

Policy and Procedure

Title:	Policy on Community Engagement		
Policy Number:	07.010	Section:	Governance (Board)
Effective Date:	November 19, 2015		
Revised Date:	October 30, 2019		
Approving Body:	CCMB Board of Directors		
Authority:	CancerCare Manitoba Act		
Responsible Officer:	President and CEO		
Delegate:			
Contact:	President and CEO, Board Chair		
Applicable to:	CCMB Community		

1.0 BACKGROUND:

Community engagement (CE) is recognized as a key facilitating factor in CCMB's Corporate Planning and Management Framework and figures prominently and in diverse ways in many of CCMB's clinical and outreach programs. At the Board of Directors level, CE is most directly reflected in the existence of a standing committee, the Community Connections Committee (CCC), which is the combined Community Engagement Committee (formerly Community Advisory Council) and Communications Committee (formerly the Communication and Partner Relations Committee). Some elements of CE also surface in the deliberations of other standing committees.

There have been major changes in the scale, diversity and reach of CCMB's programs since the CCC was first established and it is now recognized that there are matters requiring active attention at both the program and governance levels.

- 1.1 At the program level there is a recognized need for a comprehensive annotated catalogue/registry of CE activities at CCMB and a strategic analysis of CE activities with a view to identifying ways to improve their coordination, coherence, efficacy and efficiency.
- 1.2 At the governance level, there is a need to align the oversight and accountability mechanisms related to CCMB's activities in CE with the increasing diversity, scale and complexity of the interfaces between CCMB and the community.

2.0 PURPOSE:

CCMB has found it useful in recent years to address complex and multilevel domains of interest and activity through the articulation of "frameworks" that identify, from an overall corporate standpoint, the key elements of those domains and the connections between the elements. Examples include corporate frameworks on general Planning and Management; Risk Management; Values and Ethics; and, frameworks that will emerge in the course of implementing the Manitoba Cancer Plan 2016-2021 (e.g. a framework on Performance Evaluation).

CANCERCARE MANITOBA GOVERNING DOCUMENTS Policy and Procedure	
Title: Policy on Community Engagement	Policy No. 07.010
Page: 2 of 5	

3.0 **DEFINITIONS:**

- 3.1 **CE** – Community Engagement
- 3.2 **CEF** – Community Engagement Framework

4.0 **POLICY:**

It is the policy of CCMB to undertake community engagement activities as a way to ensure the relevance of its programs to the needs, interests and concerns of the community it serves. To facilitate the achievement of this objective in a coordinated and coherent fashion, CCMB shall establish, promulgate and communicate a Corporate Community Engagement Framework as described below.

THE CORPORATE COMMUNITY ENAGEMENT FRAMEWORK (CEF)

The CEF shall consist of the following elements:

- 4.1 A definition of the term “community engagement” as it applied at CCMB.
 - a. “Community” shall mean one or more of:
 - i. Members of the Manitoba public at large individually or in selected groups
 - ii. Patients served by CCMB and their families
 - iii. Other organizations, institutions, foundations, associations in Manitoba who are concerned with services to patients with cancer or blood disorders.
 - b. “Engagement” shall mean involving members of the community in one or more of:
 - i. Assessment of the services provided by CCMB
 - ii. The planning and implementation of new initiatives and programs or changes in existing programs
 - iii. The provision of volunteer services
 - iv. In the education of students in the health sciences at or under the aegis of CCMB
 - v. In the development and oversight of institutional policies and procedures as external members of CCMB committees or task groups.
- 4.2 Definition of the special role of the CancerCare Manitoba Foundation in CE on behalf of CCMB with respect to:
 - a. The CCMB Foundation’s direct involvement in engaging the community.
 - b. The CCMB Foundation’s participation in the coordination of joint CE activities with CCMB.
- 4.3 Establishment of a comprehensive annotated catalogue/registry/database of CE activities at CCMB to support strategic analysis of CE activities with a view to identifying ways to improve their coordination, coherence, efficacy and efficiency.
- 4.4 Establishment of community advisory groups for each of the regional Cancer

CANCERCARE MANITOBA GOVERNING DOCUMENTS Policy and Procedure	
Title: Policy on Community Engagement	Policy No. 07.010
Page: 3 of 5	

Programs and for special sub-groups in the Manitoba population at large (e.g. as identified in corporate strategic plans).

- 4.5 Establishment of mechanism for coordination and development of CE activities and programs.
- 4.6 Assignment of responsibility and accountability for implementation of CEF:
 - a. To management for:
 - i. Organizing and undertaking CE activities throughout the CCMB enterprise
 - ii. Working with CCMF and other bodies in facilitating CE
 - iii. Reporting on CE activities to the Board of Directors
 - iv. Establishment of community advisory groups
 - b. To the Board of Directors for:
 - i. The ongoing development and periodic review and refinement of the CEF
 - ii. Monitoring the activities of management in implementing the CEF

5.0 **PROCEDURE:**

The implementation of the elements of the CEF will require the assignment of specific accountability and responsibility for said implementation.

Accordingly, the accountability and responsibility for implementing the Framework shall be as follows:

5.1 **Management**

- a. The Chief Executive Officer (CEO) shall be responsible for overall administrative supervision of the implementation of the CEF; and, for reporting on a regular basis to the Board of Directors on the operation of the CEF through the Community Connections Committee (CCC).
The CEO shall ensure that any gaps or deficiencies in the Corporation's policies and procedures are addressed on a timely basis.
The CEO shall ensure that significant issues and concerns related to CE requiring prompt action are reported on a timely basis to the CCC and the Board.

5.2 **Board of Directors**

- a. The Nominations and Governance Sub-committee (NGC) of the Executive Committee of the Board shall undertake ongoing development, and periodic review and refinement of the CEF and report thereon to the Board.
- b. The CCC shall monitor the management of issues related to CE and report thereon to the Board.
Ensuring effective liaison between CCC and other standing committees with some involvement in CE matters shall be a responsibility of the Executive Committee of the Board.

CANCERCARE MANITOBA GOVERNING DOCUMENTS Policy and Procedure	
Title: Policy on Community Engagement	Policy No. 07.010
Page: 4 of 5	

6.0 **REFERENCES:**

Not applicable.

Contact:	
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CANCERCARE MANITOBA GOVERNING DOCUMENTS
Policy and Procedure

Title: Policy on Community Engagement

Policy No. 07.010

Page: 5 of 5

DOCUMENTATION

Document Location:

This document is located (hard and e-copy formats):

1. The original signed and approved document is on file in the Policy Office, CCMB.
2. The e-copy is on file in the CCMB Governing Documents Library on CCMB's SharePoint site.
3. The electronic version is located in the Board's electronic file management system on SharePoint.

Revision History:

Date	Version	Status	Author	Summary of Changes
dd/mm/yyyy	#	Initial, Draft Final Minor/Major revision		
19/11/2015	1	Final	Dr. A. Naimark	New policy approved by the Board November 19, 2015.
30/10/2019	2	Revision	Exec Comm	

Approvals Record:

This Policy requires approval by:

Approval	Date	Name / Title	Signature
		The CCMB Board of Directors	

FINAL APPROVAL:

Date	Name / Title	Signature
Oct 30 2019	Chair, CCMB Board of Directors	Approved by the Chair of the Board