

GOAL:

A. ENGAGEMENT OF THE PUBLIC

Gather information including public input respecting health, health needs and health services for the residents of the community served by the councils

STRATEGY (WHAT)	ACTIONS REQUIRED TO ACHIEVE (HOW)	SUPPORTS/RESOURCES REQUIRED	RESPONSIBILITY (WHO)	TIMELINE (WHEN)	RESULTS (OUTCOME/MEASURE)
<p>1. Maintain connection with the public throughout the council area in order to gather feedback.</p>	<ul style="list-style-type: none"> Public meetings will be held in communities across the area. Participation in meetings with community groups e.g.: parent councils, seniors groups. Receive presentations from groups and individuals at Health Advisory Council meetings. Regular council meetings will be held across the area. Tours of local facilities will be organized in conjunction with regular meeting. 	<ul style="list-style-type: none"> Funding for advertising of meetings, refreshments, associated travel expenses Availability of resources (printed and promotional) Time allocated on agenda to accommodate presentations and tours 	<ul style="list-style-type: none"> Council members Alberta Health Services personnel 	<ul style="list-style-type: none"> September 2011 – March 2012 	<ul style="list-style-type: none"> Information collected from community meetings is collected, themed and forwarded for information. Two regular council meetings held in communities outside of Medicine Hat. Tours of community health facilities result in increased awareness of council members regarding local services and programs.
<p>2. Enhance the council communication plan to support increased awareness of council role and activities.</p>	<ul style="list-style-type: none"> A council communication committee will review and develop communication tools for the council. Distribute the bookmarks to community libraries. 	<ul style="list-style-type: none"> Support for design and development of printed and electronic resources 	<ul style="list-style-type: none"> Council Communication Committee: Ken Sauer Martin Shields Kelly Christman 	<ul style="list-style-type: none"> March 2012 	<ul style="list-style-type: none"> Templates and processes developed that support increased awareness of council activities. Council information is featured two times a year in

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	<ul style="list-style-type: none"> Distribute two media advisories to area publications regarding the council. 		Patty Rooks <ul style="list-style-type: none"> Alberta Health Services Communication department Community Engagement Officer 		Medicine Hat News, Bow Island Commentator, Cypress Courier, Brooks Bulletin, Oyen Echo and the Bassano Times.
3. Consider ways that Health Advisory Council can support the work of local Health Foundations.	<ul style="list-style-type: none"> Invite representatives of Foundations to present at regular council meetings. 		<ul style="list-style-type: none"> Council Chair Community Engagement Officer 	<ul style="list-style-type: none"> March 2012 	<ul style="list-style-type: none"> Presentation(s) by Health Foundation at council meeting.

GOAL:
B. PROVIDE FEEDBACK AND ADVICE TO ALBERTA HEALTH SERVICES
 Provide advice to Alberta Health Services about health issues, health needs and priorities, access to health services, the promotion of health and any other matters requested by Alberta Health Services

STRATEGY (WHAT)	ACTIONS REQUIRED TO ACHIEVE (HOW)	SUPPORTS/RESOURCES REQUIRED	RESPONSIBILITY (WHO)	TIMELINE (WHEN)	RESULTS (OUTCOME/MEASURE)
1. Provide opportunities for Alberta Health Services to present at Health Advisory Council meetings.	<ul style="list-style-type: none"> Time allocated on council meeting agenda. 		<ul style="list-style-type: none"> Chair Community Engagement Officers 	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Increased knowledge of Alberta Health Services programs and initiatives.
2. Council members will participate in special events/workshops hosted by Alberta Health Services.	<ul style="list-style-type: none"> Invitations extended to council members by Alberta Health Services. 	<ul style="list-style-type: none"> Funds for travel and accommodation. 	<ul style="list-style-type: none"> Council members Alberta Health Services 	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Council members will report to council at regular council meeting.
3. Support Alberta Health Services recruitment of health professionals.	<ul style="list-style-type: none"> Host visits of prospective health professionals to communities, providing in-depth tours of the respective communities. Consult with municipal councils and community groups. Increase knowledge and understanding of recruitment strategies by inviting representatives of 		<ul style="list-style-type: none"> Council members 	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Council input provided regarding enhancement of recruitment process.

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	Rural Physician Action Plan and Dr. Vanessa Maclean to present at a future council meeting.				
	<ul style="list-style-type: none"> • Research factors that influence the recruitment process. • Solicit feedback regarding the need to consider creative solutions to Alberta Health Services and partners. 		<ul style="list-style-type: none"> • Council members 	<ul style="list-style-type: none"> • March 2012 	<ul style="list-style-type: none"> • Information reported to Alberta Health Services that identifies suggestions and solutions for enhancing the recruitment of health professionals.

**GOAL:
C. PROMOTE AND PARTICIPATE IN ACTIVITIES THAT ENHANCE THE HEALTH OF RESIDENTS**

STRATEGY (WHAT)	ACTIONS REQUIRED TO ACHIEVE (HOW)	SUPPORTS/RESOURCES REQUIRED	RESPONSIBILITY (WHO)	TIMELINE (WHEN)	RESULTS (OUTCOME/MEASURE)
<p>1. Promote and support Alberta Health Services programs that enhance the health of Albertans.</p>	<ul style="list-style-type: none"> Promotion of programs at council public meetings through distribution of resources e.g.: Health Link information. Use informal and formal networks to promote programs/services: flu clinics. 	<ul style="list-style-type: none"> Promotional items: Health Link magnets, Apple magazines Information on Alberta Health Services programs/services 	<ul style="list-style-type: none"> Council members Community Engagement Officer Alberta Health Services 	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Council members distribute appropriate health information.
<p>2. Meet with community groups to review potential opportunities to foster wellness in community members.</p>	<ul style="list-style-type: none"> Consult with a variety of stakeholders to obtain feedback about supports for wellness. Consult with school system to identify opportunities for a collaborative approach to support wellness programs. 	<ul style="list-style-type: none"> Funding for travel 	<ul style="list-style-type: none"> Council members 	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Council advocates for programs that enhance the health of residents.