

Clinician Engagement Strategy and Communication Protocol

KW4 OHT VISION AND PURPOSE:

“A Community where everyone thrives, and no one is left behind” (*Wellbeing Waterloo Region’s Community Aspiration*)

We enable collaborative health care relationships. All people are empowered to achieve health and well being.

STRATEGIC GOAL FOR CLINICIAN ENGAGEMENT AND COMMUNICATION

The KW4 OHT will establish a strategy to engage clinicians¹ with the OHT and its member service providers, and use communication vehicles that ensure:

- focused, timely, relevant, succinct information about the KW4 OHT shared across a broad range of clinicians, in a manner that increases understanding, encourages engagement, reduces duplication and ultimately ensures access to appropriate care for the community
- clinicians and service providers have the opportunity to communicate with each other
- the lived experiences of community members and target populations are shared, understood and there are common priorities among clinicians and service providers
- a full continuum of engagement as appropriate: from creating awareness by informing, requesting input on questions/issues and feedback on preliminary ideas/solutions and full co-design as part of working groups
- clinicians are encouraged to take up opportunities to contribute to or lead KW4 OHT activities

ENABLERS

- A commitment to Diversity, Inclusion and Health Equity to ensure communications are inclusive, respectful and address specific needs of clinicians.
- Transparent and accessible information about meetings, minutes and reports relevant to clinicians.
- A common understanding of the needs of those with whom we communicate – communications will be short and succinct, delivered at optimal times of the day through appropriate means to reach specific groups of clinicians.
- Easily accessible contact information for the OHT and associated service providers – for clinicians actively involved and those yet to participate, ensure all know who to contact for relevant information.
- Appropriately position clinician leaders - champions and spokespeople for their peer group.
- Continuous improvement approach to evolving and maturing this protocol over time. Build in evaluation as engagement and communication work matures

TACTICS (E.g.)

- Newsletter with detailed table of contents indicating target audience and time needed to read each article.
- Website with dedicated page for clinician information, calendar of events and links to newsletters.
- In-person (zoom) meetings scheduled after regular clinic/business hours to ensure maximum participation.
- Communication through email, MS Teams and Whatsapp.
- Build on existing clinician groups and networks to be as inclusive as possible
- Reach out to clinicians in other OHTs and OH West to share and learn from one another

¹ Clinicians include all the health and care workers involved in the circle of care of community members.