

## North West LHIN

### Picture Your Health: Your Future



The North West LHIN launches community engagement with sessions across the region

**March 7, 2018** – The North West LHIN is engaging with residents across the region, with a campaign entitled *Picture Your Health: Your Future*.

The campaign encourages residents to picture the future of health care in their communities and the changes needed to realize that vision, and to express it to the LHIN through various channels. The perspectives, stories and priorities gathered throughout the campaign will enlighten and inform the development of the North West LHIN's fifth Integrated Health Service Plan (IHSP V), to be applied from April 2019 to March 2022.

The North West LHIN is responsible for producing an IHSP that covers three-year cycles and identifies priorities for health system improvements, and guides the direction of the local health care system. Every IHSP is developed through extensive community engagement with health service providers, service provider organizations, key stakeholders, communities, patients, families, caregivers and the general public.

The engagement campaign will officially run from Monday, March 12 to May 7, 2018. The North West LHIN continuously engages with its stakeholders, and all feedback received before, during and after the campaign period will be used to inform the development of the IHSP V.

There are a number of opportunities for interested members of the public, patients, families, caregivers, health service providers, and other sector partners to get involved and provide feedback. Feedback channels include community events, interactive workshops across the region, and online through the North West LHIN's [engagement hub](#) and social media.

The North West LHIN will also seek feedback from stakeholders through established forums, meetings, advisory committees, councils and planning tables, including the newly-established [Sub-region Planning Tables](#), which include cross-sector representation from each of the five Sub-regions in Northwestern Ontario.



## HEALTH CARE UPDATE

Participants are encouraged to imagine and express their ideal future state as they respond to the central campaign question: *What should health care in the future provide to you and your community?* The North West LHIN is looking for feedback in a variety of formats, survey, including story-telling, pictures and videos collected both online and offline.

North West LHIN CEO Laura Kokocinski is particularly interested in engaging with as many people as possible.

“Engaging with communities across the region is fundamental to the work we do at the North West LHIN,” she says. “*Picture Your Health: Your Future* campaign is especially important because the feedback shapes the future of health care programs and services across the region to 2022 and beyond. The North West LHIN needs to hear from the people who are directly impacted by the services provided by the health care system.”

Communications Director Petronilla Ndebele looks forward to applying the learnings and successes from the IHSP IV campaign in 2015 to inform the development of the IHSP V.

“The campaign in 2015 saw incredible results that we are very proud of,” says Petronilla. “We are taking key learnings from 2015 such as using social media to reach diverse audiences. The North West LHIN will continue to use social media among other communication channels to strengthen connections with Northwestern Ontario residents and encourage them to take an active role in their health care,” she adds.

The campaign begins in Marathon on March 19. For more dates, locations and information visit the [Picture Your Health: Your Future online engagement hub](#).

Share your voice and picture the future of health care in your community!

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