# PUBLIC ENGAGEMENT DEMYSTIFIED
## SHIFTING FROM OUTSIDE TO INSIDE VOICES
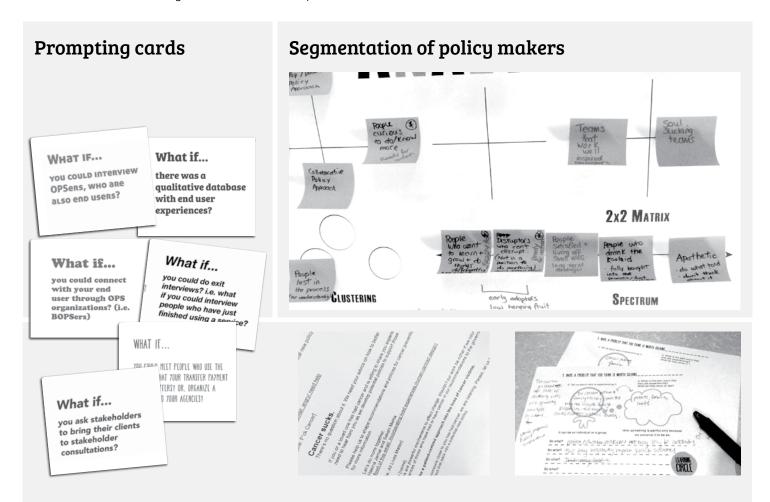
**LEARNING CIRCLE**

Hasina Jamal and Sakshi Mehta

# Pain points & Segmentation

## Our pain points

Hasina: *Too many people with diverse experiences of cancer are not part of the Patient and Family Advisory Committee of Cancer Care Ontario. Without hearing those voices, we risk that new solutions aren't working for patients with different ethnic, economic, and education backgrounds.*

Sakshi: *Too many family caregivers looking after loved ones at home lack the right kinds of supports.* Initially, I thought we could use ethnographic research and design thinking principles on an existing policy project but I ran into roadblocks, including hesitation to trying something new.

Our revised pain point *Too many policy makers lack access to people with lived experiences of the policies that they are developing. Without access, policy makers can feel removed from their policy area and risk making unchecked assumptions.*

## Prompting cards

WHAT IF... YOU COULD INTERVIEW OPSers, WHO ARE ALSO END USERS?

What if... there was a qualitative database with end user experiences?

What if... you could connect with your end user through OPS organizations? (i.e. BOPSers)

What if... you could do exit interviews? i.e. what if you could interview people who have just finished using a service?

WHAT IF... YOU COULD MEET PEOPLE WHO USE THE ... THAT YOUR TRANSFER PAYMENT ...TERS? OR, ORGANIZE A ...D YOUR AGENCIES?

What if... you ask stakeholders to bring their clients to stakeholder consultations?

## Segmentation of policy makers



**2x2 MATRIX**

People curious to do/know more

Teams that work well

Soul sucking teams

Collaborative Policy Approach

People who want to learn + grow + do things differently

Disruptors who can't disrupt. (Not in a position to do anything)

People satisfied + living off small wins long term strategists

People who drank the koolaid - fully bought into the process/don't...

Apathetic - do what told - don't think...

People lost in the process (no understanding)

**CLUSTERING**

early adopters low hanging fruit

**SPECTRUM**

Cancer sucks. There is no question about it.

## How did we get to know the policy makers?

We interviewed policymakers using conversation prompts to map out their current user engagement methods.

We made a deck of outcome cards to explore what types of user engagement methods they were missing and found intriguing. This helped make ideas concrete, which made the discussion much more engaging and fruitful.

We segmented policy makers based on their level of happiness with the status quo ('traditionalists'), appetite to learn and grow ('change enthusiasts'), and how active they are bringing new ideas into the organization ('disruptors').

## Ideas to support policy makers

*A 'gift package' given to end users to document their experiences through their journey with a service system. This might include a journal, postcards, and other prompts.*

**Policy Café**

**User Café**

**Voice Packs**

*A place for policy makers to come together to share experience on a weekly changing policy issue. A barista prompts policy makers about their own lived experience to create a different perspective and to encourage to bring this type of data into the policy-making process.*

*An informal space for policy makers and end users to mingle and chat about their experiences. Each day, a different topic would be explored and end users would be invited to come have a cup of coffee and share.*

## Prototyping 'Policy maker Cafe'

What if we saw policy makers as end users too? There are 60,000+ Ontario Public Servants, with different ethnic and educational backgrounds. How could we first tap into their own experiences with service systems?

We focused on Cancer Care Ontario (CCO) and we wanted to test how to recruit staff who have had experience with cancer (either they have had it or someone close to them) to help shape recommendations by providing the perspective of someone with lived experience.

**3** *variations prototyped*

We developed three emails as prototypes, each with a different mood or tone to assess which one might get the most responses. The emails have been sent and we are waiting to find out how CCO staff will react!

We are hoping to infuse lived experience into policy development by convening a group internally at CCO to provide their experiences. There is a lot of red tape around consulting with the public for policy development (especially for health) and this might be one workaround.

# What's next?

## Burning questions...

The people who develop the assumptions on which policy changes or actions are based on are not necessarily services users – how do you involve services users in the identification of a pain point versus testing the pain point?

What can we learn from behaviour change theories? Could we have spent more time in the Learning Circle learning about the 7 mechanisms of change and the theory - and less on the projects?

## Future opportunities

I develop recommendations for policy change. With my team I can nurture a learning environment where roles, props, scripts and settings can be changed up! For example, our team meetings are a space where I might be able to change our approach, and what we walk away with from those meetings. [Hasina]

Next time I have an idea at work, I'm going to prototype it and take something tangible and concrete to my manager, instead of just the idea. [Sakshi]

## What are we taking away ourselves?

Prototyping
It is not a big deal! In fact, it's easy if you break an idea down into its smaller components. Sometimes it's best not to ask for permission, but ask for forgiveness later.

Interviews
Using concrete 'outcome cards' made a huge difference during the interview process - it helped make ideas concrete, which made the discussion much more engaging and fruitful.

Change can be incremental
It can start small and evolve. And sometimes small tweaks can have the impact you are seeking. Building appetite and providing opportunities for change can happen even in the most corporate of environments.