

Board of Director's Planning Session

**East Hants Community Health Centre
June 4, 2011**



The Day ...

The set up for the day: PHANS Board Members Eileen Woodford, Marie McCully Collier, Agatha Hopkins and Karen Blanchard met to plan the day, which was facilitated by Agatha and Karen, to build on the strategic planning session completed in 2010. Each component of the PHANS Strategic Map was discussed using a Carousel format. For the three goals, **Enhance the capacity of the PH Workforce, Increase the adoption of Public Policies that improve population health and reduce health inequities and Increase the adoption of Public Policies that increase government investment in early childhood development** three questions were asked:

- Are we on the right track?
- What needs to be tweaked?
- What else do we need to do short term? long term?
- What can be accomplished realistically between now (June) and the PHANS AGM (October)

The content from the flip charts will provide excellent direction for the Working Groups and the PHANS Board, and the document is included as an attachment. In their preparation, those planning the day added a fourth goal, which was discussed along with the other three: **Develop educational opportunities for, and enhance, recruit and retain members.** The three questions (above) were also used to discuss this goal.



Key content from the day:

What needs to be tweaked?

- ☉ There needs to be a more effective process for diversity in members
 1. Link with community groups that are working on similar initiatives as PHANS
 2. Social media - Let's Use it!! Embrace it!! How to do this will be included in the work plan when the Board meets face-to-face at it's next planning session in 2012
 3. Refocus our energy. We need to focus on one or two key issues

What can realistically be accomplished by Oct/ Nov 2011 AGM? (between June and Oct/Nov 2011)

- **A plan for website development.** Heather, Kip and Marie will work on a website plan
- Check-in with **PHAC regarding the use of online courses** and the status of the vision and work plan related to these courses. Marie will follow up.
- **Early Childhood Development (ECD) position paper** (complete and submit it). ECD Working Group will complete this.
- **Prepare a resolution** related to the position paper on breastfeeding. Trudy will take the lead on this.
- Plan **'the hook' for getting people to attend the AGM** develop the program (possibly include the National Collaborating Centre methods and tools). Nancy will follow up.



- Working Group **reports and products will be shared at the AGM**. Each Working Group will be responsible for bringing any documents with them.
- Identify the **bi-annual workshop content**. A call for a Planning Working Group Members will be put out at the AGM, and Kip will take the lead.

Long Term - what we'll do into the future

1. Develop a communications and PR Plan. Gary will take the lead.
2. Enhance/ strengthen our voice vis the media, increased membership and investigate other ways to make this happen
3. Develop educational opportunities, including the content for the workshop being planned for 2012. Kip will take the lead and a PLanning Group will be part of this process.

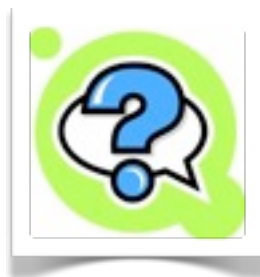
The planning session concluded with a reflection on the Board

work. The Board was asked to name the greatest achievements from 2010-11, what is working well, and what needs improvement. Using a carousel process, the Board answered the following questions.

1. Our greatest strengths as a board are ...
2. We should be taking action in the following areas to improve our capacity and effectiveness as a board ..
3. Strengths of our Board meetings ...



4. We should be taking action in the following areas to improve the way the board operates:
5. We will know we have been successful (as a board) if we...**the responses to this final question are important to note.**
 - We have over half of our Public Health staff as members (between 180-200)
 - People are talking about PHANS messages
 - PHANS is well known voice for Public Health in Nova Scotia
 - We have advocacy and social media skills
 - Other groups will seek PHANS out for our opinion
 - We have a website that is managed for the board by a willing volunteer(s) and website visits increase
 - Mechanisms are in place to respond promptly and timely to relevant issues in a very public way



During the **check-out** Board Members identified that they felt heard, were able to express themselves even when they had differing options from others, and the environment was safe.