



Subject: **COMMUNITY ENGAGEMENT & COMMUNICATIONS POLICY**

Board of Directors
Policy Manual

Policy # 6-020
Approved by: Board of Directors
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POLICY

The Board of Directors (“the Board”) of Campbellford Memorial Hospital (“the Hospital”) has responsibilities for fostering relationships and for ensuring Hospital program quality and effectiveness. These responsibilities are furthered by community engagement and communications, through which the community can be informed of and appropriately involved in Hospital planning and decision-making processes.

To this end, the Board will ensure the Hospital establishes a community engagement and communications plan (“the Plan”). The purpose of the Plan is to engage with and communicate to the Hospital’s stakeholders and the broader health care community with respect to the Hospital’s vision, mission and strategic priorities.

PURPOSE

This policy sets out principles and processes to support the Board in fulfilling these responsibilities and to further the achievement of the Hospital’s vision, mission and strategic priorities.

PROCEDURE

The Plan

The Board delegates operational responsibility and authority to the CEO to develop and implement a Plan consistent with this policy.

The Plan will include:

- 1) guiding principles and a framework
- 2) processes and mechanisms for community engagement and communications
- 3) a monitoring and evaluation process

The process and scope for community engagement will vary depending on the issue.

Oversight

The Governance Committee of the Board will provide oversight for the Plan by monitoring implementation and effectiveness and reporting to the Board on an annual basis.

- Method and Frequency:
1. Review of this Policy (periodic)
 2. Board Approval of the Plan (annual)

Information

The Board will ensure the following information is posted on the Hospital's website:

- Board membership
- Board Policies
- Agenda packages and minutes from open Board meetings
- Corporate and Professional Staff By-laws of the Hospital
- the Hospital's Strategic Plan
- Articles in the local media on matters of interest to the communities served by the Hospital
- All material required to be posted by legislation or regulation
- Any additional information deemed pertinent from time to time