

OPINION

Another politician doomed over lack of public consultation

Peary should have done due diligence on Abbotsford water project

**VAUGHN
PALMER**
VANCOUVER SUN



CITIZEN ENGAGEMENT



how to make better **DECISIONS**,
create better **OUTCOMES**,
and turn **VOTERS** into **CITIZENS**



WHAT
WHY
WHEN
HOW

CITIZEN ENGAGEMENT

What's my story?





What's your story?

cmcalpine@prmedia.ca

250.961.6611



Aboriginal Affairs and Northern
Development Canada



University of Northern BC



City of Prince George



Northern Health

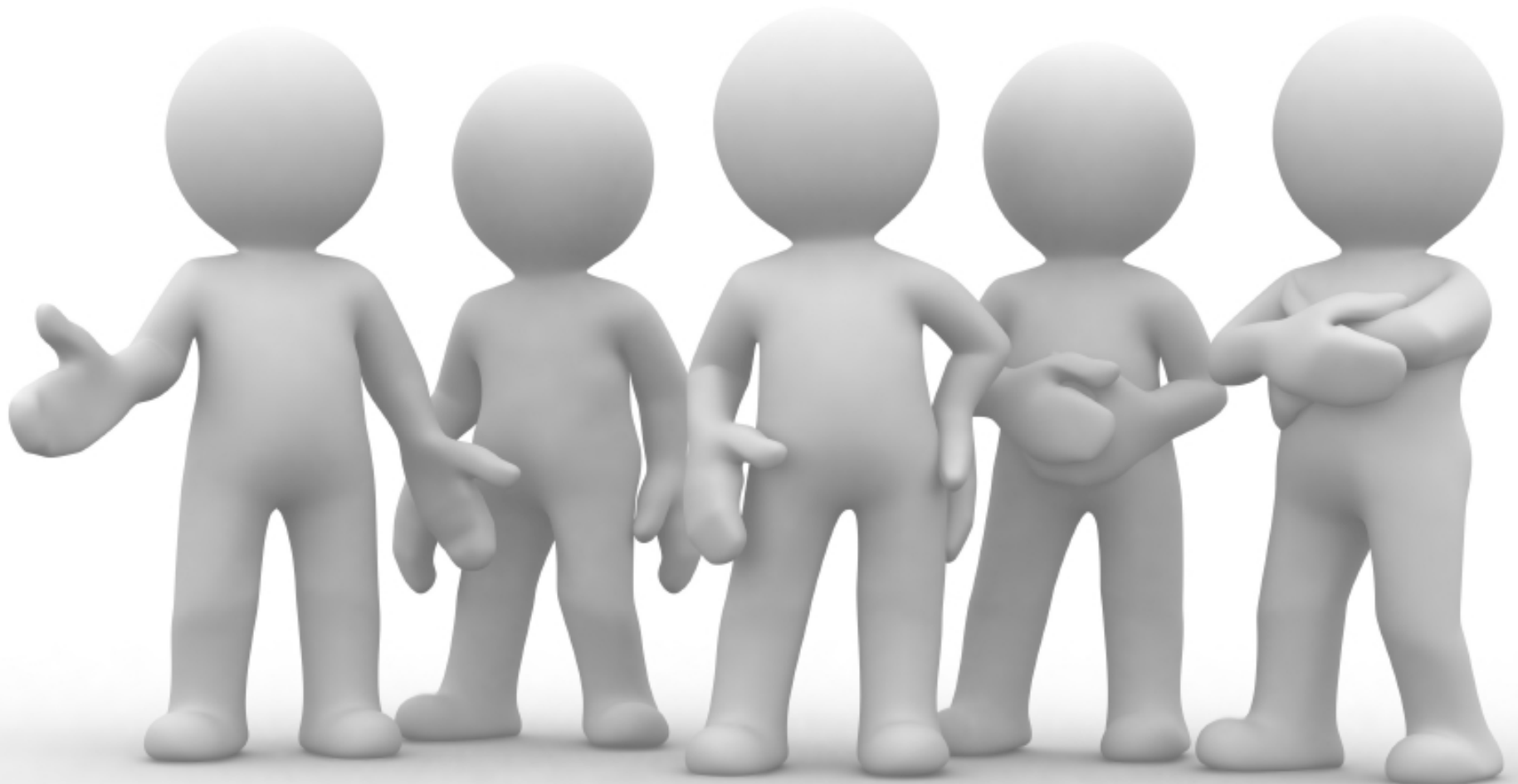


Interior Health



BC Hydro

What's your story?





WHAT is

CITIZEN
ENGAGEMENT

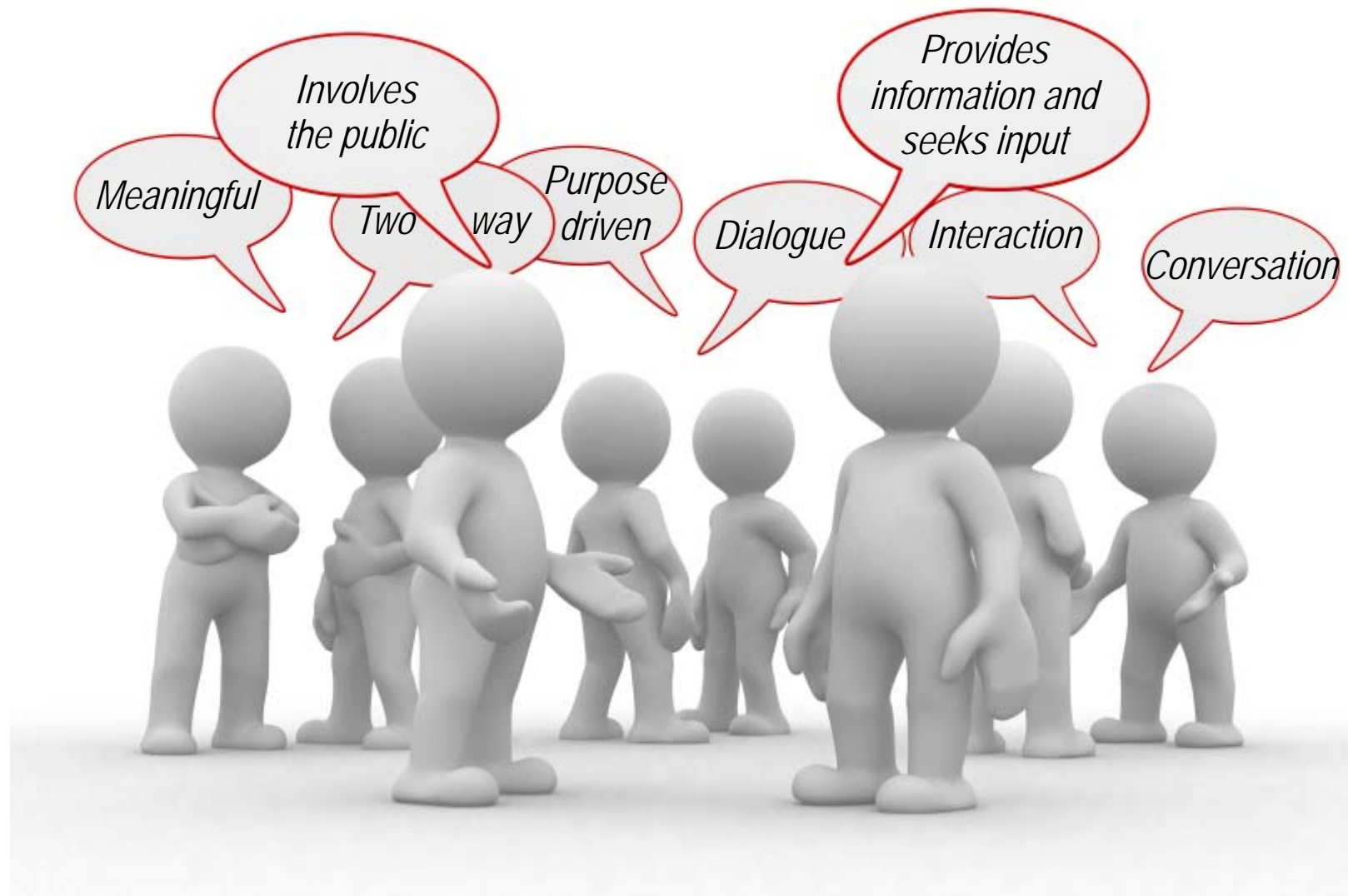
*"Citizen engagement
values the right of citizens
to have a say in the decisions
that affect their lives."*



Communications



Engagement



Communications

IAP2 Public Participation Spectrum

Developed by the International Association for Public Participation

INCREASING LEVEL OF PUBLIC IMPACT

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:
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Engagement



WHY do

CITIZEN
ENGAGEMENT

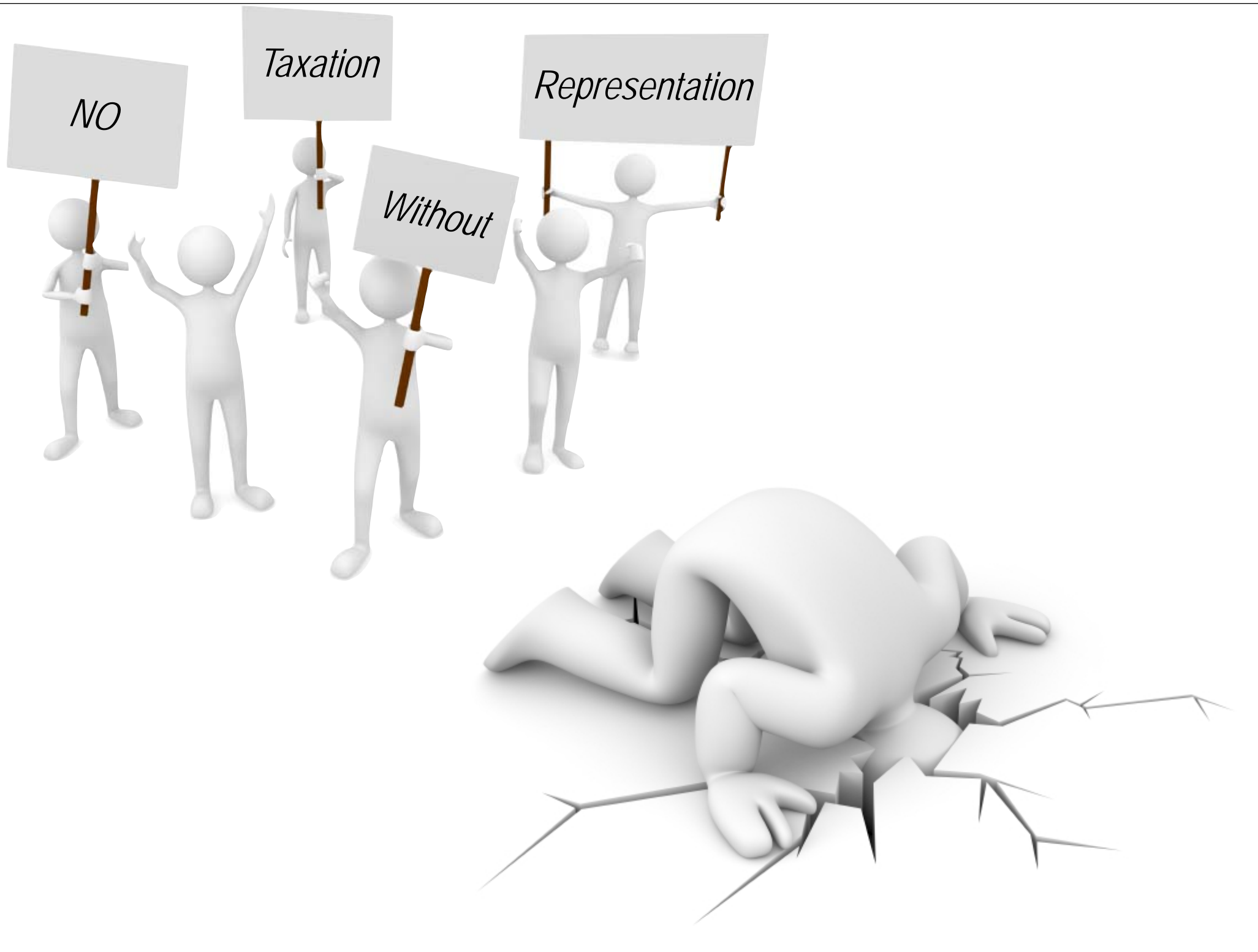
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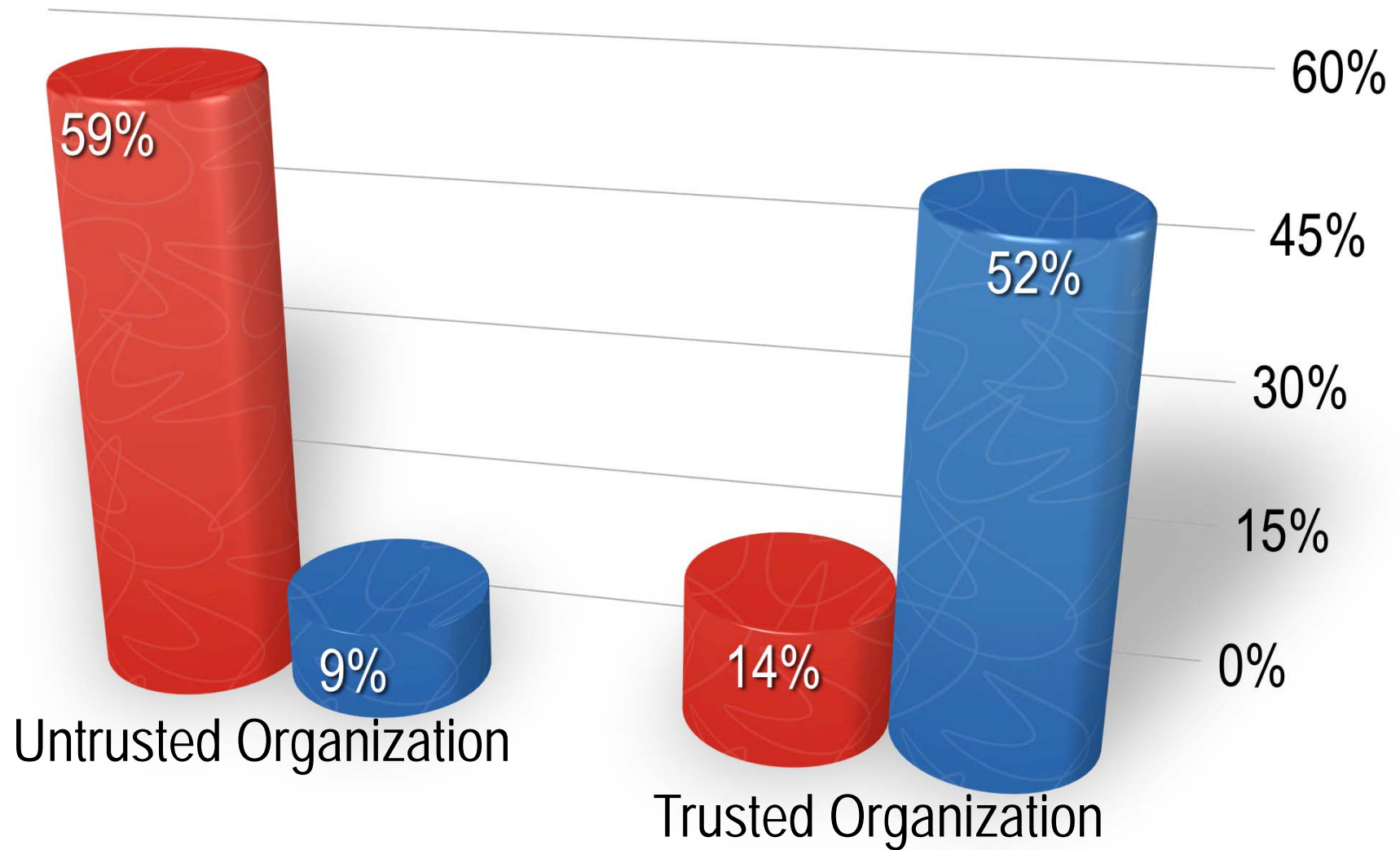




TRUST



- Believe negative information after hearing it 1-2 times
- Believe positive information after hearing it 1-2 times



Engagement can help turn critics into supporters



BENEFITS OF CITIZEN ENGAGEMENT



- ☒ Effective decision making
- ☒ Better outcomes
- ☒ Better policy
- ☒ Manage issues
- ☒ Influence outcomes
- ☒ Save time and money
- ☒ Share responsibility
- ☒ Credibility and trust
- ☒ Less conflict
- ☒ More engaged citizens

PITFALLS OF CITIZEN ENGAGEMENT



- ☒ NIMBY backlash
- ☒ Special interests
- ☒ Loss of control
- ☒ Perpetual indecision
- ☒ Costs time and money
- ☒ Not easy

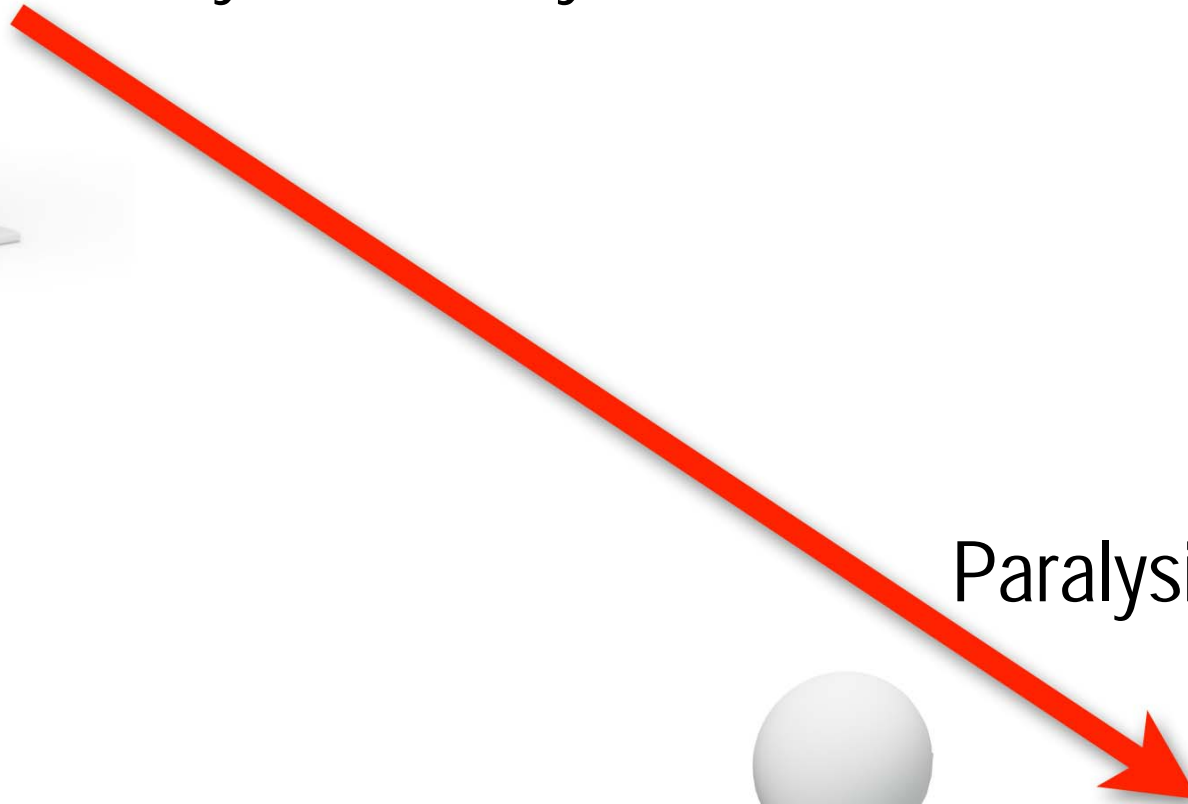


WHEN to do

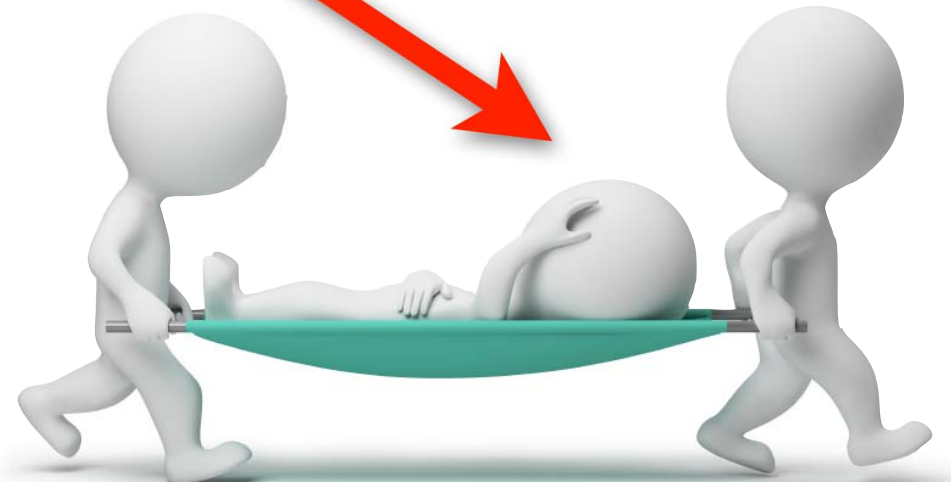
CITIZEN
ENGAGEMENT



"See ya in three years!"



Paralysis by analysis



ENGAGE WHEN ...

Starting



Changing direction



Stopping



It's never too late to change your mind



Photo: Paul Alberts, City of Prince George

1 KNOW WHY YOU'RE ENGAGING

1.0 Introduction

1.1 Objectives of Consultation

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- Build public consensus, momentum, and will for positive change towards sustainability in the region; and
- Develop a locally-generated definition of sustainability to guide that momentum.

Secondary overall objectives included:

- Make connections among the citizenry that enable self-led initiatives and further conversation circles (i.e. keeping it alive).
- Identify opportunities for further citizen action (i.e. identify a 'place' people can put their energy after the consultation is completed).
- Scoping and indicating likely actions and next steps for local government.

To ensure that these goals were achieved, multiple methods for citizens to participate was provided: an online poll and a Citizen's Forum with registration via the web and telephone. The Citizen's Forum provided an opportunity for citizens to engage in meaningful, person-to-person discussion. Lastly, to complement the consultation, the City

2 KNOW YOUR AUDIENCE

Audiences

Critical audiences

- City Council
- PACRA executive
- BC As Incentive Knowledge
- Middle Atlantic Community Council
- Okanagan Power Change
- Individual activists

Other key audiences

- City staff
- Individual partner's staff
- PACRA members
- Board members
- Other Power Change members
- Power Change media

- ### Organizations
- Sustainable Power Change
 - Northern Energy Partnership
 - Northern Health Environmental and public health
 - Community of Northern BC
 - Okanagan Environmental Association
 - Agency
 - Ministry of Health
 - Ministry of Environment
 - Ministry of Forests
 - Ministry of Energy

3 DEFINE THE LEVEL OF ENGAGEMENT

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4 CRAFT YOUR MESSAGE

The question

- "How can we design a comprehensive and integrated cancer care system that best meets the unique needs of the people of Northern BC?"

5 CHOOSE YOUR TOOLS OF ENGAGEMENT



6 GET THE WORD OUT

A Northern Vision

Cancer Care in Northern BC: A Northern Hope

7 ESTABLISH FEEDBACK PROCESS

Consultation Comment Form

8 ESTABLISH ACTION PLAN

Timeline of Action

9 EVALUATE AND REPORT BACK

Final Report

9 STEPS TO BETTER ENGAGEMENT



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Critical audiences

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- PG Air Improvement Roundtable
- Millar Addition Concerned Citizens
- Downtown Prince George
- Individual activists

Other key audiences

- City staff
- Industrial partner's staff
- PACHA members
- Bowl residents
- Other Prince George residents
- Prince George media

Organizations

- Initiatives Prince George
- Northern Bioenergy Partnership
- Northern Health (environmental and public health)
- University of Northern BC
- Canadian Environmental Assessment Agency
- Ministry of Health
- Ministry of Environment
- Ministry of Forests
- Ministry of Energy

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4

CRAFT YOUR MESSAGE



The question

- “How can we design a comprehensive and integrated cancer care system that best meets the unique needs of the people of Northern BC?”

GROUP EXERCISE

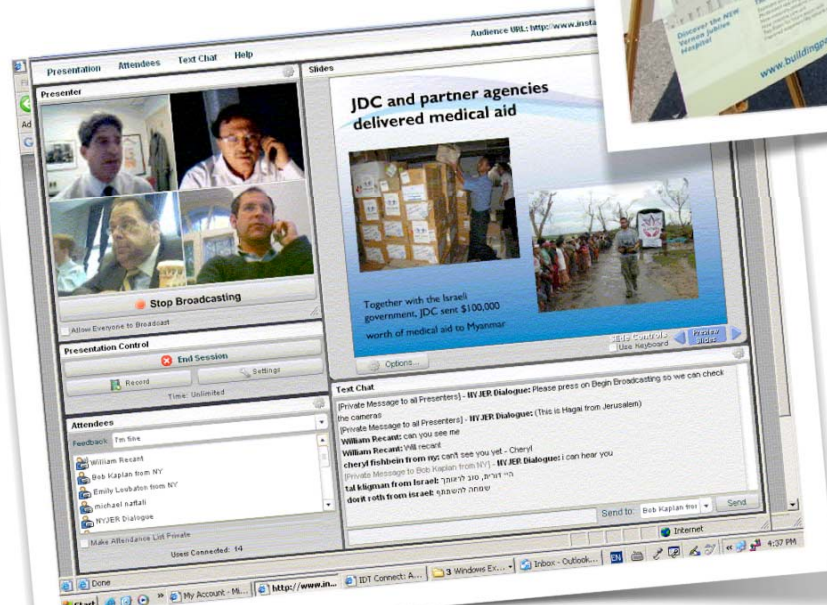
- ☑ Pick an issue.
- ☑ What is the purpose of engagement?
- ☑ Identify your audience.
- ☑ Decide on the level of engagement required
(Inform, Consult, Involve, Collaborate, Empower)
- ☑ What is the key question?
- ☑ What is your position or key message?
- ☑ Report out



5

CHOOSE YOUR TOOLS OF ENGAGEMENT

twitter



TOOLS OF ENGAGEMENT



- ☒ Public hearings
- ☒ Open house/Town hall
- ☒ Advisory committees/Task forces
- ☒ Stakeholder specific meetings
- ☒ Focus groups
- ☒ One-on-one meetings
- ☒ Coffee klatch/Kitchen table
- ☒ Community Forums
- ☒ Open Space, World Cafés etc.
- ☒ Surveys
- ☒ Online forums
- ☒ Social media

TOOLS OF ENGAGEMENT

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Promise to the Public: We will keep You informed.	Promise to the Public: We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	Promise to the Public: We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	Promise to the Public: We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	Promise to the Public: We will implement what you decide.
Example Tools: <ul style="list-style-type: none"> ● Fact sheets ● Web Sites ● Open houses 	Example Tools: <ul style="list-style-type: none"> ● Public comment ● Focus groups ● Surveys ● Public meetings 	Example Tools: <ul style="list-style-type: none"> ● Workshops ● Deliberate polling 	Example Tools: <ul style="list-style-type: none"> ● Citizen Advisory Committees ● Consensus-building ● Participatory decision-making 	Example Tools: <ul style="list-style-type: none"> ● Citizen juries ● Ballots ● Delegated decisions


6

GET THE WORD OUT

A Northern Vision

Cancer Care in Northern BC: A Discussion Paper




Consultation for
IMPROVED CANCER CARE
in **NORTHERN BC**
Dr. Charles Jago, President, UNBC; Jeff Burghardt, Chair, Northern Health

You are invited to be part of a
PUBLIC CONSULTATION PROCESS
to help determine the direction of
**ACCESS TO CANCER CARE FOR
PEOPLE IN NORTHERN BC**

Public meetings will be held in 17 communities across
northern BC during March and April

Smithers	→	Thurs March 16, 7 pm Venue
Burns Lake	→	Monday April 24, 7 pm Venue

Your input is important and appreciated!

Those unable to make this meeting are welcome to contribute their
thoughts and ideas using the **Comment Form**
available from our website

For further information, visit www.northerncancercare.ca or
call the toll-free number below.

1-800-xxx-xxxx www.northerncancercare.ca


Premier's Consultation for
IMPROVED CANCER CARE
in **NORTHERN BC**



ESTABLISH FEEDBACK PROCESS

THE WORK OF THE COMMUNITY GUIDANCE GROUP

The first meeting of the CGG took place in early October 2003 in Prince Rupert. A small initial group met with UNBC staff and NCIRP's Scientific and Technical Advisory Committee in a two-day session focusing on the program's four core projects. Also in attendance were consultants from all project teams. The goals of the program, and the necessity of community involvement were discussed.

Later that month, as part of one of the core projects of NCIRP, a group of 20 community-based delegates, including a majority of the CGG, participated in a one-week study tour of Atlantic Canada to see first-hand the community impacts of the offshore oil and gas industry there.

Following the east coast trip, the membership of the CGG was expanded to include a number of those people who had participated in the study tour. The group met again in December 2003, this time in Port Hardy. At this meeting, and a subsequent one in February 2004 in Terrace, the expanded CGG began to focus on identifying community-based information strategies to answer the question: How do we ensure the people of our communities receive the best information possible to help residents fully participate in the dialogue about offshore oil and gas?

It was agreed that the CGG members would have the opportunity to review the reports of NCIRP's core projects. The group also developed the concept for a "plain language" guide to the Royal Society of Canada's *Report of the Expert Panel on Science Issues Related to Oil and Gas Activities, Offshore British Columbia*. The guide was prepared by UNBC and has now been published as *under currents* 1.

CGG meetings in March in Kitimat and April in Bella Coola saw the beginning of talks toward the construction of community education and information projects. The group also began to consider plans and strategies by which the CGG could continue to play a role in discussions outside of and beyond the initial mandate and timeline of NCIRP. Meetings in Port Clements in July and Alert Bay in September completed the CGG's official involvement in the Northern Coastal Information and Research Program. Most CGG members, however, felt that their work and collaboration was just beginning.

At the end of the research portion of NCIRP, UNBC agreed to partner in a subsequent project conceived of and developed by the CGG. Called *Voices from the Coast*, it is a publication containing the story of NCIRP and offshore oil and gas as told by the members of the CGG who learned about it, thought about it, talked



Premier's Consultation for
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in **NORTHERN BC**

Dr. Charles Jago, President, University of Northern BC; Jeff Burghardt, Chair, Northern Health

Toll-free: 1-877-825-9493
www.northerncancercare.ca

Consultation Comment Form

If you are unable to attend a public meeting or would simply like to submit your personal comments, you are welcome to use this form. You can submit your responses via mail, fax or online by April 27, 2006.

- ✓ Mail to: Northern BC Cancer Consultation
c/o With Insight Services
3140 The Middle Road
Nelson, BC V1L 6M3
- ✓ Fax to: 250 825-9492
- ✓ Online at: www.northerncancercare.ca or email to info@northerncancercare.ca

Getting Started

Comment form submitted by: ☐ Individual ☐ A group of _____ (# participants)

Living in (or near) this community: _____
Name of Community

It will help you respond to these questions if you review the document *A Northern Vision - Cancer Care in Northern BC*. It is available through the website www.northerncancercare.ca or may be picked up at any Northern Health facility.

1. Current state of cancer care in Northern BC: a perspective

Consider the Cancer Care Continuum on page 3 of the document *A Northern Vision*. It portrays a range of supports that a comprehensive approach to cancer requires, from prevention & promotion through the entire journey of care a person with cancer might experience. How well do you feel the cancer care needs of the North are being served today (consider your community and Northern BC as a region)?

a) What elements of cancer care do you believe work well for your community and the region?

8

ESTABLISH ACTION PLAN

City of Prince George District Energy System | Communications Plan

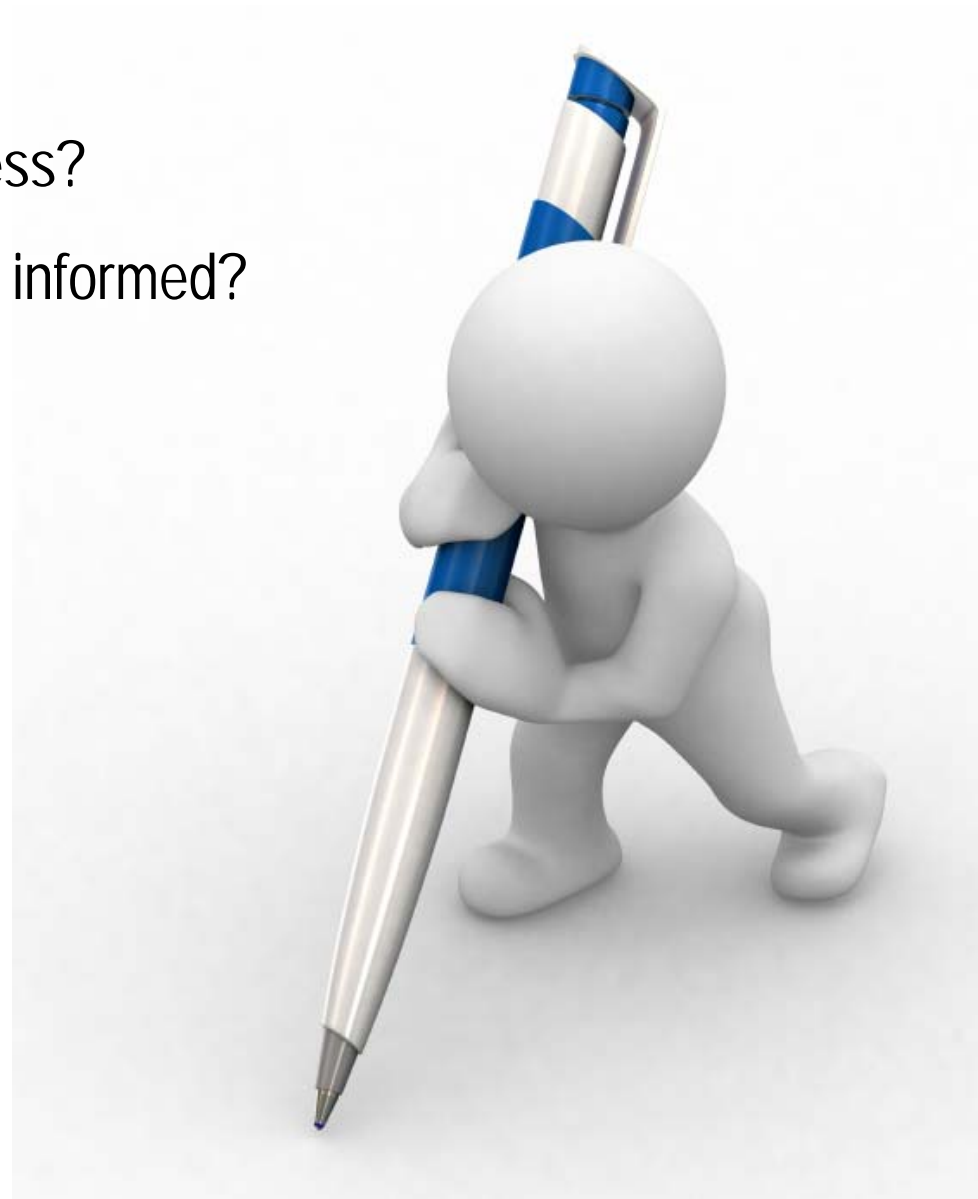
Timeline of Activities

Provides a three-month rollout of the recommended communications activities tied to the critical dates in development of the CES.

			July			August				September			
			Days	13-17	20-24	27-31	3-7	10-14	17-21	24-28	31-4	7-11	14-18
City of Prince George Community Energy System			Start	End									21-25
Tasks													
Stakeholder Engagement						27							
In-camera briefing of City Council	27-Jul-09	27-Jul-09	1			28	7						
Prepare Briefing Note for Target Briefings	23-Jul-09	28-Jul-09	4										
Targeted briefings with key individuals	4-Aug-09	7-Aug-09	4										
Branding, Identity and Website Design						28		13					
Design Meeting with Client	28-Jul-09	28-Jul-09	1					13					
In Design	29-Jul-09	13-Aug-09	11								4		
Client review and logo/identity selection	13-Aug-09	13-Aug-09	1								4		
Logo finalization and template creation	17-Aug-09	4-Sep-09	15									11	14
Website design development	17-Aug-09	4-Sep-09	15										
Client review and approval	4-Sep-09	4-Sep-09	1										
Website/brochure design finalization and content upload	7-Sep-09	11-Sep-09	5										
Go live	14-Sep-09	14-Sep-09	1					13					
Content Creation											4		
Content Meeting with Client	22-Jul-09	22-Jul-09	1								4		
Website/brochure content development	10-Aug-09	4-Sep-09	20									11	
Media Release, Backgrounder, FAQ preparation	10-Aug-09	4-Sep-09	20									11	14
Client review and approval	4-Sep-09	4-Sep-09	1										
Website content finalization and upload	7-Sep-09	11-Sep-09	5										
Media Release, Backgrounder, FAQ finalization	7-Sep-09	11-Sep-09	5										
Public information campaign launch	14-Sep-09	14-Sep-09	1										
Content updates	21-Sep-09	31-Mar-10	7										

GROUP EXERCISE

- ☑ Same issue as before
- ☑ Choose your tools of engagement?
- ☑ How are you going to promote the process?
- ☑ How will you ensure everyone is equally informed?
- ☑ Choose your feedback mechanisms?
- ☑ What's your time frame?
- ☑ Report out





EVALUATE AND REPORT BACK



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MEDIA RELEASE

MARCH 3, 2006

Prince George residents provide input on improving cancer care in Northern BC

The co-chairs of public consultations on cancer care heard the opinions of local residents, cancer patients, their families and health care providers in Prince George on Thursday, March 2 and Friday, March 3.

Approximately 225 people turned up for public meetings at the Coast Inn of the North on Thursday and Friday to discuss the northern vision for the future of cancer care in the north. Two smaller Focus Group meetings earlier in the day were also held to gather input from people with direct personal experience of the cancer care system, either as patients or their families and caregivers.

"The discussions we had were frank, forthright and very productive. We heard a wide range of opinions on what people envision for cancer care in Northern BC," said Dr. Charles Jago, co-chair of the Premier's Consultation for Improved Cancer Care in Northern BC.

"It has been gratifying to see and hear the passionate response of the people of Northern BC to such an important issue," said co-chair Jeff Burghardt. "Their involvement in this discussion will ensure the unique challenges we face as residents of the north are considered when future decisions are made regarding cancer care."

Premier Gordon Campbell asked Jago, President of the University of Northern BC, and Burghardt, Chair of Northern Health, to lead a community consultation process to gather input from the people of the north on the future plans for cancer care services, including the level of support for the possible development of a regional cancer centre.

The fundamental question being addressed in these consultations is, *How can we design a comprehensive and integrated cancer care system that best meets the unique needs of the people of Northern BC?*

A final report will be prepared based on the findings of these public consultations that will be submitted to the Premier for review and consideration.

Those who were unable to attend the public meetings can still download the discussion paper, *A Northern Vision*, and complete a comment form found on the web site at www.northerncancercares.ca

-30-

For more information:
Cam McAlpine
250.552-1550

Final Report

Premier's Consultation for Improved
Cancer Care in Northern BC
July 2006



Premier's Consultation for
IMPROVED CANCER CARE
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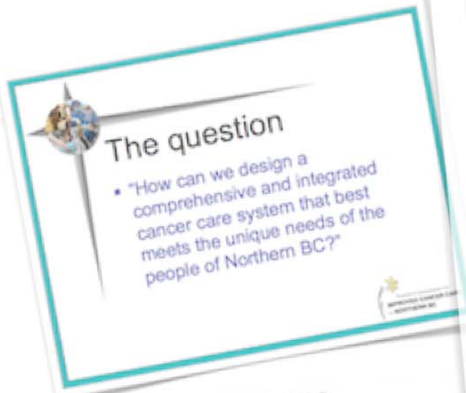
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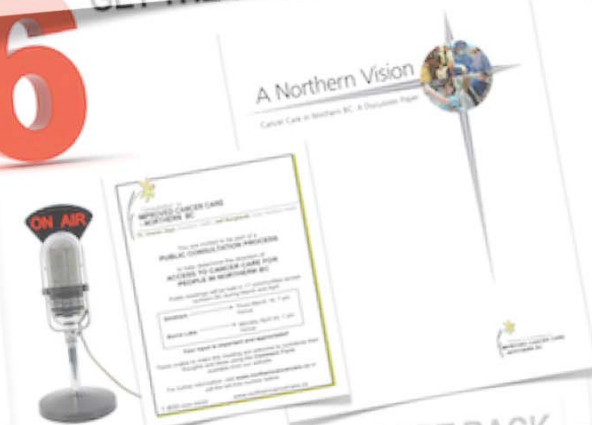
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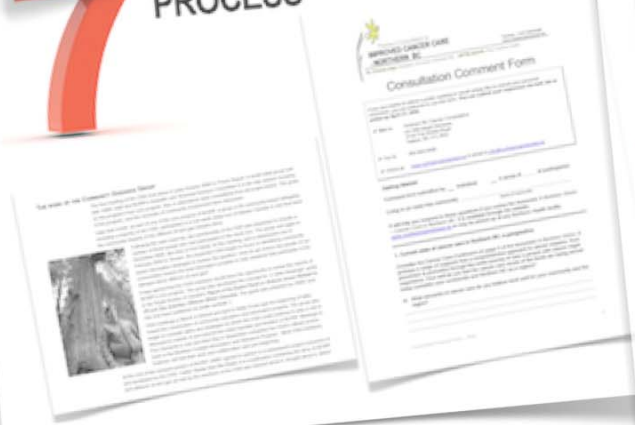
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6 GET THE WORD OUT



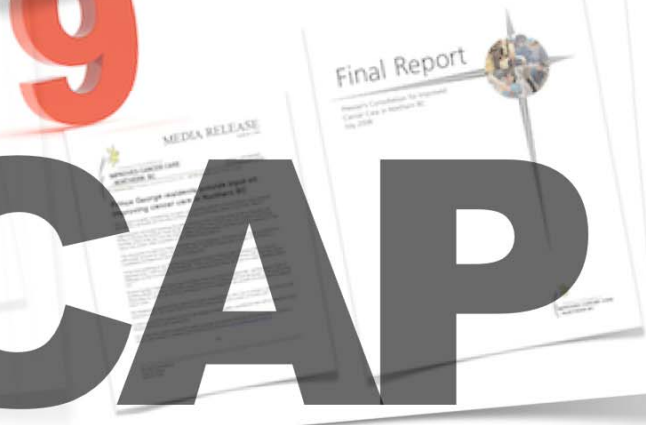
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8 ESTABLISH ACTION PLAN



9 EVALUATE AND REPORT BACK



RECAP

ACKNOWLEDGEMENTS

For letting me steal liberally from her excellent presentation on citizen engagement:



CONSULTING • TRAINING

PHONE: 250.769.3627 | CELL: 250.808.3667

EMAIL: jan@janenns.com | WEB: janenns.com

For their always sage advice and good friendship:

 **Kevin Brown**

 **Don Zurowski**

 **Garth Frizzell**



Thank you



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linkedin.com/in/cammcalpine


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