

Board Liaison Education and Networking Webinar

January 31, 2024



Alliance for Healthier Communities
Alliance pour des communautés en santé

ACKNOWLEDGEMENT OF TRADITIONAL INDIGENOUS TERRITORIES

We recognize that the work of the Alliance for Healthier Communities and Alliance members takes place across what is now called Ontario on traditional territories of the Indigenous people who have lived here since time immemorial and have deep connections to these lands. We further acknowledge that Ontario is covered by 46 treaties, agreements and land purchases, as well as unceded territories. We are grateful for the opportunity to live, meet and work on this territory.

Ontario continues to be home to vibrant, diverse Indigenous communities who have distinct and specific histories and needs, as well as constitutionally protected and treaty rights. We honour this diversity and respect the knowledge, leadership and governance frameworks within Indigenous communities. In recognition of this, we commit to building allyship relationships with First Nation, Inuit and Métis peoples in order to enhance our knowledge and appreciation of the many histories and voices within Ontario. We also commit to sharing and upholding responsibilities to all who now live on these lands, the land itself and the resources that make our lives possible.

Housekeeping

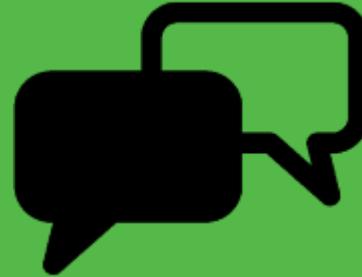
Attendees are automatically muted.



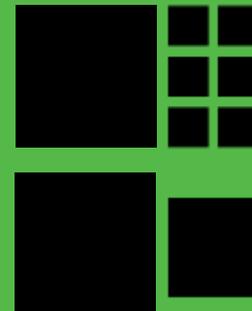
Attendees are invited to turn their cameras on to interact with your fellow attendees



Live transcription can be enabled on your zoom toolbar to generate automated closed captioning



Attendees are encouraged to use the chat to ask questions or discuss with fellow attendees



You can toggle between gallery view and speaker view based on your preference

Help Desk

If you require assistance,
please send a **chat message**
directly to Corinne Christie

Or e-mail

Corinne.Christie@allianceon.org



Welcome!
Bienvenue!

M'Tallawin, Kweh, Boozhoo, Ahnee,
Shekóli, Shé:kon, Tansi, Watchiya



Alliance for Healthier Communities
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Agenda

- **Welcome and Land Acknowledgement**
- **Ontario Community Health Market Review: Overview and Next Steps for Boards (presentation and Q&A)**
 - **Overview of the Ontario Community Health Market Review**
 - **Alliance's government relations (GR) work and advocacy for increased HHR funding: update and next steps**
 - **Tools and resources for Boards to get involved**
- **Small Group Networking**
- **Health Equity Charter and Governing for Health Equity Training: Board experience endorsing the Health Equity Charter and applying learnings from the G4HE training**
- **Alliance Updates**
 - **Conference 2024: Governance Learning Sessions**
 - **Call for Nominations and Call for Resolutions**
 - **Reminders & Upcoming events**
- **Wrap up**



Ontario Community Health Market Review: Overview and Next Steps for Boards

*Sarah Hobbs,
Alliance for Healthier Communities*

Agenda:

- Ontario Community Health Compensation Report
- Advocacy Strategy
- Board's Role in Advancing the Strategy





Ontario Community Health Compensation Report

Ontario Community Health Market Salary Review 2023

The Ontario Community Health survey was a collaborative effort by 10 provincial associations to provide insightful data for community care providers in Ontario



Eckler facilitated the process by defining the survey content, administering the survey, and aggregating and analyzing the results

Ontario Community Health Market Salary Review 2023

- The compensation of benchmark jobs in the community health sector is **significantly lower** than similar jobs in other parts of Ontario's broader public sector including hospitals, acute care and the education sector.
- **As a result, the community health sector is losing its workers to other sectors and the ability to recruit and retain health workers is becoming increasingly difficult.**
- When surveyed, nearly 95% of respondents identified compensation as the biggest labour challenge, in addition to the lack of local professional talent, and lack of growth opportunities / career development.
- **The average vacancy rate** of positions at the community health organizations **sits at 8%** compared to the national average vacancy rate which was **4%** in the second quarter of 2023.

Government Meetings – Embargoed Release

- Office of the Deputy Premier & Minister of Health – Two Times
- Ministry of Health
- Office of the Premier
- Ministry of Health Primary Care Branch & Ontario Health
- Treasury Board
- Ministry of Children, Community & Social Services
- Ministry of Long Term Care

News Release/Public Report Launch

Tuesday December 12, 2023

- The news release for the report was launched Tuesday December 12, 2023
- Ten Ontario community health organizations jointly released a new report, showing that there is a staffing crisis within the community health sector due to a growing wage gap.



EN: <https://www.allianceon.org/news/News-Release-Urgent-Action-Needed-Ontario-Government-Address-Critical-Staffing-Crisis-Community>

FR: <https://www.allianceon.org/fr/news/Communique-de-presse-Action-urgente-requise-de-la-part-du-gouvernement-de-lOntario-pour>

Advocacy Strategy

Multi-pronged and Stepped Advocacy Strategy

- Pre-Budget Submissions
 - Alliance pre-budget Submission includes ask to close the gap
 - Members of Primary Care Collaborative submission includes ask for HHR
 - Budget submission on behalf of the 10 associations submitted
 - Member Centres have been developing own submissions using Alliance's toolkit
- Steering Committee members meeting at end of January to discuss next stages in collaborative advocacy
 - Government Relations Firm Enterprise Health working with the collaborative
 - Collectively mobilizing 1,300 members
 - Collectively applying pressure across ministries

Multi-pronged and Stepped Advocacy Strategy

- Strategy will be informed by government relations experts
- Strategy will be staged
- Alliance and IPHCC securing Government Relations firm to continue advocacy/GR work
- The Alliance will provide toolkits, resources & supports that can be adapted to the local context
- Strategy will include member activities examples include:
 - Local news stories
 - Social media
 - Letters
 - Townhalls
 - MPP Engagement



How Boards can Support this Work

The Board's Unique Role

- Increasingly Boards of Directors are considering their role in advocacy
- Board members are unique in that they both represent their organization and are constituents in the communities they serve.
- Board members need support and training and to work collaboratively with Executive Leader
 - Alliance GR 101 webinar: [English/French](#)
 - Goals & key messages
 - Clearly defined roles, expectations and policies

Board Involvement in Advocacy & Government Relations

- Boards could consider developing Advocacy Frameworks & Government Relations strategies
 - **Advocacy Framework:**
 - Decision making tool based on a number of factors
 - **Policies:**
 - Board and Staff who do advocacy or are involved in activism outside of the organization
 - **Government Relations Strategy:**
 - Identifies key issues, stakeholders and plan of activities to further the issue

Member Advocacy & Government Relations

Difference between Advocacy and Government Relations

Advocacy → supporting and promoting a particular cause or issue, often through public campaigns, organizing, lobbying. Assumes that people hold the power.

Government Relations → Government relations refers to the practice of managing the interactions and relationships between organizations and governments, with the aim of influencing government policies, laws, regulations and decisions. Assume that the decision makers hold the power

Member Advocacy & Government Relations

Advocacy

Letter writing

Social media

Community outreach

Media and editorials

Public campaigns

Organizing rallies, marches & demonstrations

Government Relations

Letter Writing

Budget Submissions

Meetings with Politicians

Social Media Engagement

Visits and tours with

Politicians

Lobbying

What is government relations?

What it is

Speaking to government to convey policy positions and your concerns or needs

Delivering your message to the right people and building long lasting relationships

Highlighting the value proposition and expertise of your organization and ensuring it is utilized

Working to shape policies that will benefit health care providers and patients

What it isn't

Taking sides or a political position on a topic

Aligning yourself with one specific political party

Compromising on your organization's independence

Prioritizing political relationships over public service

Incorporate local advocacy

What can you do?

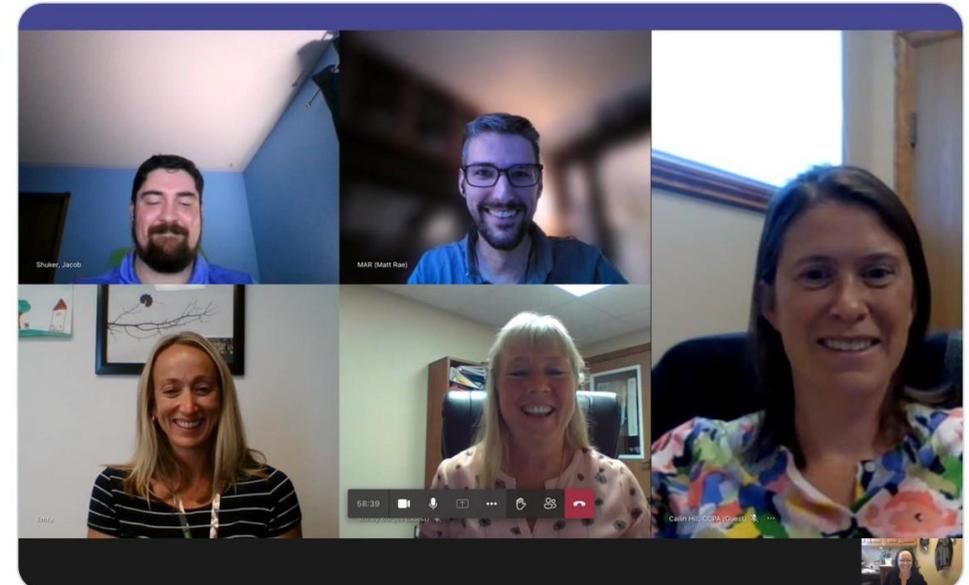
- **Meet with your local MPP** to talk about local issues
- **Build a relationship** with your local MPP
- **Align your priorities** with local hospitals and health system partners with strong voices
- **Leverage board members** to help with relationship-building
- **Use local media** to bring issues in front of decision-makers



Matthew Rae
@Rae_Matt



#tbt to a couple of weeks when I met with the @MintoMapleton Family Health Team to discuss team based primary healthcare. I'm looking forward to working with them to strengthen our rural family health teams. 🇺🇸

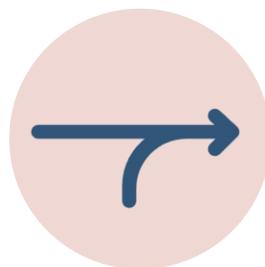


Optimizing government engagement

Getting government on your side



Collaboration over conflict and a "no surprises" approach



Align your asks to their policies and priorities



Bring them clear solutions to their problems



Find a way to **get on their platforms**

Summary

- Compensation is an issue that will take a coordinated approach
- Member engagement has the potential to have a powerful impact
- Alliance has tools available
 - Sample policies, frameworks GR 101, Staff available to present at board meetings
- Discuss this with your Executive Leader
- Begin now by establishing or growing relationship with MPP
- More information to come on the strategy and the Alliance will provide support, resources and tools to assist members

Questions/Discussion



Small Group Networking (20 minutes)

- ✓ Introductions: name, organization, what part of Ontario
- ✓ Has your Board been involved in or had discussions about the Board participating in government relations and advocacy?
- ✓ What are some meaningful and impactful ways for governors to build government relations and participate in advocacy on a local or provincial issue?
- ✓ How can the Alliance further support this work?
- ✓ Any other issues or questions you would like to discuss with your fellow Board members?



REPORT BACK IN THE CHAT

Type one highlight from your conversation
in the chat box





Health Equity Charter and Governing for Health Equity Training

*Kirsten Woodend, Board Chair,
Peterborough 360 Degree NPLC*

Moving the needle on health equity: *Key action items*

- If your organization hasn't endorsed the **Health Equity Charter**, review it with your Board and send an endorsement motion to Gabriela Panciu at gabriela.panciu@allianceon.org
 - Health Equity Charter: [English/French](#)
 - Health Equity Charter 101 webinar: [English/French](#)
- Build Board's Capacity to advance health equity – take **Governing for Health Equity Training**: [English/French](#)
- Assess your progress on putting the Health Equity Charter into action – use **Self-Assessment Tool** and submit report to the Alliance: [English/French](#)

Health Equity Charter

Health equity
Bold, strategic, relentless
Anti-racism
Determinants of health
INCLUSION
Digital equity
Indigenous Health in Indigenous Hands
Partnership
ACCESS
Allship Health

Wellbeing
Health care
Systemic inequities
Anti-oppression
COMMUNITY
Transformative Change
Accountability
Solidarity

Humility
Social justice
Human rights
ACTION
Intersectionality

WHAT IS THE HEALTH EQUITY CHARTER?

It is a commitment to action by the Alliance for Healthier Communities and Alliance member organizations to recognize and confront barriers to equitable health. We commit to be bold, strategic and relentless in challenging these barriers and addressing the needs of the people and communities we serve to achieve our vision of the best possible health and wellbeing for everyone living in Ontario.

Continued on next page

 Alliance for Healthier Communities
Alliance pour des communautés en santé



Alliance Updates

Oleksandra Budna,
Alliance for Healthier Communities



Date: June 5-6, 2024
Location: Sheraton Parkway Toronto
North Hotel & Suites, 600 Hwy 7,
Richmond Hill, ON L4B 1B2
<https://www.allianceon.org/conference2024>

CO-DESIGNING THE FUTURE of Primary Health Care

We want to hear from you!

- Is your Board involved in innovative work to re-imagine governance?
- How do you ensure your organization is prepared to meet the challenges and opportunities of the present and address emerging issues?
- How are you incorporating co-design in planning and evaluation?
- How do you amplify community voices and sustain community-led innovations and solutions?
- **Please consider presenting at the conference to share your successes and lessons learned with other Board members across the province.**
- **Contact Oleksandra.Budna@allianceon.org**



Governance Learning Sessions (Poll)

- Board Recruitment
- Board's Legal Responsibilities
- Strategic Scorecard
- Accreditation and Board's Responsibilities
- Board's Role in Improving Data Collection and Use
- Government Relations and Advocacy for Boards



If you have other learning session suggestions, please type in the chat box or send to oleksandra.budna@allianceon.org

Nominations for the Alliance Board of Directors

- **Open now through February 8, 2024**
- The Alliance is seeking two candidates who bring lived experience, including:
 - Diversity of lived experience: Indigenous (minimum of 1)
 - Organizational role: ED/CEO or Director on Staff in a Senior Role (minimum of 2)
 - If you are a senior leader, is your EL endorsing your application?
- For questions or to request application documents, please reach out to corinne.christie@allianceON.org.

Call for Resolutions

- **The call for resolutions is open until February 23, 2024**
- Review the Call for Resolutions document with more information and instructions: [EN](#) | [FR](#)
- Check out our past resolutions: [EN](#) | [FR](#)
- Review our strategic plan here to ensure your resolutions are aligned: [EN](#) | [FR](#)
- The 2024 Annual General Membership Meeting takes place on Tuesday, June 4.
- For questions, please reach out to corinne.christie@allianceON.org.

Upcoming events and ways to get involved

- **Submit nominations for Alliance Board:** February 8, 2024
- **Submit a resolution for the 2024 AGM:** February 23, 2024
- **Send learning sessions suggestions for the *Co-Designing the Future of Primary Health Care Conference* (June 5-6, 2024) to oleksandra.budna@allianceon.org**
- **Attend upcoming Board sessions:**
 - **NEW! Informal Networking Session:** March 18, 2024 | 5:30-6:30pm
<https://ca01web.zoom.us/meeting/register/u50kdeCorD8vH93PAc2oPUwYEfxo6Xm30ncU>
 - **Board Liaison Education and Networking Session:** April 23, 2024 | 5:30-7pm
<https://ca01web.zoom.us/meeting/register/u5Usce2gqzwpGtTeCqnQ6T5SkPa8B-BE65fD>
 - **Health System Changes Webinar:** May 22, 2024 | 5:30-7pm
<https://ca01web.zoom.us/meeting/register/u5wsdeGurTwpGdKK7DPDfg5IKDVHJbAHBkYC>

POLL: Board Mentorship

Would you be interested in the Board mentorship program?

- Yes
- No
- Not sure



Questions? Comments?





**Merci!
Miigwetch!
Thank you!**



Send any questions to:

Oleksandra Budna

oleksandra.budna@allianceON.org

**Please fill out the
evaluation survey!**