

TRANSPARENCY

facts, information
↳ budgets, costs
results publicly presented
simple language - clear
- understandable
- impact
process - communication
wellness education + prevention

MASSLBP is reinventing public consultation.

COMMITMENT

providers + consumers both
in attendance
↳ decision-makers
defined goals / targets
criteria
(minimum)
trustworthy
transparent
open

ACCESS

- different approaches
- cultural diversity
↳ language

RESPONSIVENESS

- timely
- specific targets

TRANSPARENCY

- publicity / advertisement
- information
- substance

MASSLBP is reinventing public consultation.

There is a **MASS** of sense
lying in a dormant state —
which good government
should quietly harness.

— Thomas Paine, Rights of Man

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A private company with
a public mission.

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A lot of public
consultation is useless.

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We waste our time.
We waste the public's time.
We go through the motions.

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We're not governed by
the people.

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We're governed by our
assumptions about the
people.

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Many of these
assumptions are
reinforced by poorly
designed public
consultation events.

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Townhall.

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Townhall = Democracy.

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Townhall = Democracy.
Townhall = Aneurysm.

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Web = Democracy.

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Web = Democracy.

Web = Comments section.

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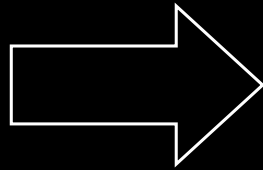
Polarized.
Volatile.
Emotional.
Uninformed.
= Risk Management.

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Caring.
Reasonable.
Purposeful.
Curious.
= Resource

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Risk



Resource

Legitimacy

Trust

Optimal Decisions

Rebalance self-interest,
group interest and
community interest.

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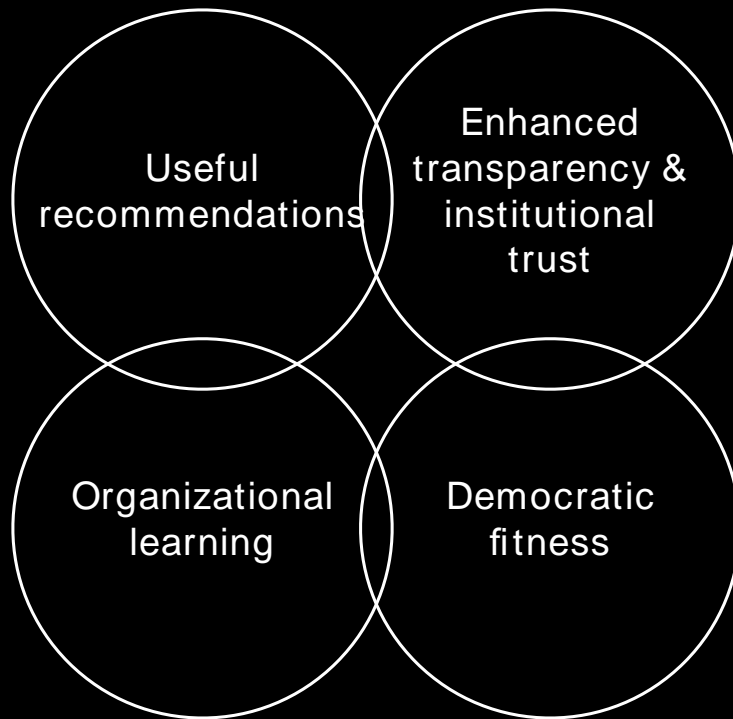


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We appeal to people's
sense of self-interest and
forget to appeal to their
sense of public interest.

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Goals for engagement:



Designing for engagement:

1. Who's in the room and how did they get there?
2. Are you asking for their opinion or to represent the views of others?
3. Is there a real task?
4. What learning needs to occur?

Civic lottery

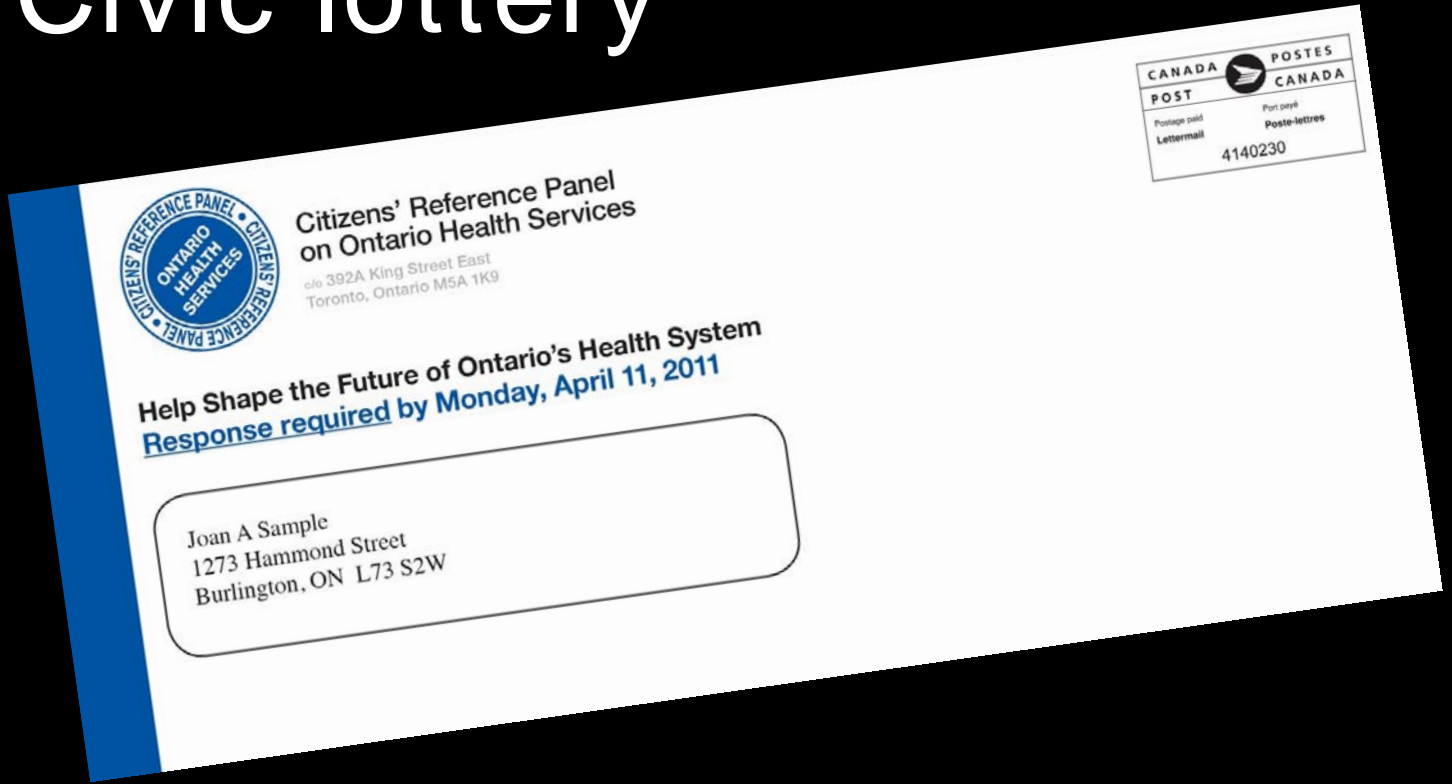
Random, representative selection

Citizens' Reference Panel

A big ask and a clear task

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Civic lottery



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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
MISSISSAUGA
PO BOX
TORONTO



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 (MH 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 34 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 new 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 our 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 easily 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?

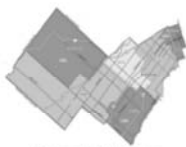
The Citizens' Reference Panel is being organized by the MH LHIN, a provincial agency responsible for the provision of health care services in the Mississauga Halton region.

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.

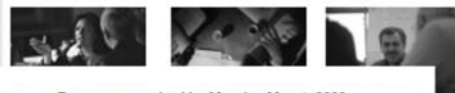
We all share this problem: the public (you and I), who are big stakeholders have little real input into the big decisions that affect our lives.

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.

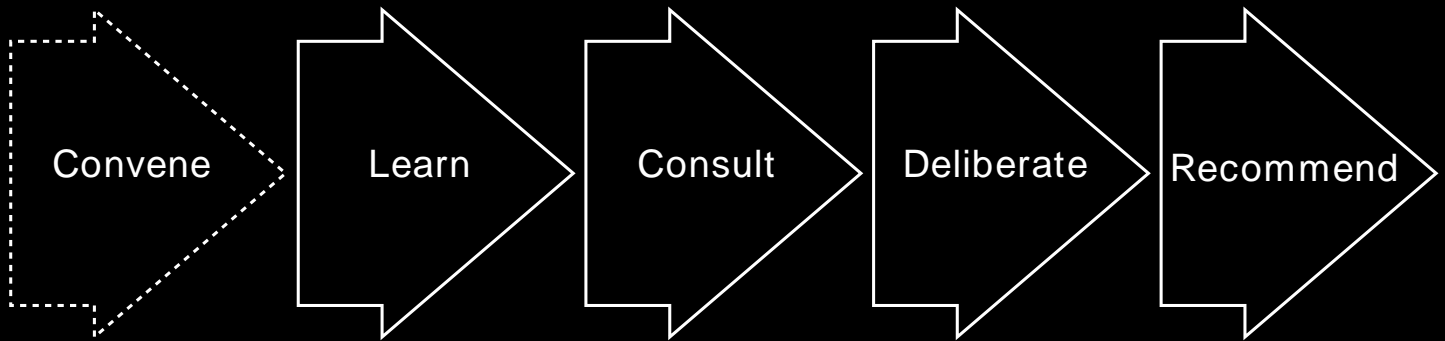
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Citizens' Reference Panel



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Citizens' Reference Panel



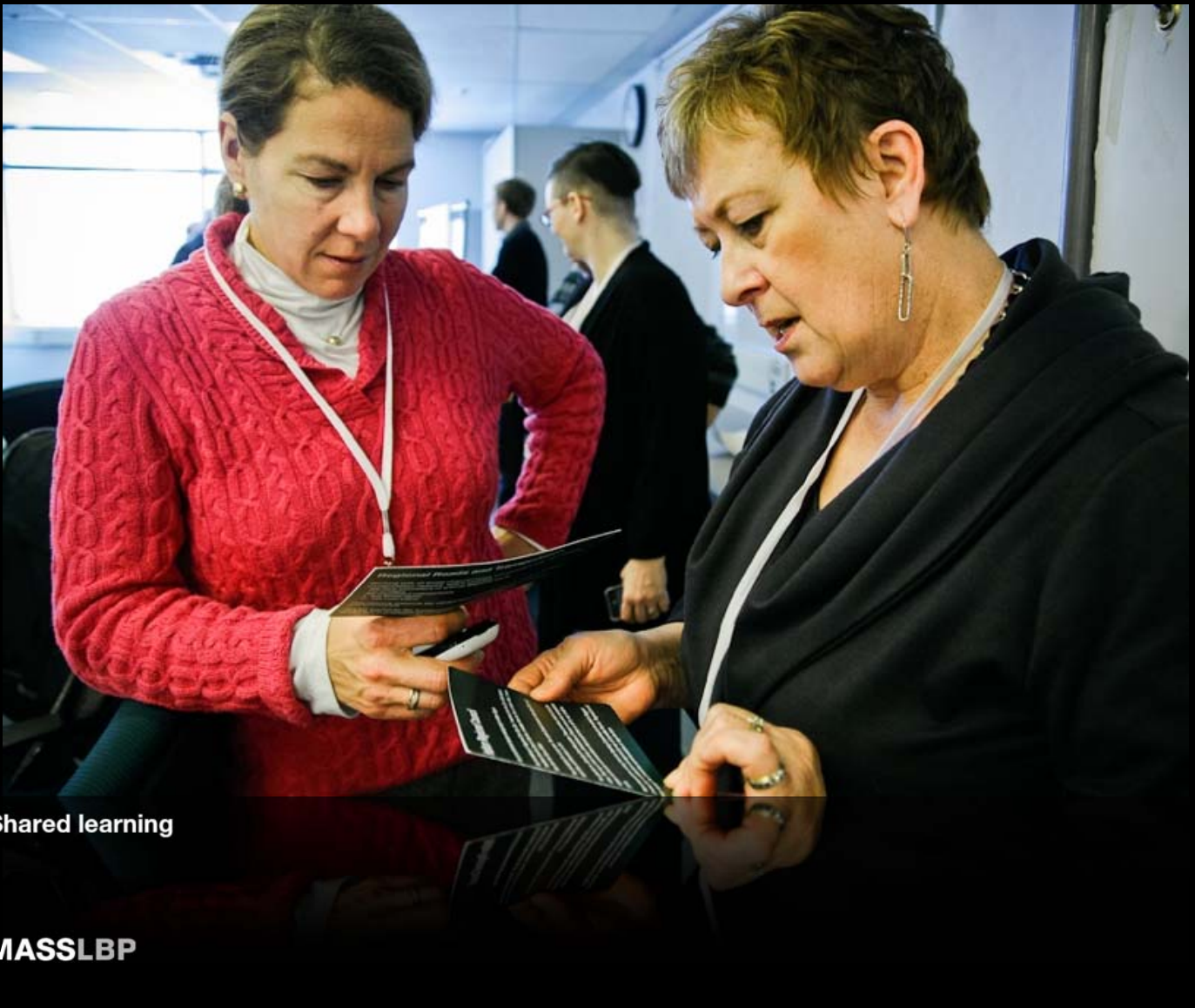
An informed public perspective on complex issues
Assist decision-makers to make hard choices

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Today's Halton

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Shared learning

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Iterative process

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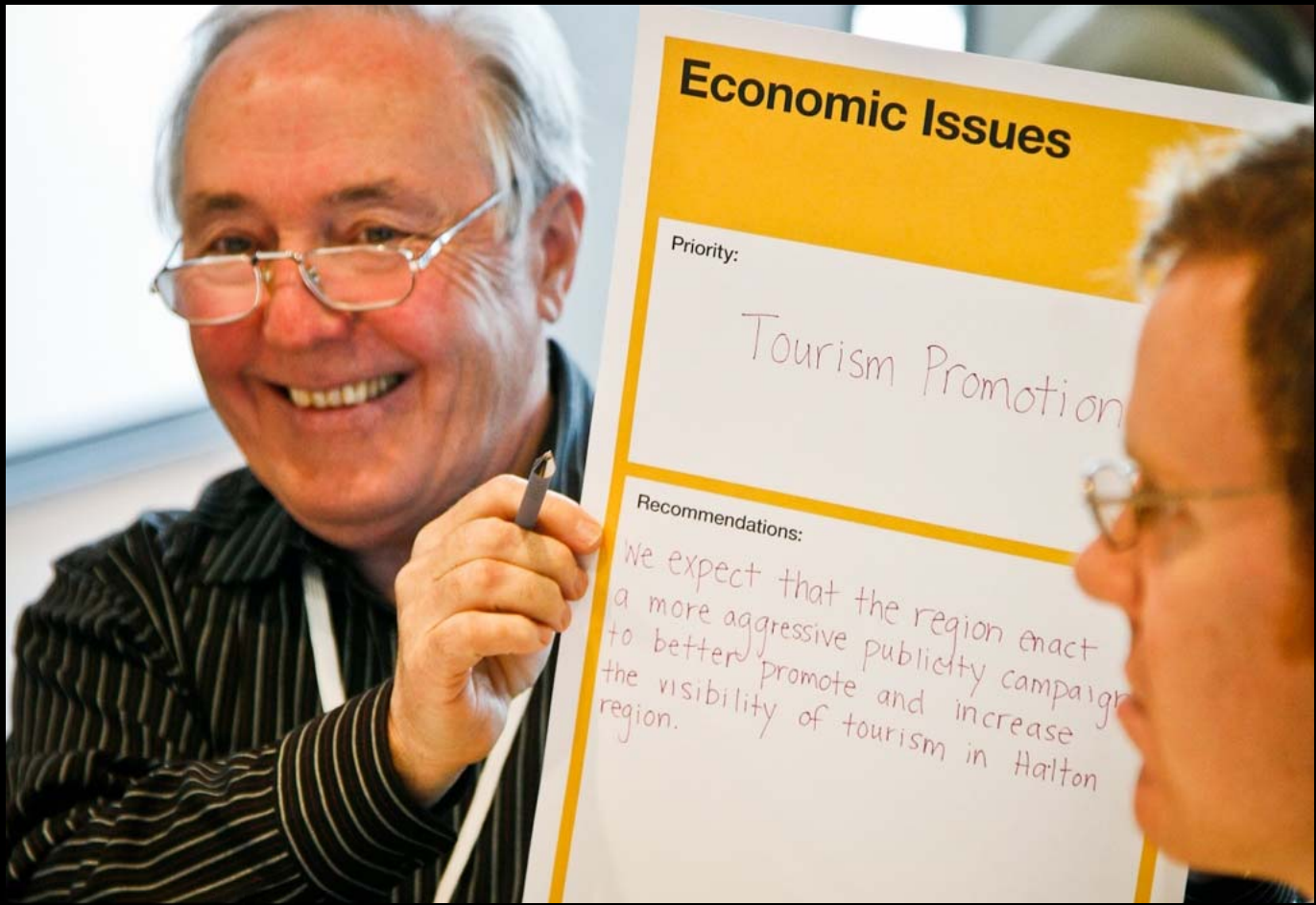
Public Roundtable Meeting

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Tough Choices

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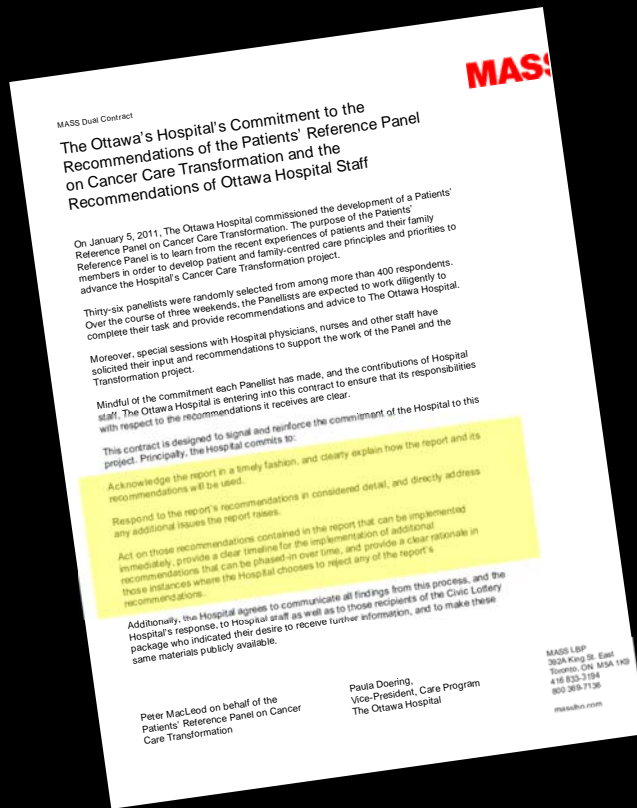
Determining Priorities

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Government isn't a
technical institution.
It's a social institution.

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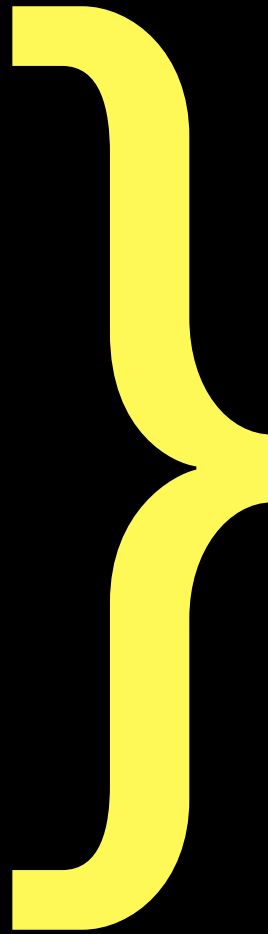
The Dual Contract



Acknowledge
Respond
Act

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Online platform
Survey Research
Staff Engagement
Local Experts
Public Roundtable Meetings
Stakeholder Sessions
Resources and Curriculum



Citizens' Reference Panel

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Halton Region
Citizens' Reference Panel of Strategic Priorities

> Identify strategic priorities for new term of council

Northumberland Hills Hospital
Citizens' Advisory Panel on Hospital Services

> Balance a budget, eliminate a \$3m deficit

Ministry of Consumer Services, Ontario
Residents' Reference Panel on Modernizing the
Condominium Act

> Review the Condominium Act, and identify priorities

Calgary Arts Development Authority
Citizens' Reference Panel on Calgary's Arts Plan

> Establish public priorities for arts investment

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“We need an adult conversation with Canadians about the sustainability of our health system.”

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Citizens' Reference Panel

Health care sustainability
Top of mind for Canadians

10,000 Ontario invitations

28 Citizen panel members

Weekends



www.pwc.com/ca/shapethefuture



The Citizens' Reference Panel on Ontario Health Services

“To learn about the province’s health system, understand the challenges and consider the choices we will need to make to ensure the sustainability of high-quality, accessible and publicly-funded health care to all Ontarians.”

www.pwc.com/ca/shapethefuture

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Citizens' Reference Panel
on Public Priorities for Health

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3 weekends
20 speakers
400 slides
48 recommendations

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

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Preventative health
Physician pay
Family health teams
eHealth
System integration

**Citizens' Reference Panel
on Ontario Health Services**

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www.pwc.com/ca/shapefuture

Public Priorities for Ontario's Health System

A report of the
Citizens' Reference
Panel on Ontario
Health Services



pwc

THE GLOBE AND MAIL 

Finally a healthcare paper that makes sense

André Picard

If you gave so-called "ordinary Canadians" the opportunity to have a thoughtful, informed discussion about the state of health care and asked them for recommendations on how to sustain and improve the system, what exactly would they come up with?

PricewaterhouseCoopers (PwC) Canada, a giant accounting and consultancy firm, decided to find out. They created a "Citizens Reference Panel" of 28 representative Ontarians, gave them some basic information and technical support, and sat back and watched.

The result is a fascinating and eminently sensible 45-page report entitled "Public Priorities for Ontario's Health System."

BMC

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The question isn't...
What does the public want?

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The question isn't...
What does the public want?

It's...
What is the public for?

Engagement \neq Communications

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Engagement \neq Communications

Impressions

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Engagement \neq
Communications +

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Engagement =
Governance

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Engagement = Governance

Impact and efficacy

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Skills for citizenship

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Unless citizens can successfully manage projects and groups, we are left to the mercies of the state and market.

Further, by co-managing our own associations, we develop reasonable ideas about how to address larger public issues.

—Prof. Peter Levine, Tufts University

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Public engagement as public learning

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Public engagement as public learning as public leadership

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Three MASS Aphorisms

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Elections used to give you mandates.

Now they give you office — and the privilege of office is having a platform from which to create mandates.

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

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

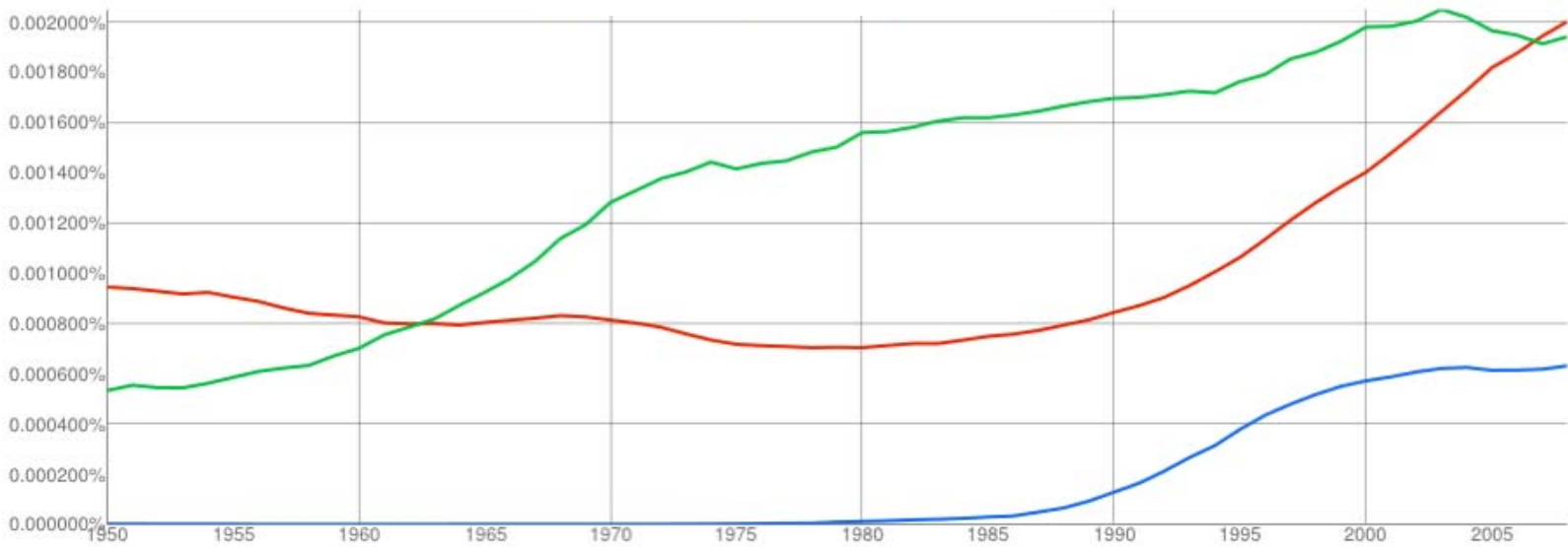
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MASSLBP is reinventing public consultation.

Peter MacLeod
Principal, MASS LBP

masslbp.com

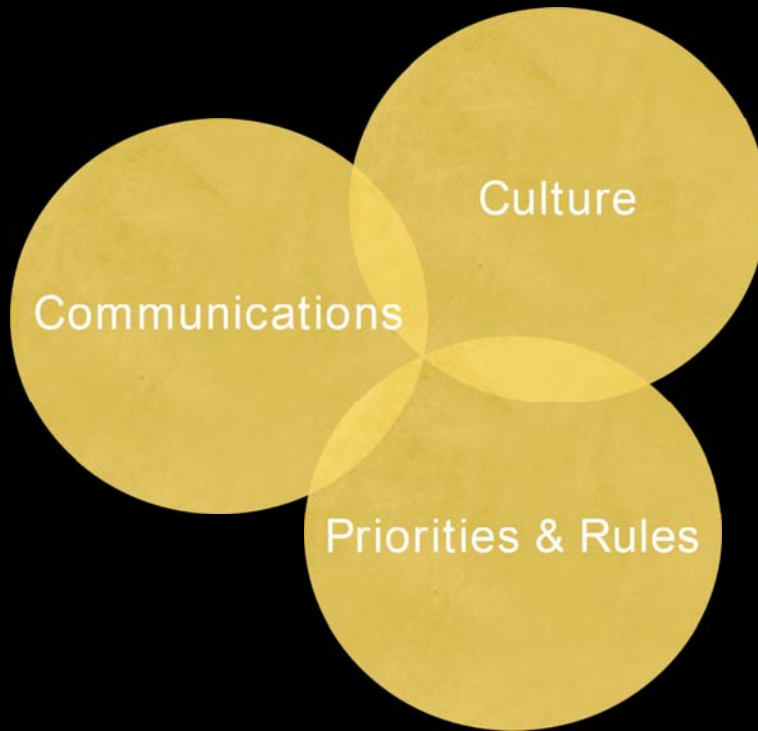
Trending



- Innovation
- Engagement
- Sustainability

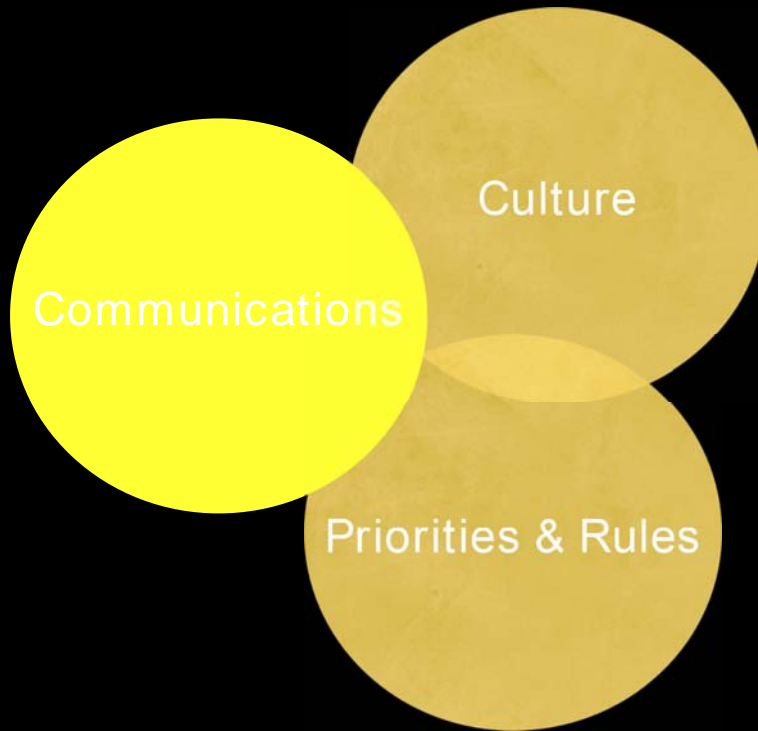
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Engagement: Three families of activity



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Engagement: Three families of activities



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President's Choice.  **Amalder's**
report®



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1 million copies
10 million times
28 minutes



Breaks all the rules:

Dense, small text.

Literary allusions, scientific facts, foreign sources, historical references



Define what people should know.
Establish standards for 'the best'.
Convey a passion for improvement.
Be seen as an enabler for personal and social development.



We need to sell active government and public policy the way Dave Nichol sold cookies and peanut sauce.

