
2015 B.C. Public Health Summer School



“Engaging the Public in Public
Health”



Public Health
Agency of Canada

Agence de santé
publique du Canada



Our Partners



University
of Victoria

UNBC UNIVERSITY OF
NORTHERN BRITISH COLUMBIA

SFU



fraserhealth

Vancouver
CoastalHealth
Promoting wellness. Ensuring care.



First Nations Health Authority
Health through wellness

VANCOUVER ISLAND
**health
authority**


northern health

 Interior Health

 **Provincial Health
Services Authority**
Province-wide solutions.
Better health.

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Introduction

Why Public Engagement?

- Public events
 - New committee
 - Selected by Capacity-Building Committee and Board
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Goals

1. Collectively and critically examine engaging the public in public health.
 2. Participants will attain learning outcomes and increased public health competencies in engagement and collaboration with both the public and partners.
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Objectives

- Review and critically discuss engaging the public in public health
 - Explore applications of a variety of public engagement frameworks
 - Understand how intersectoral collaborative practices might maximize public engagement.
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Objectives (Cont.)

- Review tools and resources related to engaging the public
 - Provide opportunities to apply new knowledge, skills and/or resources for engaging the public
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Today's Agenda

- Defining and Reflecting on Public Engagement
 - Frameworks for Public Engagement
 - Case Studies
 - Small Group Discussions
 - Key points
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Tomorrow's Agenda

- Check in
 - Patient Engagement
 - Tools
 - Final comments and closing
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Housekeeping Items

- No Food & Beverage in Auditoriums
 - Video Conferencing Etiquette
 - Question & Answer Sessions
 - Networking Challenge
 - Lunch & Breaks
 - PHABC Website – PPT slides / Readings
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*Defining Public Engagement in
Public Health*

Definitions of Public Engagement in Public Health

- "the practice of involving members of the public in the agenda- setting, decision-making, and policy-forming activities of organizations/ institutions responsible for policy development" (Rowe and Frewer, 2005)
 - "involving members of the public as individuals, groups, organizations or communities in the agenda-setting, decision-making and policy-forming activities of public health organizations and institutions" (Rootman, April 23, 2015)
 - "involving citizens in the agenda-setting, decision-making and policy-forming activities of public health programs" (Howe, April 29, 2015)
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Definitions of Public Engagement in Public Health

- “involving individuals, groups or organizational stakeholders in agenda-setting, inquiry, information analysis, decision-making, policy-formation and implementation activities to improve the health and well-being of our various populations with special attention on our marginalized communities” (M. Steinberg, April 23, 2015)
 - “involving the population in whole or in part with equitable involvement of marginalized populations in public health concerns/issues during processes such as agenda-setting, decision-making, policy-formation, implementation activities and evaluation to potentially improve the well-being of the population” (M. Rowan & J. Cushing, May, 2015)
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Reflections on Definitions

- What does public engagement mean in the context of your work?

