

Community Engagement as an Integral Strategy of Health Care



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Community Engagement

- **Who should be engaged?**
- **What are the blockages?**
- **How to engage?**
- **Lessons learnt**

Key Partners in Community Engagement



**Patient &
Family**

**Patient
Service
Agencies**

**Community
at large**

**Internal
Partners**

Why patients?

- **Compliance**
- **Attitude**
- **Self management ability**
- **Patient satisfaction**

Blockages

- **Physical weakness**
- **Lack of knowledge**
- **Emotional distress**
- **Perception of disease**
- **Uncertainty about future**

Strategy: Empowerment

- Provision of knowledge
- Linking with community resources
- Psychosocial support
- Peer Support



Why NGOs?

- **Community integration**
- **Non-medical needs**
- **Long term adjustment**

Blockages

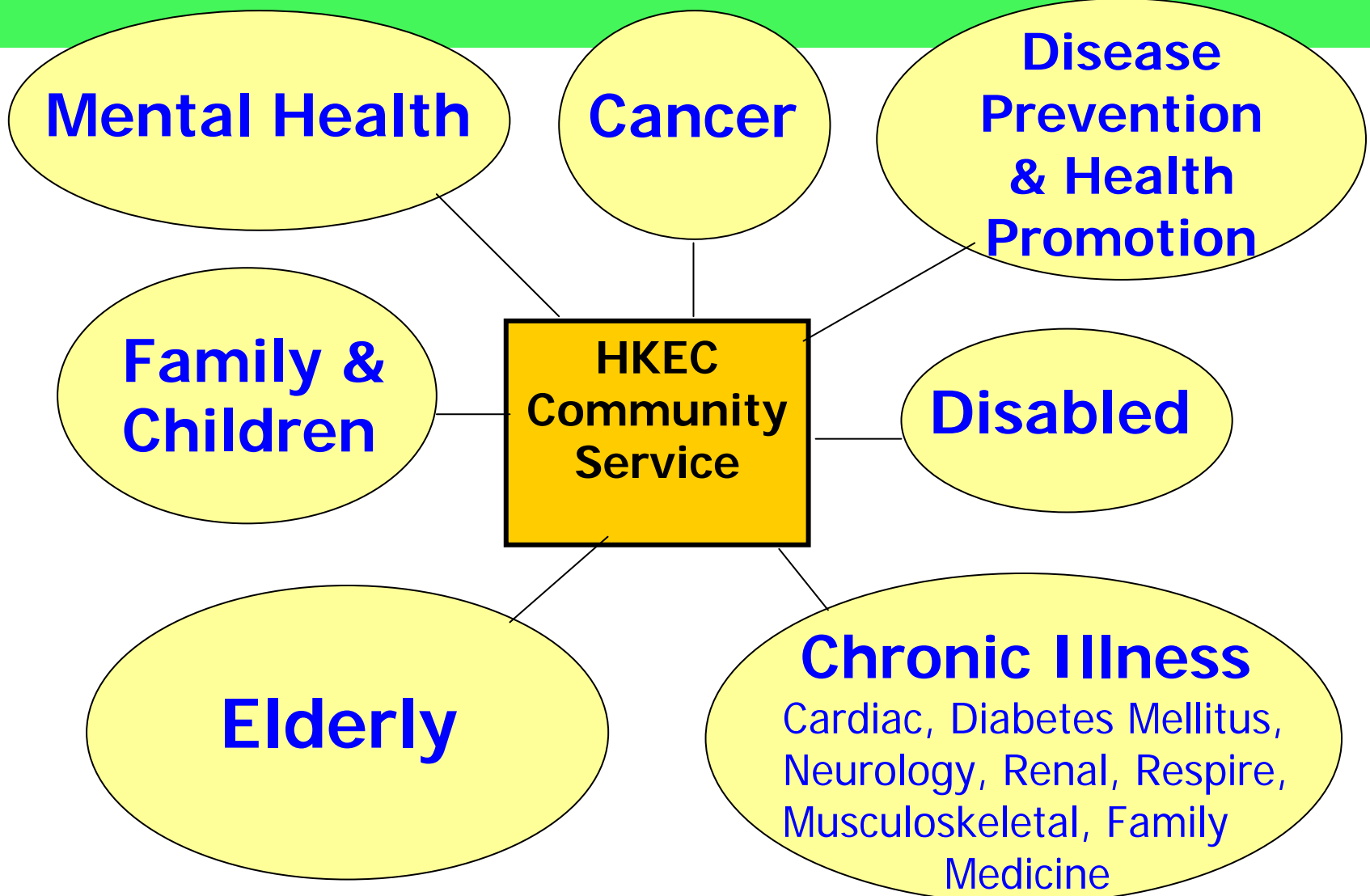
- **Connectedness**
- **Cultural difference**
- **Resource constraint**
- **Role to be defined**

Strategy: Networking

- **Sharing platforms**
- **Joint initiatives**
- **Knowledge & skill transfer**
- **System development**
- **Resource development**



Collaboration Grows through Networking



Key issues

- **Data exchange**
- **Referral & patient flow**
- **Access of service**
- **Protocols & training**
- **Outcome indicators & evaluation**
- **Maintenance rehabilitation**
- **Community care networks**

Why Community at large?

- **Mobilization power**
- **Dissemination**
- **Responsibility**
- **Sustainability**

Blockages

- **Confined role**
- **Ability not recognized**
- **Potential unexplored**
- **Resource to be developed**

Strategy: Ownership

- **Responsive to their needs**
- **Nurturing of leaders**
- **Extension of networks**
- **Recognition of capability**
- **Broadening of horizon**



Why Internal Partners?

- **Expert in medical care**
- **Care manager**
- **Integrative rehabilitation plan**
- **Authority**

Blockages

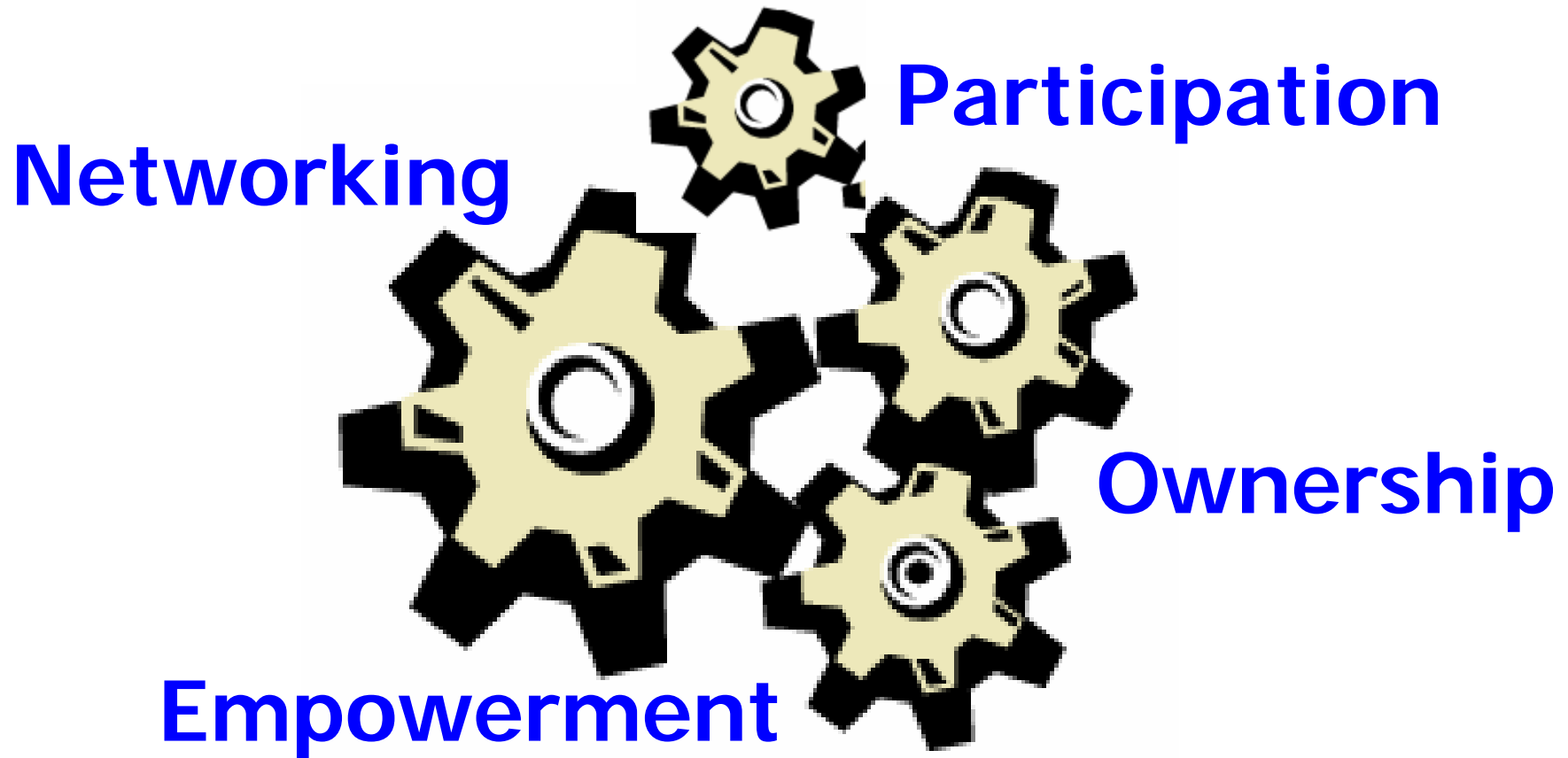
- **Priority**
- **Knowledge about community**
- **Confidence in community**
- **Network**

Strategy: Participation

- **Small steps first**
- **Demonstrating the success**
- **Common goal**
- **Structural design**



Essence of Engagement



Critical Success Factors

- **Management support**
- **Always think win win win**
- **Think Out of the box**
- **Small success first**
- **Leadership & Interfacing**

Healthy & Sustainable Health Care Service

**Patient &
Family**

**Patient
Service
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**Community
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Thank You!