

# TRANSPARENCY

facts, information  
↳ budgets, costs

details

results publicly presented  
simple language - clear  
- understandable  
- impact

MASSLBP is reinventing public consultation.

process - communication  
wellness education + prevention

# COMMITMENT

providers + consumers both  
in attendance  
decision-makers  
defined goals / targets  
transparency  
open

# ACCESS

- different approaches
- cultural diversity  
↳ language

# RESPONSIVENESS

- timely
- specific targets

# TRANSPARENCY

- publicity / advertising
- information
- substance

**MASSLBP** is reinventing public consultation.

**A private company with  
a public mission.**

**A lot of public  
consultation is useless.**



LESLIE KNOPE  
Former Indiana Parks Dept.

**We waste our time.**

**We waste the public's time.**

**We go through the motions.**

# Townhall.

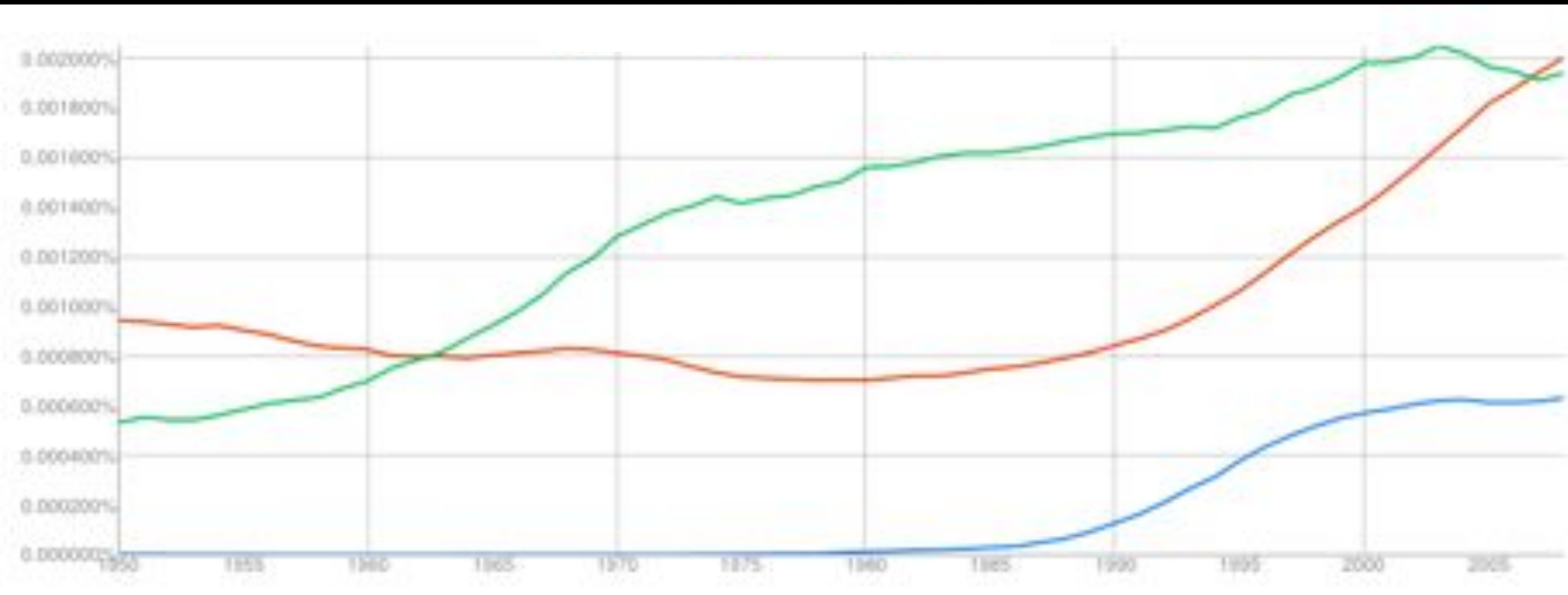
**Online.**

**MASSLBP**



**Poll.**

# Engagement is Trending



- Innovation
- Engagement
- Sustainability

**Tough decision:**

- High stakes
- Variable consequences
- Conflicting values
- Lack of clear resolution

**Insufficient proof of integrity leads to:**

- loss of shared ownership
- increased suspicion
- decreased cooperation
- less capacity for leadership

**Public comes to be seen as:**

- Disinterested and uninformed
- Emotional and unreasonable
- Volatile and unpredictable
- Polarized and divided

**Public is managed as a risk by:**

- limiting information
- creating buffer zone
- constraining issues
- constraining feedback

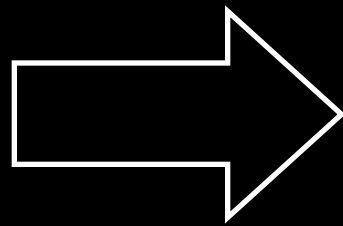
**Citizens stop  
trusting government.**

**Governments stop  
trusting citizens.**

**Polarized.  
Volatile.  
Emotional.  
Uninformed.  
= Risk Management.**

**Polarized.  
Volatile.  
Emotional.  
Uninformed.  
= Public Service?**

**Risk**



**Resource**

**Caring.**  
**Reasonable.**  
**Purposeful.**  
**Curious.**



**Interactions that focus on shared interests, not just self-interest and group interest.**



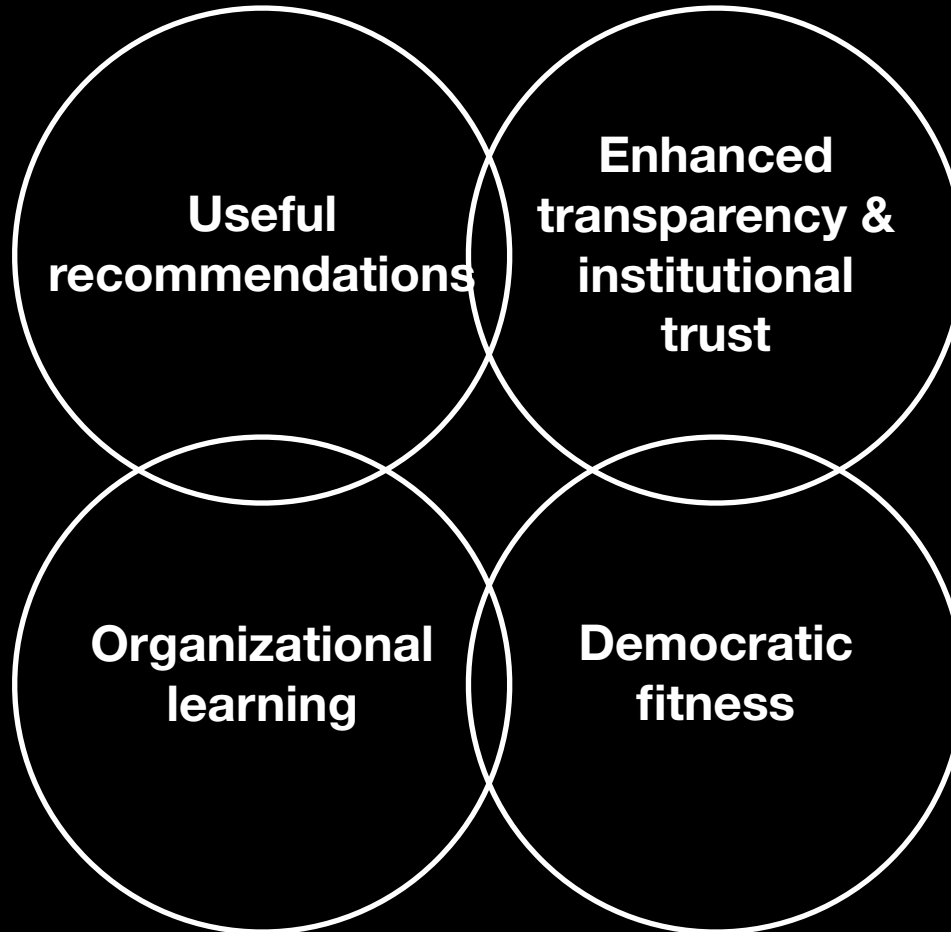
**MASSLBP**

**Interactions that focus on shared interests, not just self-interest and group interest.**

**Citizens start  
trusting government.**

**Governments start  
trusting citizens.**

# Goals for engagement:



# **Design questions for engagement:**

**1. Who's participating and how did they get involved?**

**2. Are you asking for their opinion or to work on behalf of others?**

**3. Is there a real task?**

**4. What learning needs to occur?**

# **Civic lottery**

*Random, representative selection*

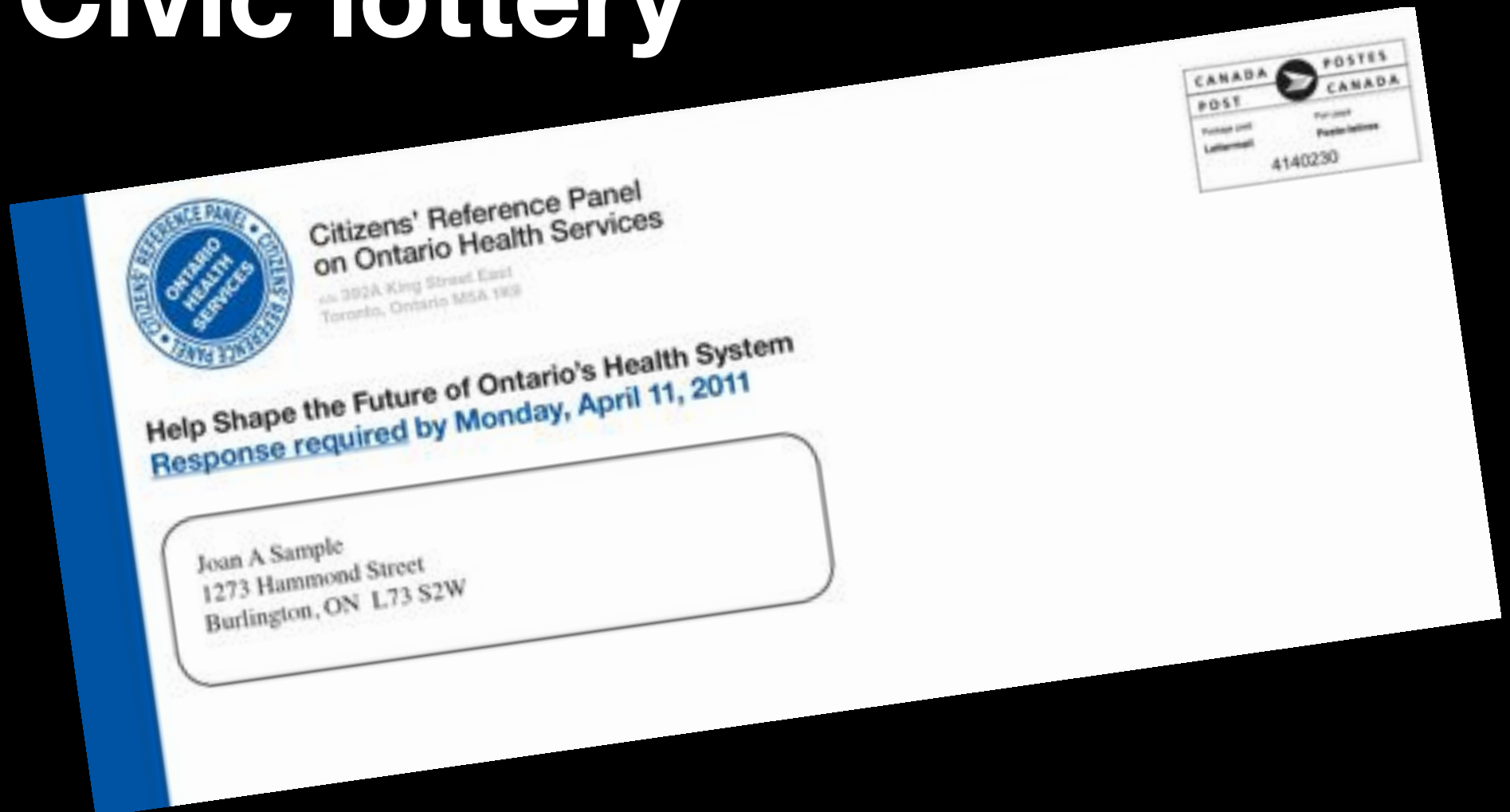
# **Citizens' Reference Panel**

*A clear task and a big ask*

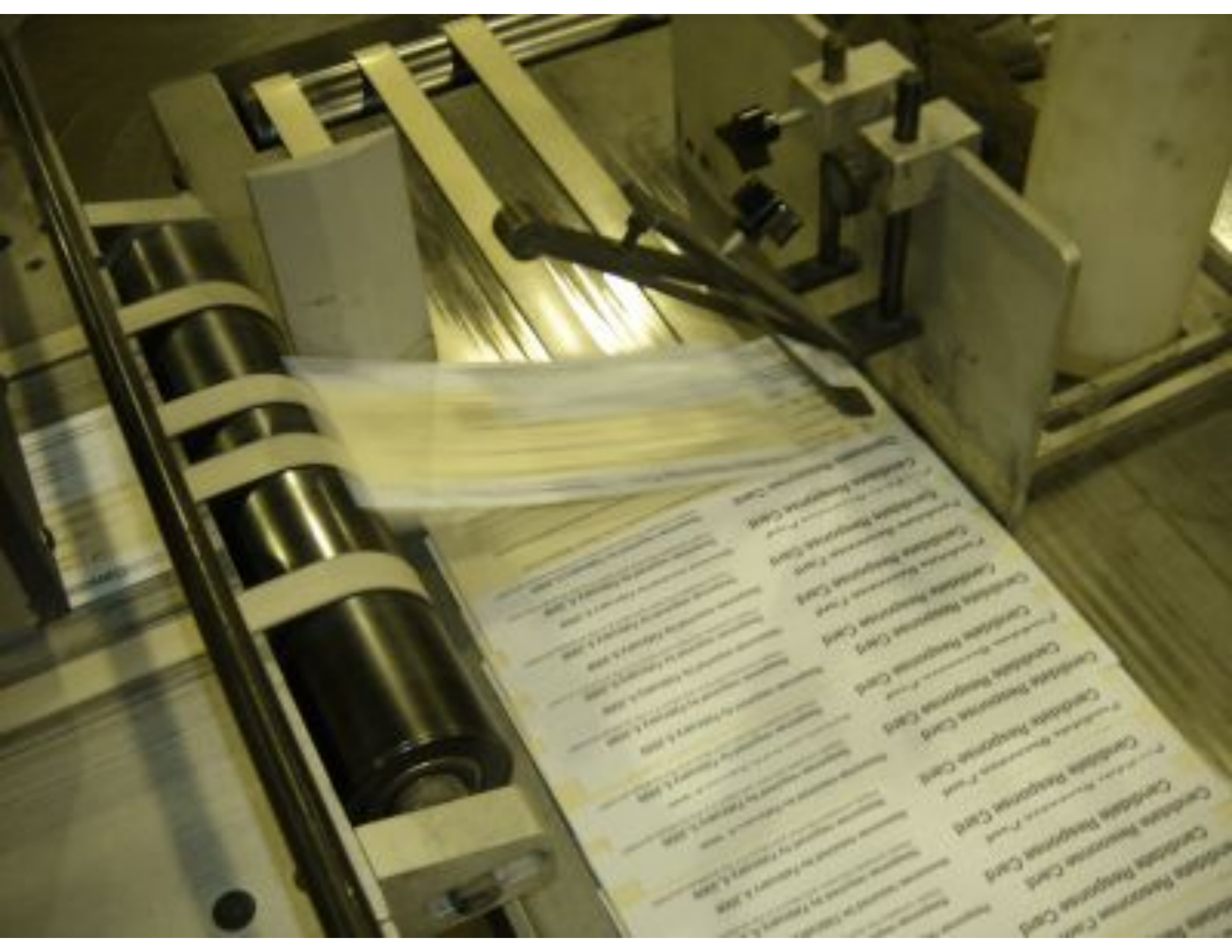
# **Public Roundtable**

*Citizen-to-citizen dialogue*

# Civic lottery







Return Address

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Response Required by May 4, 2009**

Register as a candidate by:  
mailing the response card enclosed  
or calling 1-800-369-7136.

1000711



MASS  
392A  
PO. BO  
TORON



**Mississauga Halton LHIN**

**Frequently Asked Questions about the Citizens' Reference Panel on Regional Health Priorities**

**What is the Citizens' Reference Panel?**

The Citizens' Reference Panel is an advisory committee of 36 citizens selected from across Mississauga Halton Local Health Integration Network (LHIN). The Panel will assist the MH LHIN by providing advice and input into the MH LHIN's revised 3-year Integrated Health Service Plan.

**What is the Integrated Health Service Plan (IHSP)?**

Each of Ontario's 16 LHINs are required to prepare and submit an Integrated Health Service Plan (IHSP) to the Ministry of Health and Long-Term Care once every three years. The plan outlines our key strategic priorities for the delivery of health services in the MH LHIN.

**Why is this panel taking place?**

As the provincial agency responsible for planning and funding of health care in the region, the MH LHIN works closely with health care providers and local residents to develop role plans for the provision of health services. We greatly value the input of patients, citizens and experts and are committed to developing new ways to engage our community. The Integrated Health Service Plan is an important document that establishes key priorities for spending and integration. We believe that citizens throughout the region should have a clear voice in its development.

**What will I do as a member of the Panel?**

During two full-day sessions, the 36 panel members will work together to learn about health care delivery in the LHIN and its anticipated needs for the future. Panelists will hear presentations from LHIN staff about the health care system and work in smaller facilitated groups to produce ideas and recommendations that will help shape priorities for the IHSP.

**But, I'm not an expert, what do I know?**

A lot. As a citizen, your perspective and experience is valuable. We are not expecting you to have any specialized knowledge about the health care system. Instead, you will have the opportunity to simply learn everything you need to know to make an informed contribution with other panel members. Staff will always be on-hand to answer any questions you may have. As a member of the panel, it's your perspective and experience that matters — not your expertise.

**Who is organizing the Citizens' Reference Panel?**

The Citizens' Reference Panel is being organized by the MH LHIN, a provincial agency responsible for the provision of health care services in the Mississauga Halton region.

**How was I selected to receive this invitation?**

Your address was one of 5,000 addresses randomly selected among postal codes in the Mississauga Halton region. A further draw among respondents, balanced for age, geography and gender will determine the members of the Citizens' Reference Panel.

**Citizens' Reference Panel Checklist**

1. Read through this package carefully.
2. Mark and hold Saturday May 30 and June 13, 2009 from 9:00am to 4:30pm on your calendar.
3. Register as a candidate by:  
Mailing the response card enclosed  
or calling 1-800-369-7136.
4. Save this checklist and remember that a Panel Coordinator will contact you by phone on Monday May 4, 2009 to let you know if your name has been selected for the Citizens' Reference Panel.



Mississauga Halton LHIN Boundary

This was a great way to have my ideas heard. People were really listening and I think we made a difference.

We all share this problem: the public (you and I), who are big stakeholders have little real input into the big decisions that affect our lives.

Then we have the experts and administrators who think they understand the public well enough to take all the decisions.

What the public needs is a smart way to work with the decision-makers and in my experience none of the other methods of bringing together citizens and experts work nearly as effectively as the Citizens' Reference Panel process.

So, thumbs up. It was a great experience and a good use of my time.

—A comment from a past Citizen Panelist



**Candidate Response Card**

Response required by **Monday May 4, 2009**

Please complete this card and return it in the envelope provided

- YES, I would like my name to be placed in the civic lottery to participate as a member of the Citizens' Reference Panel on Regional Health Priorities for the Mississauga Halton LHIN
- No, I do not wish to be considered for the panel, but I would like to receive further information about the process and its outcomes

Candidate's First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Please circle: Sex: M / F Age: 18 - 24 25 - 39 40 - 54 55 - 70 71 and over Phone: \_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_

Email: \_\_\_\_\_

Have you ever been a practising member of the medical or health care community? YES / NO

If yes, in what capacity? \_\_\_\_\_

Side One — Please turn card over to complete.



# Civic lottery

**5,000-10,000 households are randomly selected to volunteer candidates.**

**24-36 are selected, balanced for age, gender and geography.**

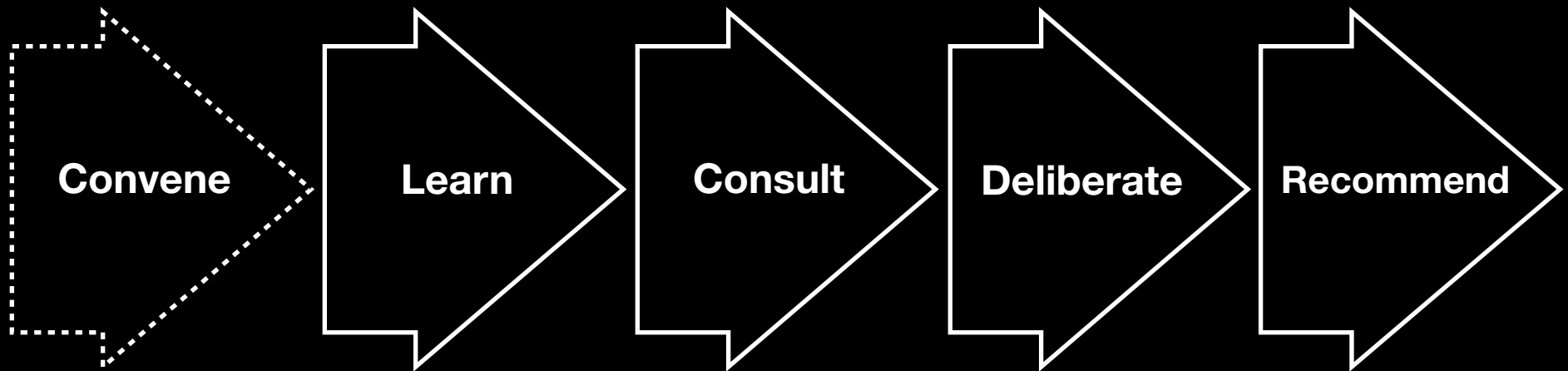
# Citizens' Reference Panel





**Citizens' Reference Panel  
on Public Priorities for Health**

# Citizens' Reference Panel



**An informed public perspective on complex issues**

**Assist decision-makers to make hard choices**



Shared learning

**MASSLBP**



Citizen-to-citizen consultation





**Deliberation: Tough Choices**

**MASSLBP**



Recommendations: Look for near-consensus



Public Recognition

**MASSLBP**

## **Northumberland Hills Hospital**

> Advise on clinical service priorities in the face of persistent operating deficits.

## **The Ottawa Hospital Cancer Care Transformation**

> Make recommendations to improve the patient experience and refine cancer care protocols

## **Ontario Ministry of Consumer Services**

> Review the Condominium Act and provide direction on new legislation for these self-governed communities

## **Metrolinx Transportation Authority**

> Identify public funding strategies for 25 year transportation build-out



# Public Roundtables

**Create citizen-to-citizen dialogue**

**Make it social**

**Focus on learning**

**Give people choice**



Public Meeting: Citizen-to-citizen

**MASSLBP**



Public Meeting: Make it social



Public Meeting: Focus on learning

MASSLBP





Public Meeting: Focus on learning



Public Meeting: Choice

**MASSLBP**

# **Design questions for engagement:**

**1. Who's participating and how did they get involved?**

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# Public engagement $\neq$ Communications

# **Public engagement as shared learning and as public leadership**

**People want a say, but  
they're also willing to serve.**

**The problem isn't that we  
ask too much of people,  
but too little.**

**MASSLBP** is reinventing public consultation.

Alex Way  
Director of Strategy, MASS LBP  
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