SYSTEM INTEGRATION: NEW VOICES, NEW STORIES, NEW CONVERSATIONS

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One World inc.
Un seul monde
Engaging people in productive dialogue
Engager les gens dans un dialogue productif

Faculty/Presenter Disclosure

- **Presenter:** Ken Hoffman

- **Relationships with commercial interests:**
  - **Grants/Research Support:**
  - **Speakers Bureau/Honoraria:**
  - **Consulting Fees:** The Change Foundation
  - **Other:**

Disclosure of Commercial Support

- **This program has received financial support from** The Change Foundation **in the form of** consulting contract to One World Inc.

- **<u>Potential for conflict(s) of interest</u>:**
  - Ken Hoffman has received consulting contract from The Change Foundation, whose work in Experience Based Co-Design will be mentioned as an example in this presentation.

Mitigating Potential Bias

- One World Inc., together with several other consulting firms, was engaged by The Change Foundation to evaluate learnings from the application of the Experience Based Co-Design initiative at Northumberland PATH, which will be discussed as an example in this presentation
- This presentation will discuss Northumberland PATH as a general example of Experience Based Co-Design; I will not focus on specific results from that initiative.

Goals

- To identify opportunities for CHCs to initiate new types of conversations in System Integration, and the challenges associated with these initiatives;
- To introduce 2 approaches to help support new types of System Integration conversations;
- To identify opportunities for CHCs to integrate these approaches in System Integration processes.

Planning context today

- Traditional approaches not adequate (types of solutions and level of commitment)
- Gov’t initiating more system-level planning, multi-Ministry initiatives
- Emergence of Collective Impact and other multi-sectoral approaches to address complex problems (e.g. poverty reduction)
- Importance of consumer/patient perspective
- Appreciation for participation of marginalized groups

Opportunities for CHCs

- Need an ability to bring new and diverse perspectives to System Integration initiatives
- CHCs ideally suited to facilitate new types of conversations:
  - Holistic view of problems and communities;
  - Already working in multiple program areas and across sectors;
  - Experience engaging diverse stakeholders and marginalized groups

Two Challenges in System Integration

- Achieving a common (shared) understanding of the problem
- Bringing new perspectives and voices to the table

What is the problem?



Discuss

- Introduce yourself
- What approach have you used to help stakeholders in a System Integration initiative to get a common understanding of the problem?

Theory of Change

- A way of building common understanding among stakeholders about what is required to bring about a desired long-term change

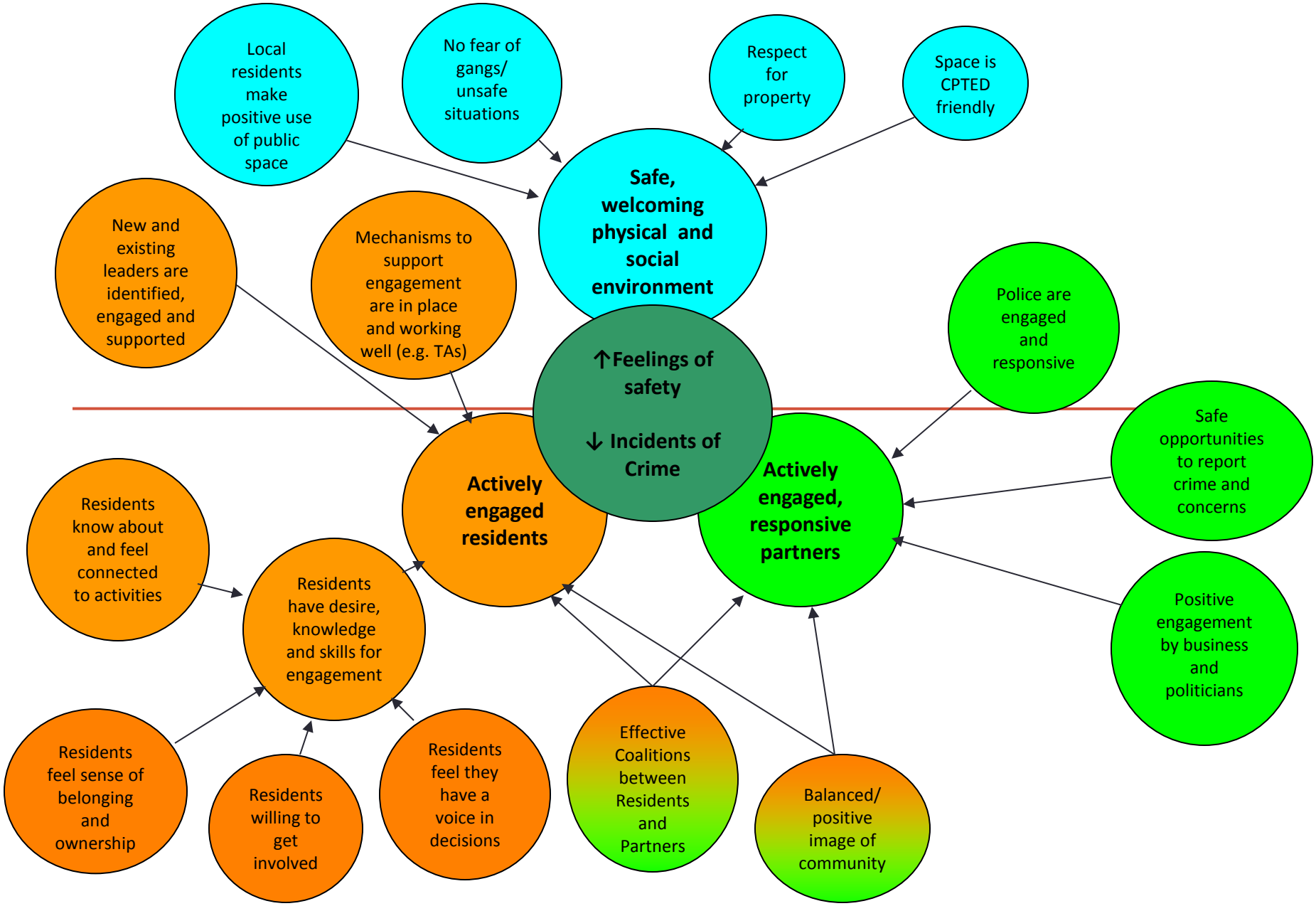
Theory of Change – Why use it?

- Useful when you have a complex problem that the group has not faced before, and is trying to understand the nature of the issue
- Clarify assumptions about the issue and its causes
- Making decisions about where to focus, what else needs to be considered in order to achieve desired impact
- Communication and planning
- Help to identify indicators for evaluation

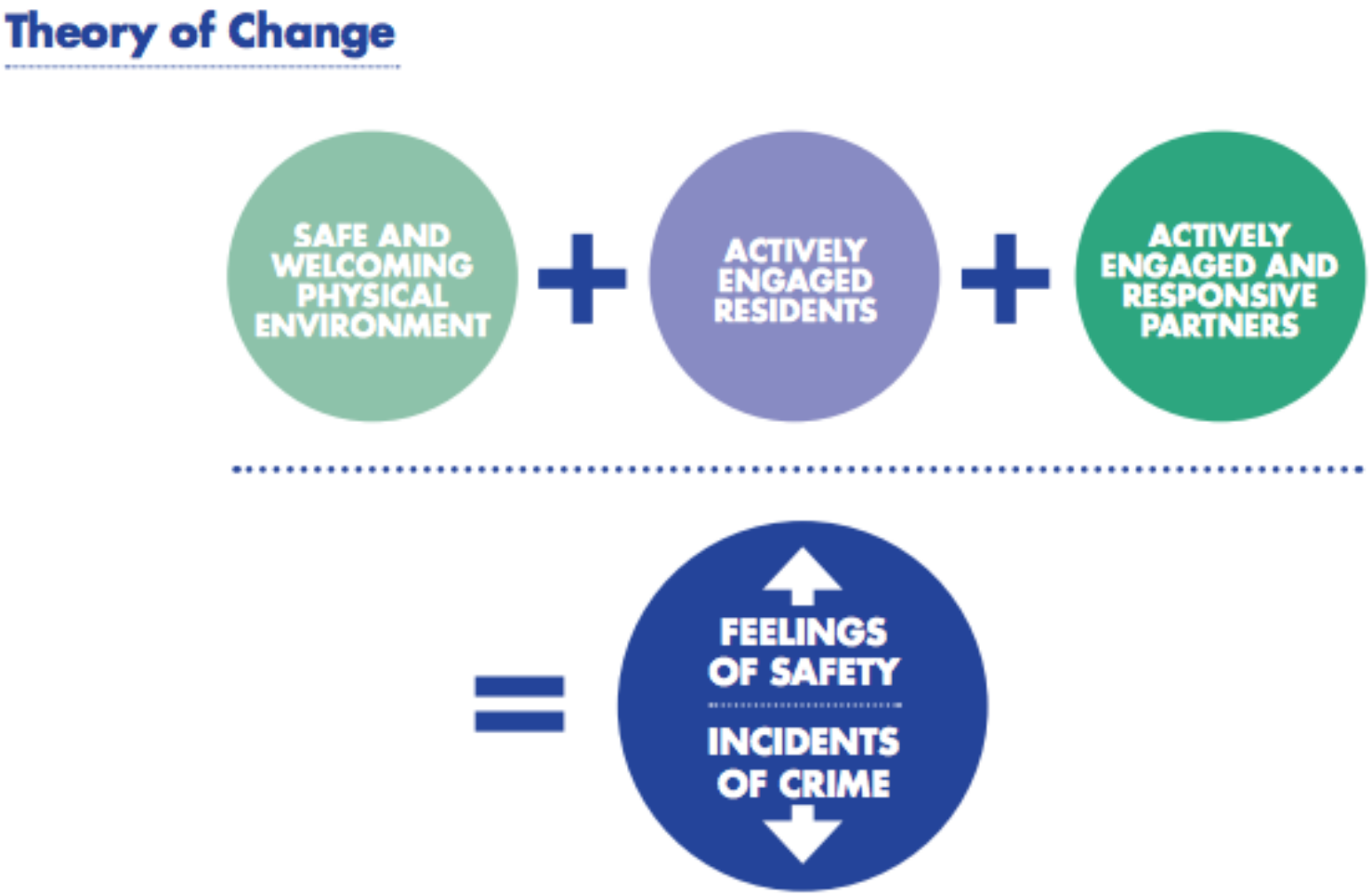
Theory of Change – How to develop it

- Identify the long-term change you wish to achieve
- Describe the preconditions that need to be in place in order to achieve the change
- Look at relationships between preconditions
- Repeat to several levels, if necessary
- State any assumptions that guided the thinking
- Re-visit the TOC regularly and revise as necessary

Community Crime Prevention Projects Theory of Change



Community-based crime prevention



Bringing new perspectives to the table



Discuss

- How have you sought perspectives of people most affected by System Integration discussions (e.g. patients and caregivers, front-line providers)?

3 ways to do system design

1. Don’t listen very much to our users and we (experts) will do the designing.

2. Listen to our users and then we go off and do the designing.

3. Listen to our users and then we go off with them to do the designing.

(Prof. Paul Bate, 2007)

Experience Based Co-Design (EBCD)

- … about using experience to gain insights from which you can identify opportunities for improvement

- ... About experiences, not attitudes or opinions

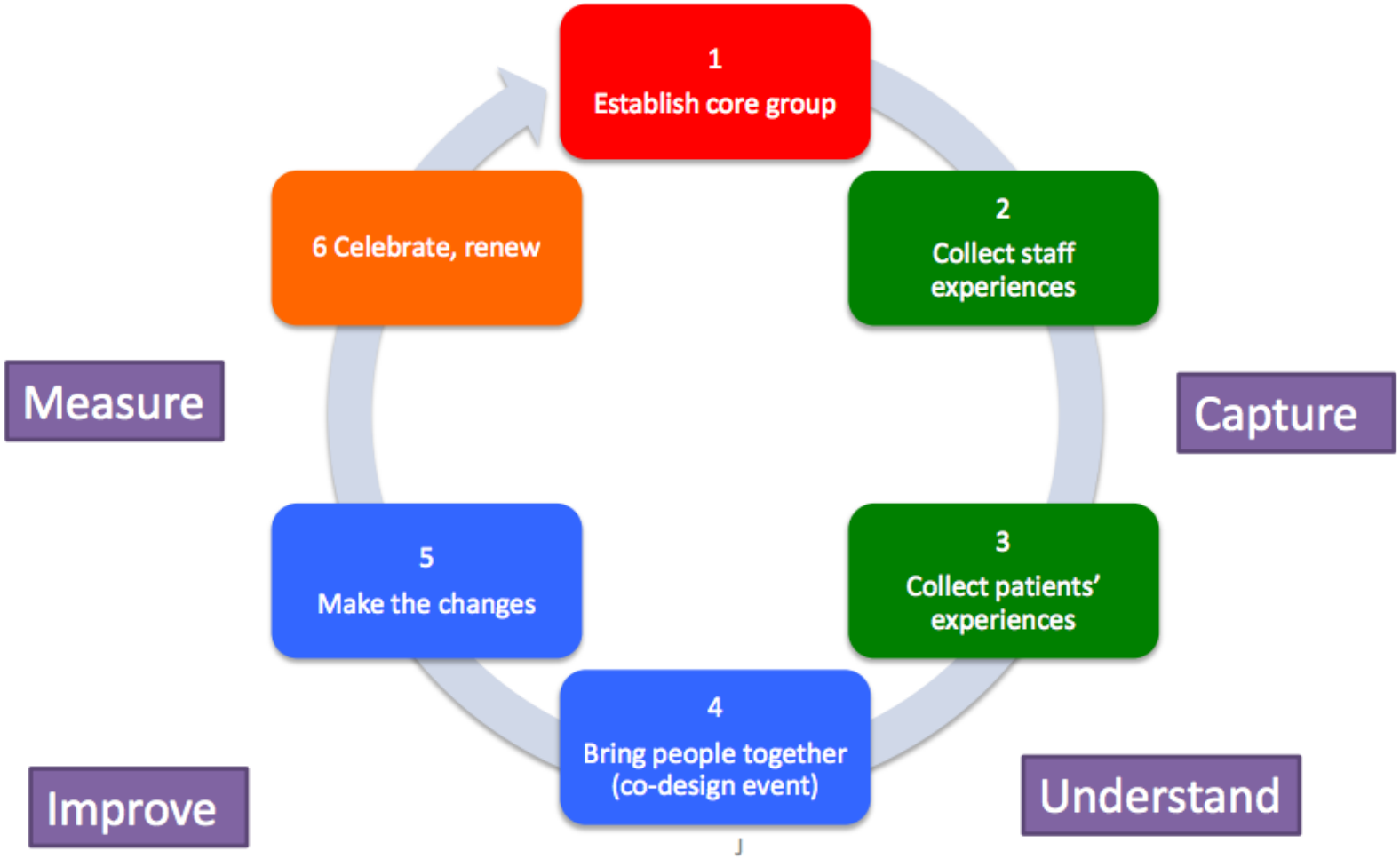
(King's Fund, UK)

THE POWER OF PERSONAL STORIES TO INSPIRE CHANGE

Experience Based Co-Design

- Largely developed in UK by King's Fund
- Relatively new to Canada
- Pilot project: PATH in Northumberland County (funded by The Change Foundation)

EBCD Process



King's Fund, 2012

EBCD – PATH experience

- Focus on people experiencing most transitions (seniors and their caregivers)
- Hospital + Variety of health and social agencies
- Patient/caregiver involvement
- Areas of focus:
  - Aging Well technology
  - My Health Story
  - Voluntary peer transition coaches
  - Person-centred model of care

PATH impacts

- Very high degree of patient/caregiver involvement; strong feeling of ownership
- Strong emotional impact of stories – desire to follow through with real change
- High level of interest and engagement in community and by providers
- Specific examples of co-design:
  - Hospital ER procedures
  - Chaplaincy
  - Falls and Mobility Team

EBCD – considerations for success

- Strong leadership and organizational commitment
- Setting up comfortable, accepting environment for people to tell their stories
- Trusting and respectful process
- Everyone's perspective valued equally
- Don't rush the process – take time to establish relationships
- Use emotional mapping to identify "hot spots"
- Jointly identify areas for action; Design together
- Allocate resources to support process
- Facilitator is critical

References

- One World website: www.owi.ca
- Theory of Change:
  - www.theoryofchange.com
- EBCD:
  - The Change Foundation: www.changefoundation.ca
  - King's Fund EBCD Toolkit: www.kingsfund.org.uk/projects/ebcd
  - Northumberland PATH: pathwaytoagingwell.com

Discuss

- How/where could you see applying the Theory of Change or the Experience Based Co-Design approach in System Integration initiatives?

Thank you/Merci!

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