as well as develop skills and strategies to encourage people to read communications materials.

STRATEGY

- Determine what has worked in the community already; develop an understanding of the types of initiatives that have already taken place and work from previous existing models or actions used to gather community together.
- Use a variety of methods and messages to target audiences. Take on an “advertiser” mindset.
- “Information has to be accessible and understandable” – There should be full and clear communication to the target audience (ie. A person who may not have an educational background in health should still find health-related resources useful and accessible).
- “Less text-based information. Have had lots of feedback from people not wanting to read information. [Use] More short text/video/audio messaging.”
- Follow up phone calls – Once a package or newsletter is sent by postal mail, follow up with the organization or band office you have sent it to. This will help ensure they received it and

help provide guidance as to who should be receiving these materials. (eg. Band council, community, local nurse, etc)

- Bring copies [of developed messages, resources etc.] to community visits. Hand out to membership directly and leave some at Nation offices.
- Develop clear communication expectations for Hub committee-members and identify required supports.
- Have clear, consistent and appropriate messaging, such as stock key messages that ensure consistency with other First Nations and the First Nations Health Council (FNHC). (refer to Appendix E, page 25.)
- Have knowledge of communications protocol with FNHC at the Tripartite level.

Please include additional ideas and plans that may address this strategy:

3. CHALLENGE – Communications Coordination with FNHC and other partners.

These are some of the existing challenges in regards to communications coordination:

- ◆ Organization of regional and provincial task implementation.
- ◆ Lack of coordinated planning with other regional health stakeholders.
- ◆ Silos of activity within organizations and with out federal/provincial partners prevent effective collaborations and joint-planning.
- ◆ Limited awareness of the Tripartite First Nations Health Plan on the part of Federal and/or Provincial bureaucrats contacted by our Community Engagement Hubs.
- ◆ Governance Caucus needs to have their technical supports with them at the tables. Leadership rely heavily upon their Health Directors in terms of corporate knowledge, recent changes and updates.
- ◆ Information uptake and distribution is unclear.

STRATEGY

- FNHC to support regional collaboration of Community Engagement Hubs to work together and meet (face-to-face meetings, video-conferences)
- Increase awareness of Community Engagement Hubs by meeting with each Nation to discuss the process; this may also apply to meeting with regional and provincial health authorities.
- Increase coordination between Community Engagement Hubs, the Caucus and Liaison to

move the provincial health agenda forward.

- Determine how to best communicate so it is not only efficient but effective. What is simply efficient often gets ignored or lost in the deluge of information being received.
- The First Nations Health Council (FNHC) to develop a region specific form of communications (ie. bi-monthly regional briefs).
- FNHC to find effective communications tactics/tools to efficiently cut through silos and bring people together to share and learn from each other.
- Reinforce messaging through repetition (refer to Appendix I, page 31)
- Showcase Community Hub successes within communities by contacting local or regional media (newspapers, radio, web-news) and the FNHC so that it may be included in the quarterly info-bulletin. Increasing visibility of the Community Engagement Hub's actions attracts attention and encourages further involvement.

Please include additional ideas and plans that may address this strategy:

4. CHALLENGE – Operating Environment & Infrastructure

Internal (Community/Band)

- ◆ Lack of tools and systems to distribute information (internet/email access, Community Engagement Hub membership includes First Nations with varied communication protocols)
- ◆ Uncertainty of information being received when sent out to various target groups and populations.
- ◆ Inconsistencies created by staff and council turnover
- ◆ Faltering capacity/ staffing, information management
- ◆ Expectations on leadership to relay information when there should be someone whose role is to ensure information is received and conveyed properly. (refer to Appendix B, page 22.)

External (non-Aboriginal organizations, government)

- ◆ Lack of awareness by government partners of the Tripartite First Nations Health Plan and Community Engagement Hubs.
- ◆ The health authority's policy (or lack thereof) on Aboriginal self identification. Without this information it is difficult to connect with Aboriginal people accessing services.

STRATEGY

Internal (Community/Band)

- When communities lack technological infrastructure you will need to determine other methods of communication. Successful tools and tactics include printed posters and brochures, utilizing events for communications (refer to Appendix J, page 33), and face-to-face conversations.

External (Government/non-First Nations organizations)

- Formalize relationships with partners that serve urban Aboriginal people. Through interagency collaboration and communication with this group is enhanced. Agencies, like the school district, the RCMP, the Salvation Army, outreach organizations, youth organizations and others, need to look at interagency policy to safely and respectfully share information in order to improve the health and well-being of urban aboriginal people.
- In regards to staff turnover at Band offices, ensure mechanisms are in place to promote sustainability (Memorandum of Understanding/ Business Continuity and Recovery Standards/Letter of Authorization). It may also help to develop briefing materials for new leadership/staff regarding initiatives and work being done at the Community Engagement Hub.

Please include additional ideas and plans that may address this strategy:

In this portion of the workbook, please discuss challenges that your Community Engagement Hub may currently face and brainstorm possible strategies to address them.
