

SHAPING YOUTH MENTAL HEALTH STRATEGY THROUGH DIGITAL COLLABORATION

VANCOUVER COASTAL HEALTH

WHO

Vancouver Coastal Health (VCH) used Ethelo to gain feedback on 14 strategic youth mental health strategies from a wide group of children, families, and mental health professionals across nine regions.

WHAT

The collective critique and prioritization of these initiatives to were used to inform the organization's strategic planning.

NEED

VCH wanted to validate its goals and assumptions about strategic initiatives through a wider community to further refine the planning process.

OUTCOME

A two-week consultation resulted in a 67 percent response rate, with high commenting activity that resulted in clear guidance from an engaged group of stakeholders.

Designing successful health care programs requires the wisdom and feedback that only patients and communities can provide.

In this project by Vancouver Coastal Health Authority, British Columbia's largest health body, service providers, patients, and care-givers collaborated to help refine a critical set of programs aimed at supporting mental health for youth.

BACKGROUND AND APPROACH

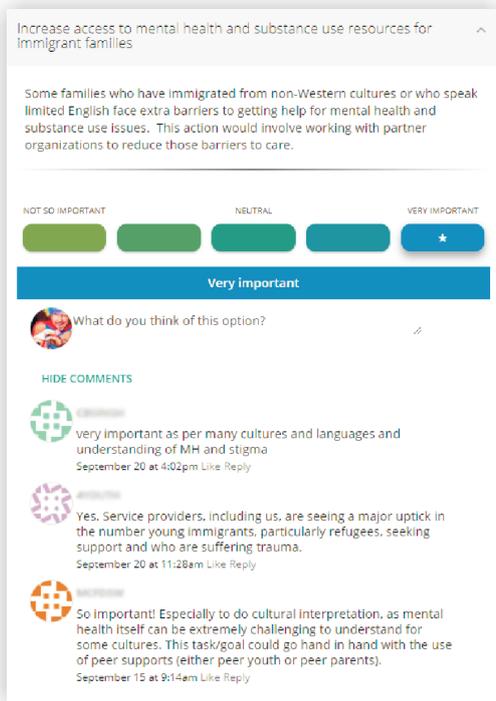
FOCUSED ONLINE CONSULTATION HELPS GUIDE VCH COMMUNITY ENGAGEMENT AND STRATEGY DEPLOYMENT.

Vancouver Coastal Health is a full-service healthcare provider that serves a quarter of British Columbia's population. It's a \$3.4 billion organization employing thousands of staff and contracted medical professionals. The Child and Youth Mental Health Services division offers 29 access services in various locations. In Fall 2016, the company began the process of changing its entire care system, including mental health, substance use, primary care and public health programs for children, youth and families in Vancouver. They talked with constituents and partner organizations and researched its performance over time.

That work resulted in a plan about how to move forward. VCH used Ethelo to collect a final round of feedback on that plan before starting implementation. The company's leaders know they only had one chance to get things right and had an obligation to deliver to its patients, community partners, and other constituents.

PROCESS

SETTING GOALS AND PRIORITIES

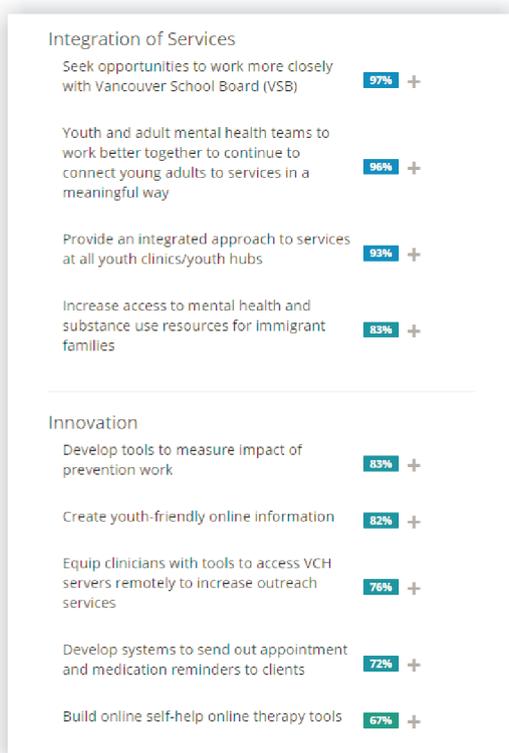


As part of VCH's established strategic planning processes, initiatives to strengthen, consolidate and innovate service delivery were identified.

The community engagement and strategy deployment teams worked with Ethelo to set up a digital engagement to gather qualitative and quantitative feedback on 14 initiatives covering Access, Service Quality, Innovation and Integration of Services.

The VCH project manager participated in a training session with Ethelo and then set up the platform with the organization's initiatives. The two-week consultation launched on September 13, 2017. The objective was to gain valuable feedback from a variety of constituent groups and test Ethelo's capabilities with a small audience.

The consultation itself focused on four main areas: integration of services, innovation, access, and service quality. Specific topics covered everything from hours of operation to the level of integration between VCH and the Vancouver School Board.



Respondents ranked each topic on a scale of importance, and then Ethelo's algorithm used those rankings to create a final list of the proposed changes that had the broadest level of constituent support.

Many of the topics received more than 75 percent approval – suggesting that VCH was on the mark with the changes it was proposing after collecting feedback from stakeholders.

RESULTS AND FEEDBACK

'STRONGLY SUPPORTED DECISIONS WITHIN CONSTRAINED SOLUTIONS'

Out of 46 invitees, 31 participated, with more than 75 percent of those users completing the entire vote. The project generated 74 comments that pointed to a clear validation about how the initiatives should be prioritized.

The feedback from VCH was overwhelmingly positive. Conrad Cone, the organization's Innovation and Engagement Advisor, said Ethelo allowed for deeper insights and more meaningful engagement than previous attempts at garnering employee input:

“ “ *We were looking for a tool that allowed a deeper level of deliberation and engagement than was possible with surveys. What drew us to choose Ethelo was its unique ability to identify strongly supported decisions within constrained situations.* ” ”

“ “ *Ethelo enabled us to take a large set of potential options generated by small focus groups, and quickly identify an agreement that was broadly supported by staff. Notably, this took place in a live setting, with several hundred people using a broad variety of handheld devices.* ” ”

The VCH team was also pleased with how the Ethelo team handled the consultation and training sessions leading up to it. According to VCH's Nathaniel Lim and Katie Hume:

“ “ *We are very happy with the way we got the comments. We wouldn't have been able to do that with other platforms.* ” ”

“ “ *The Ethelo team was very responsive during the consultation and helped us to get the most from the platform. It was quite a learning curve for us all, but proved to be a success.* ” ”