



STAFF REPORT INFORMATION ONLY

Your Opinion Counts – Revised Advocacy Questions

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| Date: | December 31, 2009 |
| To: | Advisory Committee on Long-Term Care Homes and Services |
| From: | General Manager, Long-Term Care Homes and Services |
| Wards: | All |
| Reference Number: | |

SUMMARY

At the May 22, 2009 meeting of the Advisory Committee on Long-Term Care Homes and Services, the Committee received and reviewed the findings on resident and family satisfaction contained within the report entitled “Your Opinion Counts Survey - January 1 to December 31, 2008”. As a result of this review, members suggested that the questions related to advocacy contained in the Your Opinion Counts survey be re-worded to be more “user-friendly”, as a means of soliciting more meaningful feedback.

The Resident-Client Advocate led work to review and enhance the questions in Your Opinion Counts related to advocacy, including the facilitation of (3) stakeholder focus groups (in total, thirty-five (35) people participants in consultation through the focus group process).

At the October 23, 2009 meeting of the Advisory Committee on Long-Term Care Homes and Services, the Committee received a report and revised Your Opinion Counts survey that incorporated the suggested changes from the three (3) focus groups. At the October 23, 2009 meeting, the Committee offered additional insights and suggestions related to the advocacy section and suggested that additional work and refinement of the questions might yield more meaningful feedback and data for the division.

This report describes the additional work undertaken to refine the advocacy questions and provides a copy of the revised Your Opinion Counts survey.

Financial Impact

There are no financial implications arising from this report.

ISSUE BACKGROUND

At the October 23, 2009 meeting, members of the Advisory Committee Long-Term Care Homes and Services offered comments and suggestions related to the revised advocacy questions in the Your Opinion Counts survey. Highlights of the discussion included:

1. The inclusion of all of the content related to advocacy on one (1) page of the survey improved readability;
2. The inclusion of a definition of advocacy was a good idea;
3. The section on advocacy and the questions themselves continued to be too lengthy;
4. The questions included jargon that might confuse readers and should be further simplified; and
5. A revised comments section in the advocacy section might solicit additional feedback.

As a result of the feedback from the Advisory Committee on Long-Term Care Homes and Services, the division decided to re-engage the three focus groups, to consider this additional input and complete further revision to the advocacy questions. A focus group was held with the Wesburn Manor Home Advisory Committee (November 24th); interested members of the Family Committee at Seven Oaks participated in the 2nd focus group (November 29th); and residents from Castlevue Wychwood Towers participated in the 3rd focus group (December 4th). The input and advice from the Advisory Committee on Long-Term care Homes and Services and these three (3) additional focus groups was then used to develop the advocacy questions detailed in the attached Your Opinion Counts survey.

Focus group participants reflected on the length of the advocacy section and felt that they could be condensed to four (4) questions, focusing on the most salient points of advocacy, specifically:

1. Knowledge and awareness;
2. Application;
3. Perception; and
4. Access.

Focus group participants reflected on the wording used and the questions are now felt to be user friendly, straightforward, understandable and jargon free. Participants also considered the answer key. All three (3) focus groups indicated their preference for the simpler answer key of: yes – no – don't know. Participants felt that the simpler answering key would provide trended data to identify potential gaps in the advocacy process, while still being easy-to-use and correlated with the more simplified questions. Last, participants in the focus groups concurred with the suggestion of the Advisory Committee on Long-Term Care Homes and Services to include a section for narrative comments related to the advocacy process. This addition has been included in the revised Your Opinion Counts survey attached to this report.

As a result of the community engagement used to revise and refine the advocacy questions in the Your Opinion Counts survey, the questions are now clearer and easier to understand.

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SIGNATURE

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ATTACHMENTS

(1) Revised “Your Opinion Counts”