

DEVELOPING A COMMUNITY ENGAGEMENT STRATEGY WITH AN URBAN PRIMARY CARE NETWORK

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Primary Care Networks in Alberta

- Founded in 2003 as a partnership between:
 - Alberta Health and Wellness
 - Alberta Medical Association
 - Alberta Health Services
- Networks of doctors and other health providers (e.g. nurses, dietitians and pharmacists) working together to provide primary health care to patients.
- Flexibility to develop programs and to provide services in a way that works locally to meet the specific needs of patients.



Edmonton West PCN Project

- Practicum project for MPH-HP degree spring & summer 2011.
- EWPCN identified Community Engagement as a priority through a series of stakeholder consultations.
- Develop a foundation for a PCN community engagement strategy based on the consultations and EWPCN board objectives.



Relevant Themes from EWPCN Stakeholder Consultations

Theme 6:

Improving Coordination of Health Services through Community Partnerships and Linkages.

- Programs that could be jointly delivered through partnership with other health care providers.
- Community-based partnerships that could be established within the local community.
- Strategies for enhancing community-based partnerships.

Theme 9:

Establish a Formal Strategy to Address Health Promotion and Disease Prevention.

- Opportunities to partner with outside agencies to improve our patients' access to healthy eating and active living resources.
- Where possible the PCN may explore the possibility of expanding the delivery of current services or partnering with other agencies and providers to meet these needs.

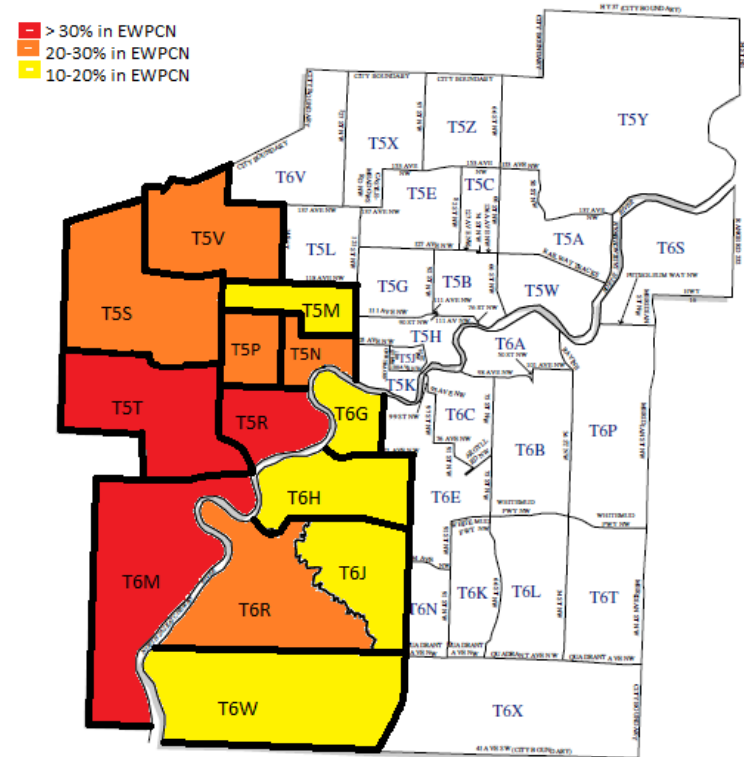
Sounds like Health Promotion in Action... right?



- Community engagement
 - Process of getting communities involved in decisions that affect them.
 - Includes the planning, development and management of services, as well as activities which aim to improve health or reduce health inequalities (9).
- Encompasses Health Promotion principles and values such as:
 - Participation
 - Community development
 - Social Justice
 - Inclusion
 - Respect
 - Empowerment

Challenges...

- What did the PCN stakeholders mean by “community engagement”?
- Who is the “community”?
- Are we talking about engagement or being engaged?
- Differences between urban and rural PCNs

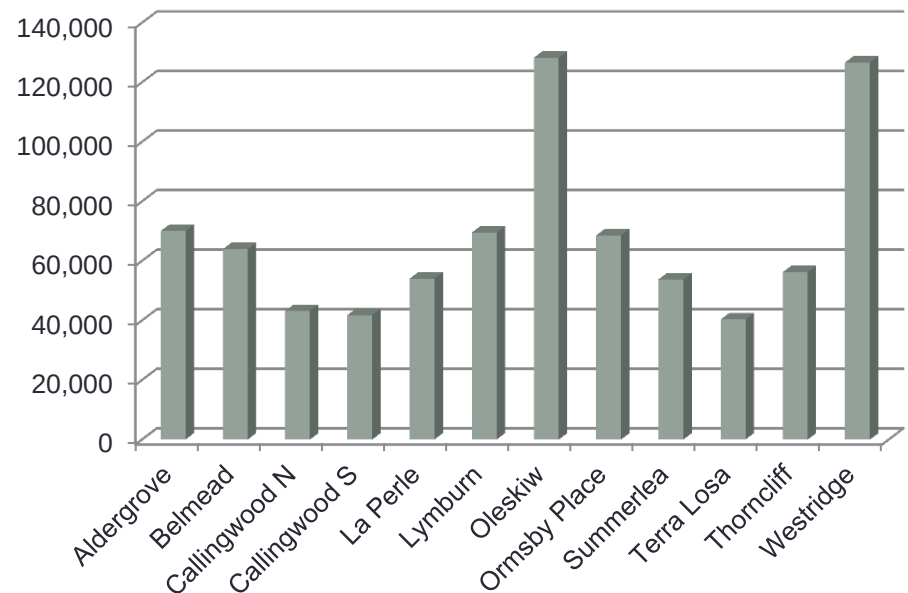


Neary, N.E. (2011) Figure compiled from City of Edmonton, EWPCN, and Stats Can data.

Challenges of HP in the Real World

- What did the PCN stakeholders mean by “community engagement”?
- Who is the “community”?
- Are we talking about engagement or being engaged?
- Differences between urban and rural PCNs

Median Household Income – T5T FSA



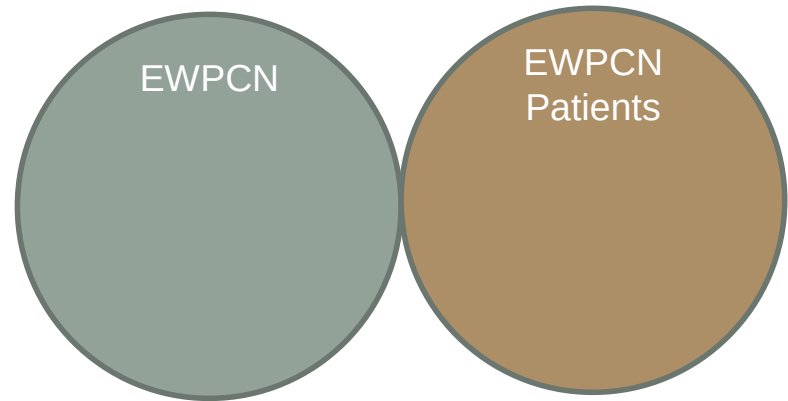
Compiled from City of Edmonton Neighbourhood Indicators

Facing real world challenges...

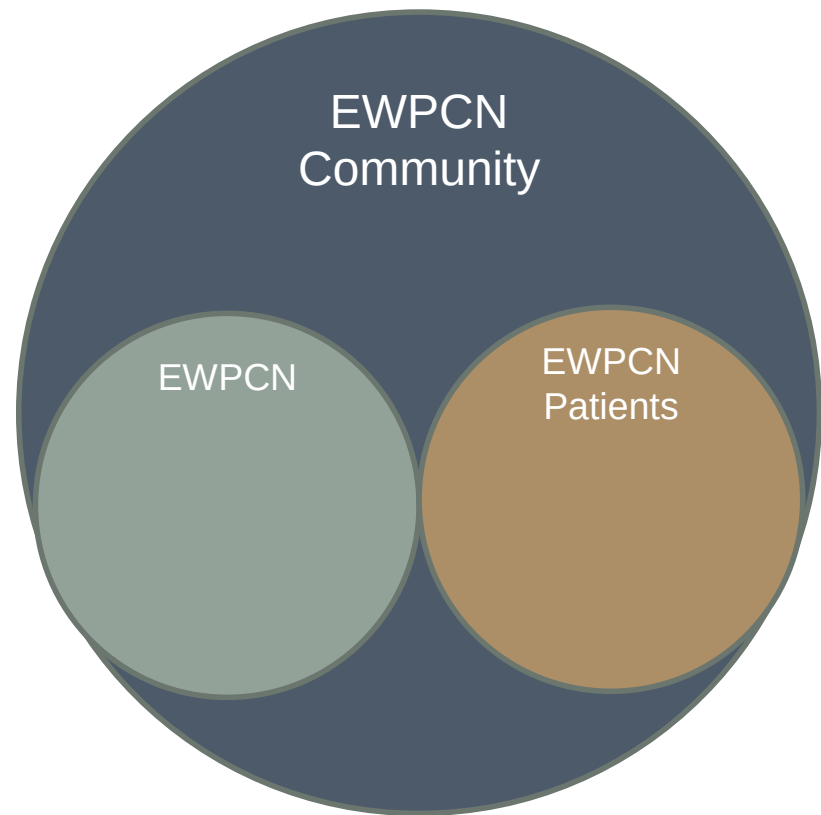


- Can EWPCN could be defined as a community?
- Can the CEC engage with government health providers on behalf of the EWPCN community?
- Can this be the foundation for further community engagement in the future?

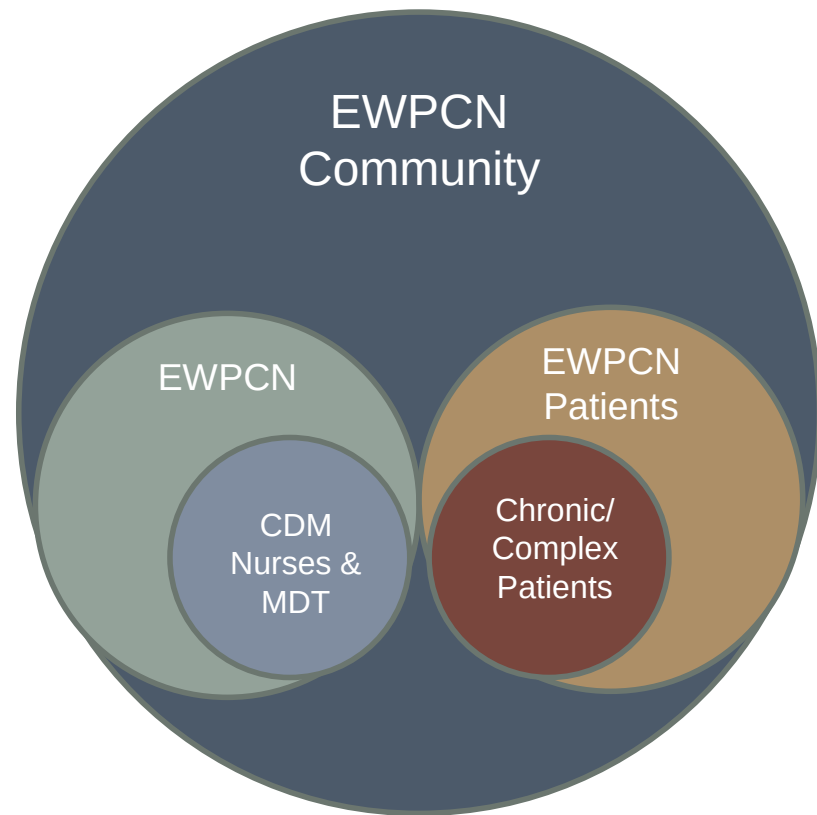
Engaging and being engaged...



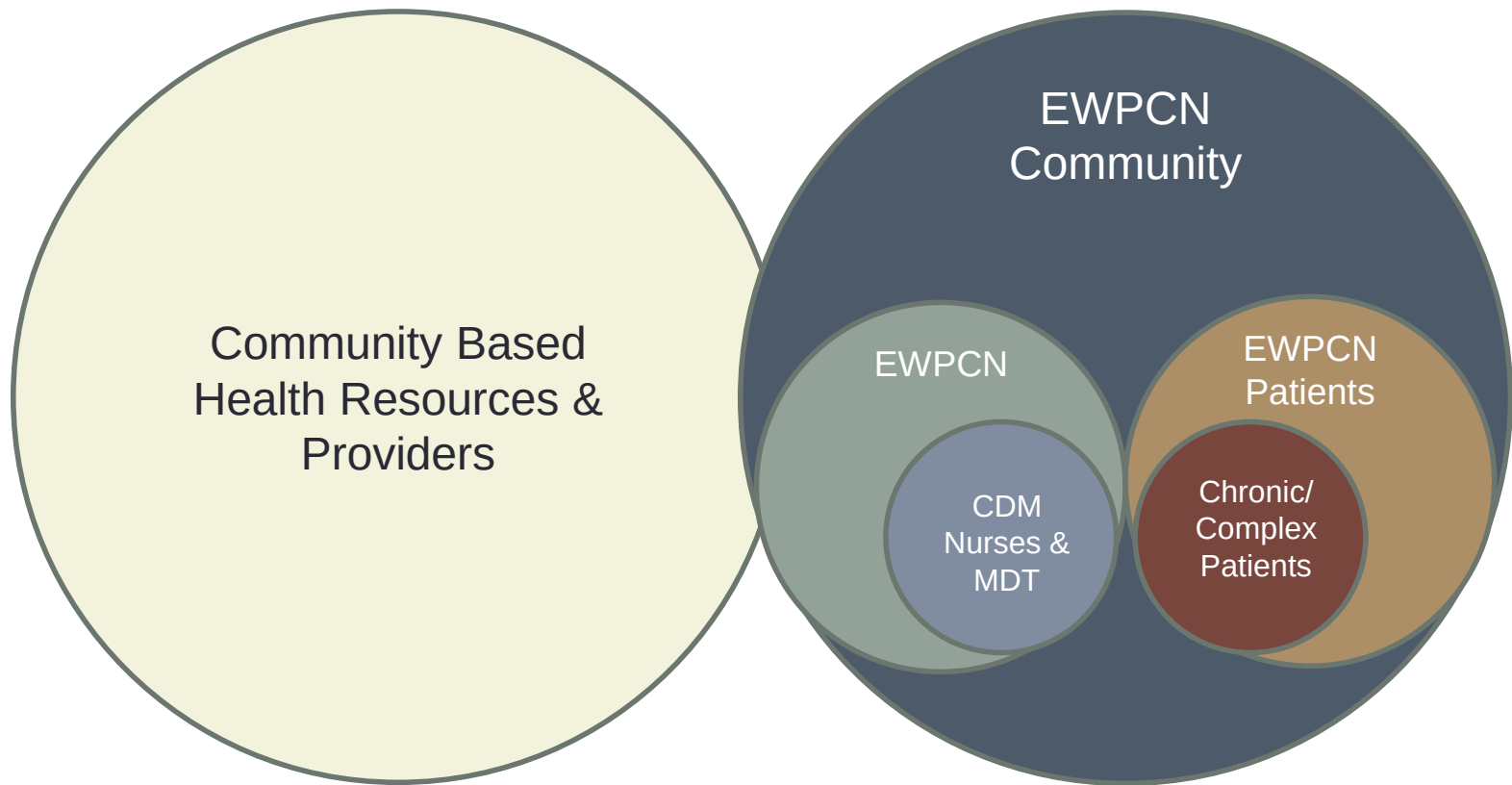
Engaging and being engaged...



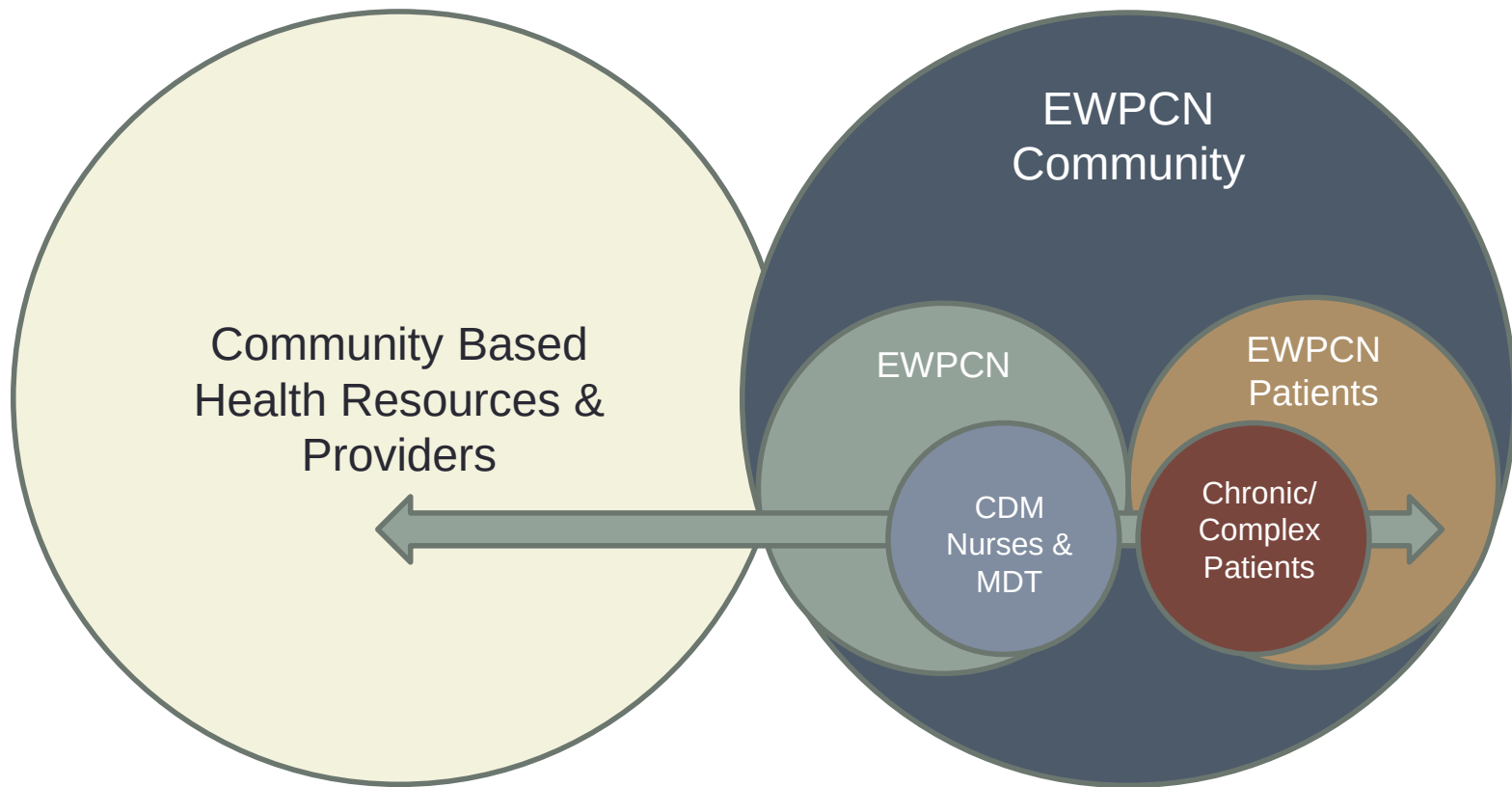
Engaging and being engaged...



Engaging and being engaged...



Engaging and being engaged...



Community Engagement Coordinator Role

1. Identify and prioritize the needs of EWPCN patients.
2. Seek out and assess resources in the community which may meet the needs of EWPCN patients.
3. Educate PCN MDT members to ensure appropriate referrals to community resources.
4. Where no resource exists the CEC should make the business case to the PCN board to either:
 - Advocate to an organization to create the resource.
 - Partner with an organization to create the resource
 - Provide the resource within the PCN independently.
5. Collect, synthesize and reflect feedback from PCN community and resource providers.
6. Build relationships with community organizations and EWPCN patients.

Lessons learned

- Sometimes you have to work with the system you're given
- Reflection in Practice is a key tool for examining and overcoming obstacles
- Sometimes its not about doing Health Promotion, but creating support for it...



Thanks for your attention!

- Special thanks to:
 - Jackie Macintyre at EWPCN
 - Ruth Wolfe at U of A
 - The EWPCN Board of Directors
 - All of the Alberta Health Services and City of Edmonton Employees who gave their time to meet.
- Questions?

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