



CDSBC

College of Dental Surgeons
of British Columbia

Communications and Engagement Strategy

June 11, 2021



Our Starting Point

Cayton Report	Strategic Plan	Guiding Principle
<p>Action item 14 <i>“...the College should develop a stakeholder mapping and communications strategy to ensure that proper attention is paid to all its stakeholders and in particular to engagement with patients and the public through a public engagement strategy.”</i></p>	<p>Goal #2: Identify and strengthen productive relationships with stakeholders</p>	<p>The involvement of patients and the public in College activities is invited and expected</p>
<p>Outcome An engagement strategy focused on patients and the public, and informed by a better understanding of the College’s stakeholders, will result in better regulatory decision-making and promote credibility and accountability.</p>		

Inputs to this Strategy

- *An Inquiry into the performance of CDSBC and the Health Professions Act* (Cayton Report)
- CDSBC Action Plan: Addressing the Recommendations and Unmet Standards in the Cayton Report
- CDSBC Strategic Plan 2019-2022
- Stakeholder Mapping Project
- Patient/public interviews and survey
- Registrant interviews and survey
- Oral health amalgamation registrant research
- Key findings from BC Public Advisory Network discussions
- CDSBC Style & Voice Guide
- Meetings with various CDSBC staff members

Strategy Objectives

Communications objective

Increase broad awareness and understanding among key stakeholder groups about CDSBC and about the regulatory matters that affect them by:

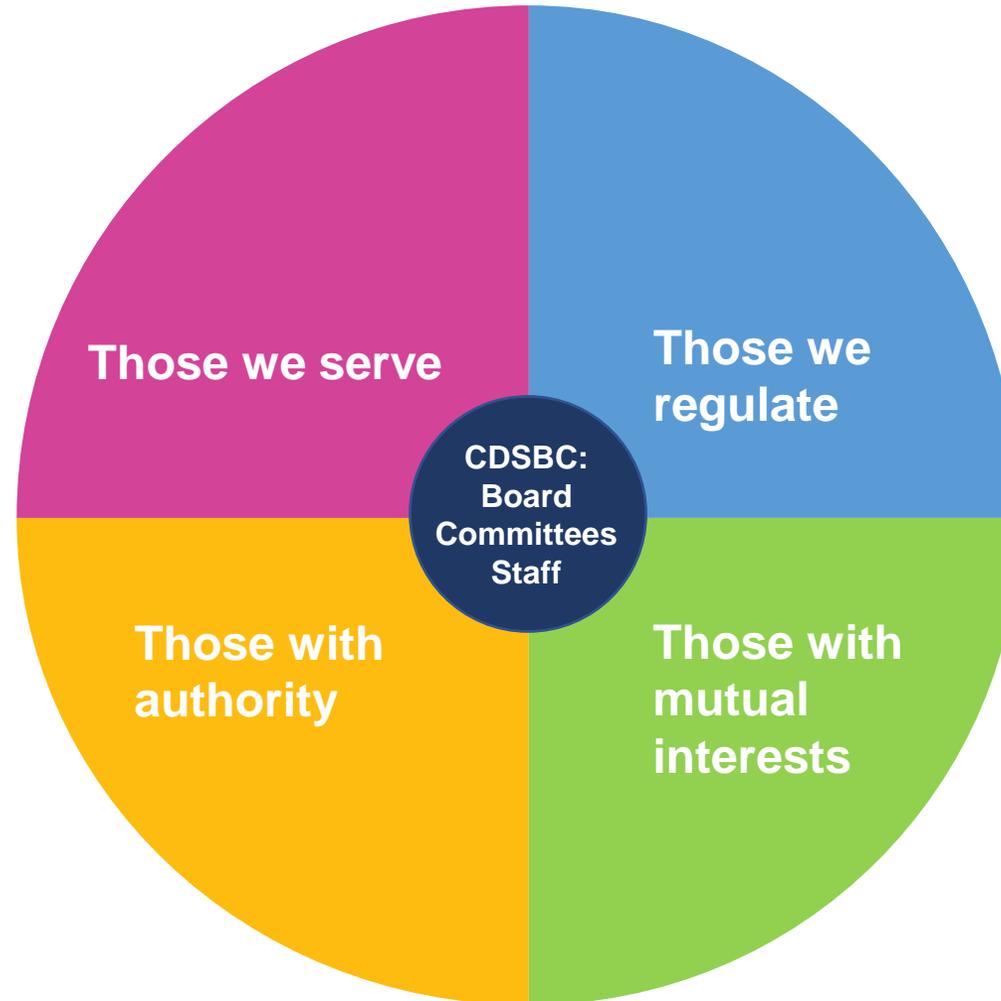
- a. Reaching out more effectively** to stakeholders who would benefit from receiving communications about oral health regulation.
- b. Reducing barriers to access** for stakeholders who seek information from CDSBC.
- c. Improving the effectiveness of communications content** directed at stakeholders.

Engagement objective

Facilitate productive and appropriate stakeholder relationships that inform, advance and enrich CDSBC's work in the public interest by:

- a. Expanding consultation opportunities** to broadly invite stakeholder perspectives to inform CDSBC decisions and operational improvements.
- b. Cultivating ongoing relationships** with specific populations and communities to encourage more inclusive and equitable public engagement in CDSBC governance and decision-making.
- c. Increasing strategic collaborations** with other organizations to advance mutual interests that serve the public interest.

CDSBC's Stakeholder Map



Those We Serve (CDSBC's Stakeholders)

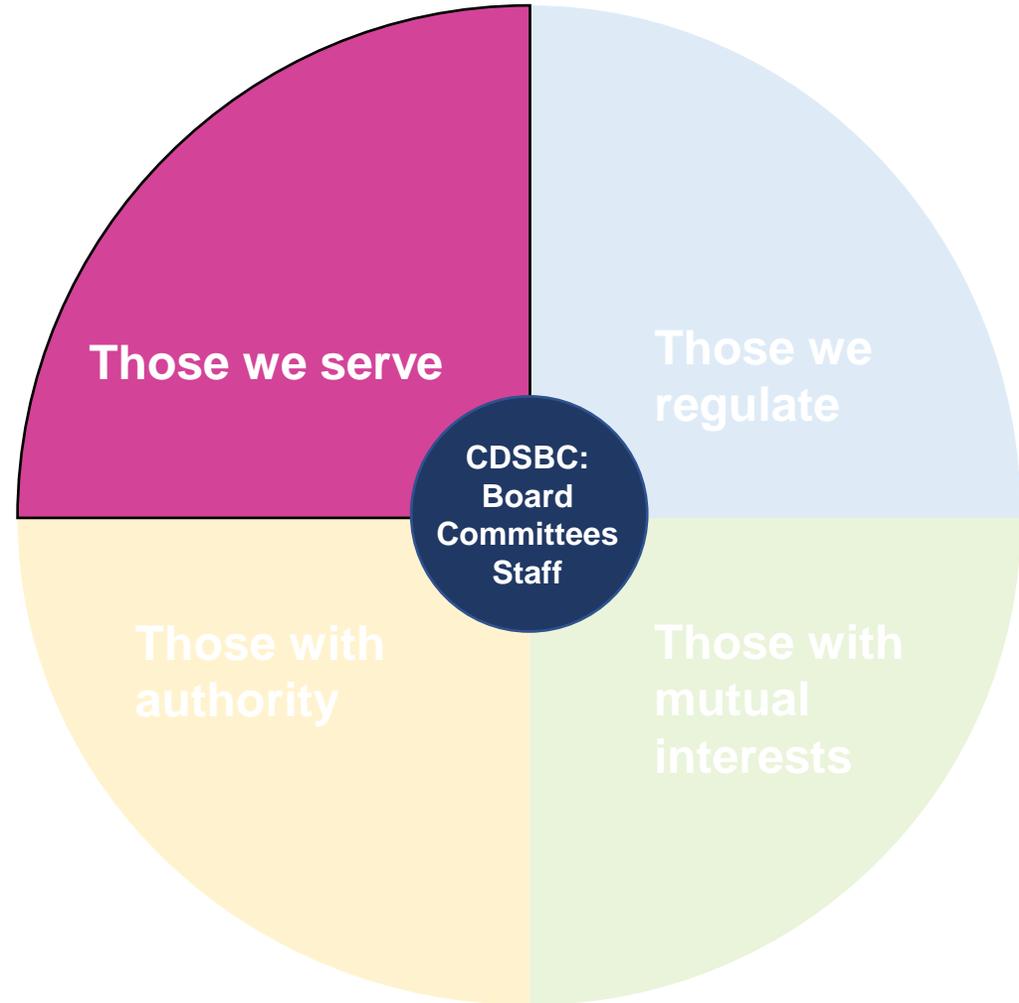
Those we serve

CDSBC exists for the protection of all British Columbians, including:

- People accessing dental services
- Complainants to CDSBC
- Specific populations/communities e.g. Indigenous, LGBTQ, non-English speakers, immigrants, marginalized populations

Consider also:

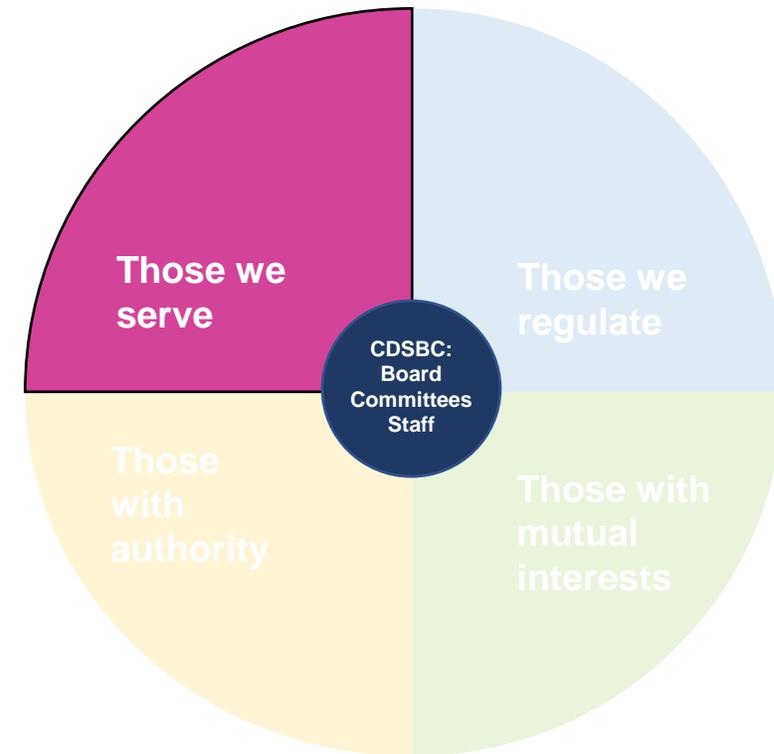
- Patient Advisory Groups
- Potential CDSBC Committee members



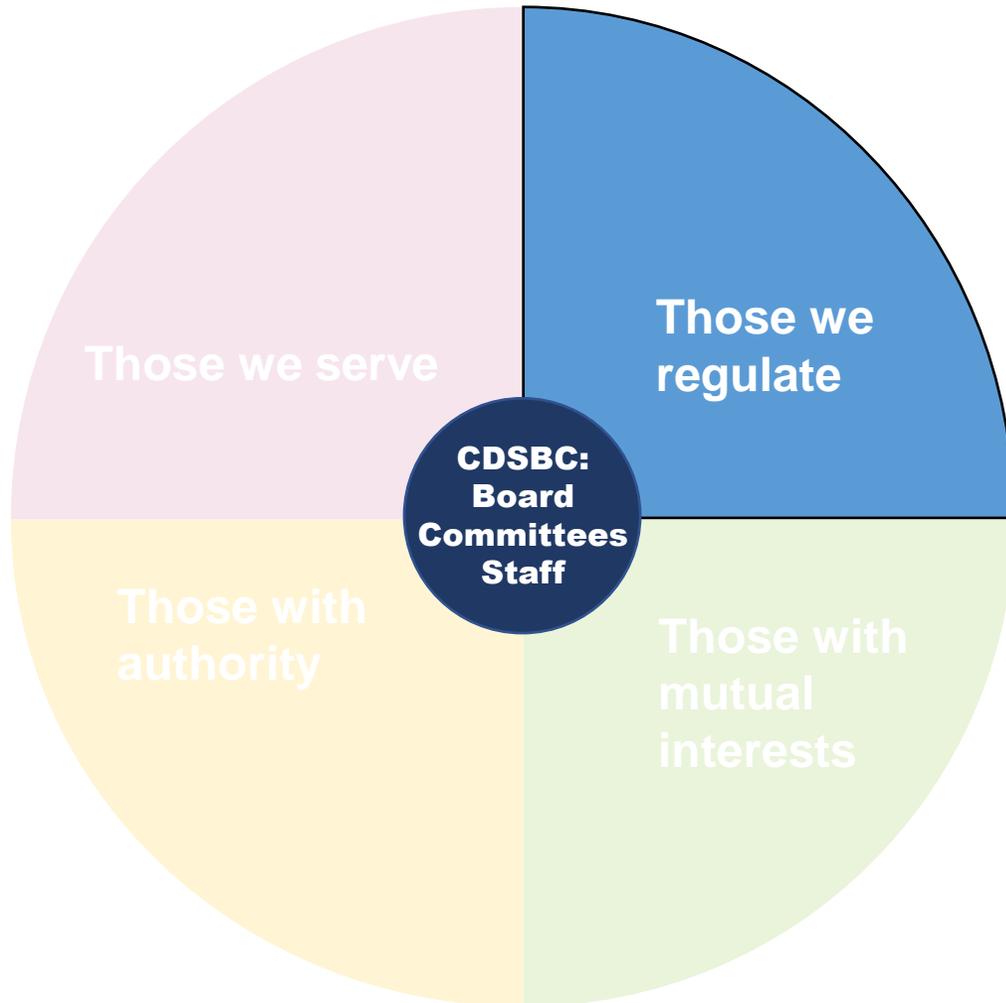
Those We Serve (Engagement Approach)

Engagement Approach: Communicate Broadly

- Provide ongoing low-barrier access to general regulatory information (push and pull communications).
- Provide accessible and clear information on complaints processes, requirements and complainant supports.
- Consult on changes as required by the *Health Professions Act*.
- Consult on specific issues, e.g. needs and opportunities for information sharing, accessibility and inclusiveness, cultural safety and humility, process improvement.



Those We Regulate (CDSBC's Stakeholders)



Those we regulate

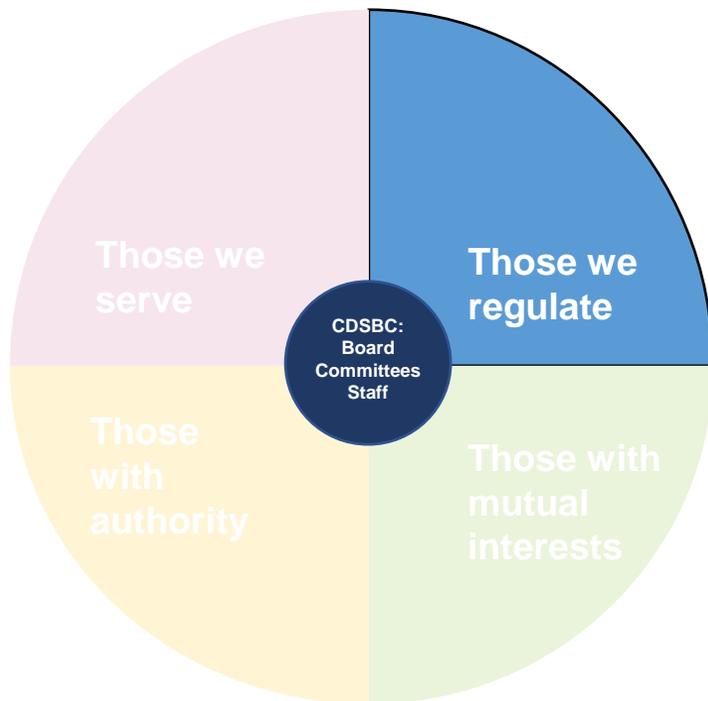
CDSBC's mandate is to regulate the following dental professionals:

- Certified dental assistants
- Dental therapists
- Dentists

Consider also:

- Future registrants/ students
- Professional interest organizations/registrant associations

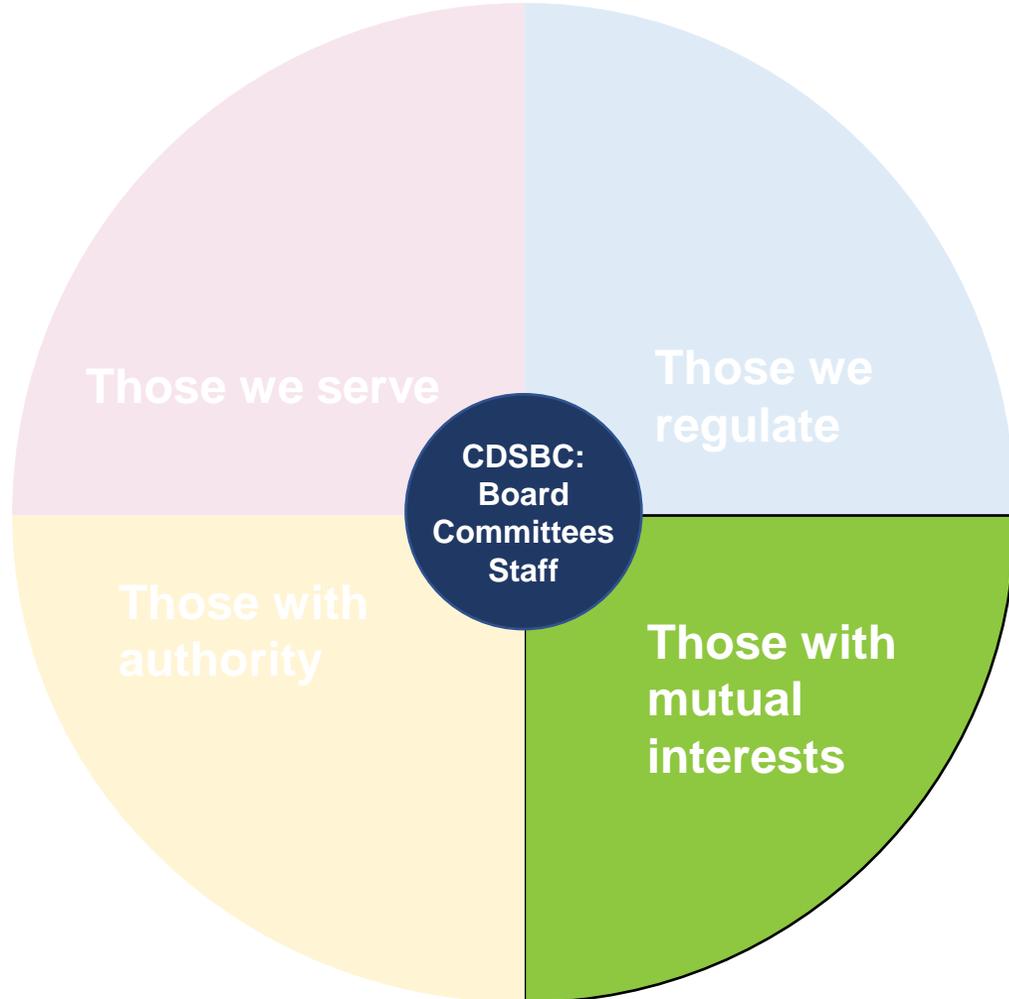
Those We Regulate (Engagement Approach



Engagement Approach: Enable Compliance

- Provide ongoing low-barrier access to general regulatory information (push and pull communications).
- Provide ongoing information about registrant requirements/ responsibilities, including clear and detailed instructions and calls to action.
- Seek registrant perspectives on regulatory issues that affect them.
- Consult on changes as required by the *Health Professions Act*.
- Consult on specific issues, e.g. needs and opportunities for engagement, enabling regulatory compliance, process improvement.

Those With Mutual Interests (CDSBC's Stakeholders)



Those with mutual interests

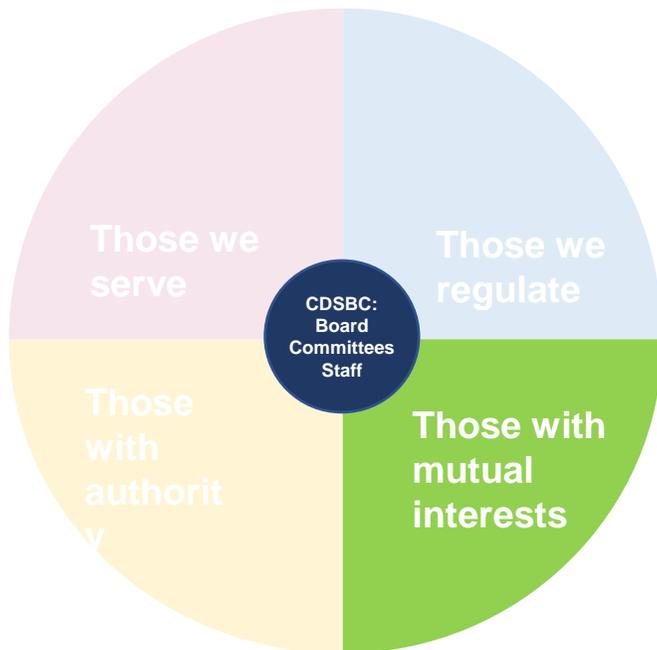
CDSBC recognizes opportunities to advance strategic goals via relationships with peer groups, including:

- Other regulators
- Dental education institutions
- Accreditation/examination bodies
- FNHA, PHSA (BCCDC)

Consider also:

- Regional health authorities
- Dental insurers

Those With Mutual Interests (Engagement Approach)



Engagement Approach: Engage Strategically

Depending on the identified need/opportunity:

- Collaborate and co-develop with stakeholder organizations to achieve shared objectives.
- Involve stakeholder organizations in the development and implementation of CDSBC initiatives and activities.
- Consult with stakeholder organizations to inform CDSBC decisions.
- Consult on changes as required by the *Health Professions Act*.
- Inform/educate stakeholder organizations on CDSBC's mandate/activities.

Those With Authority (CDSBC's Stakeholders)

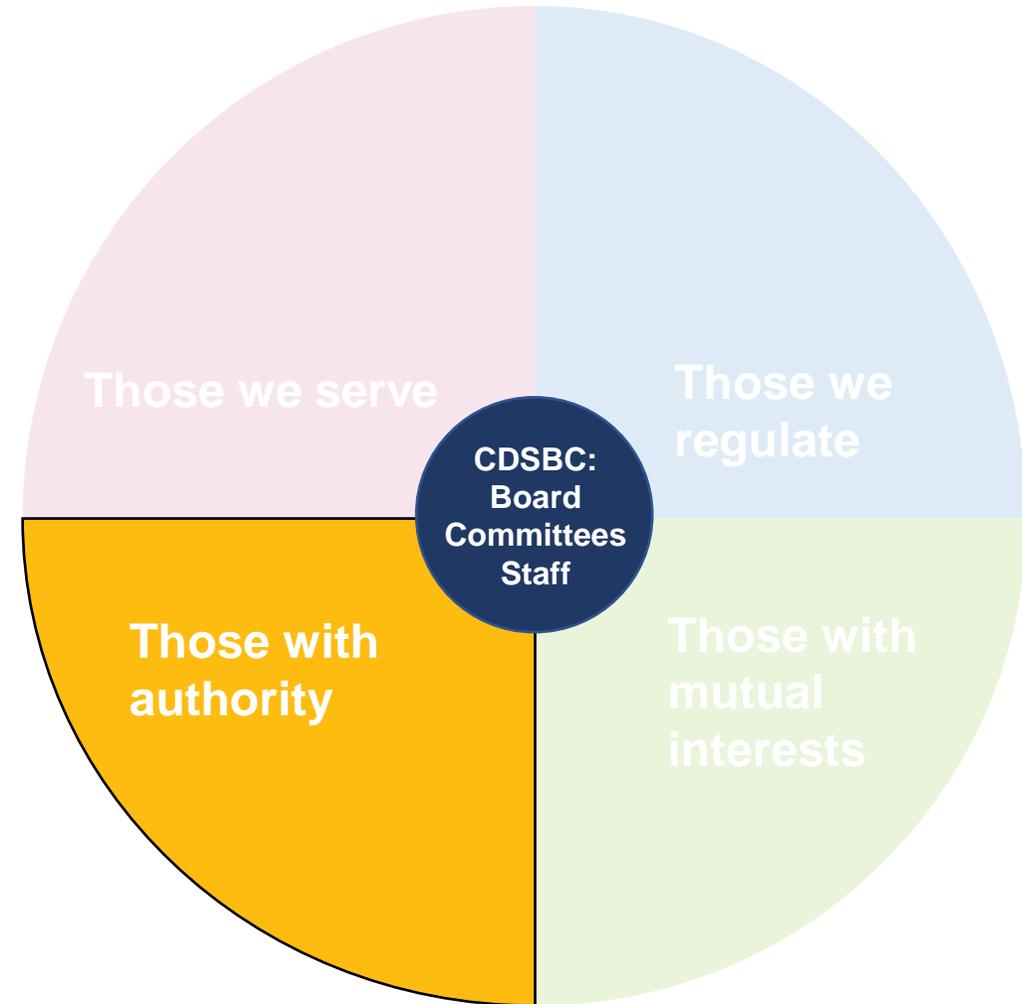
Those with authority

CDSBC is responsive to priority demands from relevant authorities, including:

- Ministry of Health
- Ministry-directed reviews, investigations, initiatives
- Health Professions Review Board

Consider also:

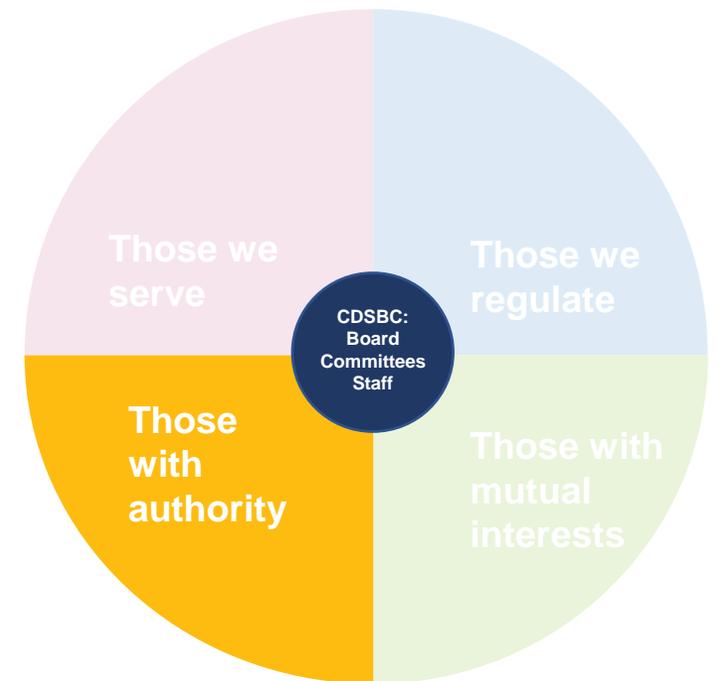
- Authorities for new/ emerging issues relevant to CDSBC, e.g. Cultural safety and humility, modernization, COVID-19



Those With Authority (Engagement Approach)

Engagement Approach: Respond/Consult

- Provide timely, priority response to stakeholder demands and inquiries (i.e. provide requested information).
- Respond to formal recommendations.
- Participate in/provide input and content expertise to stakeholder-driven consultation processes.
- Consult on CDSBC changes (ongoing).



Strategies

Foundational strategies that will enable, inform and support progress on all objectives

1. **Conduct ongoing research and evaluation** to ensure that CDSBC communications/engagement activities meet the needs and expectations of all stakeholder groups within the scope of the College's regulatory role.
2. **Support CDSBC staff to more effectively communicate and engage** with external stakeholders on behalf of CDSBC by providing a range of resources and tools to support people in their work.
3. **Make CDSBC's story more accessible and relevant to all external stakeholders** by developing and sharing clear messaging and consistent tools and templates for use in all College engagement and communications activities.

Strategies

Communications strategies linked to CDSBC's objectives to reach out more effectively, reduce barriers to access, and improve the quality of communications content.

- 1. Review the efficiency and effectiveness of current communications delivery methods** in all stakeholder categories.
- 2. Focus on the CDSBC website as the flagship source of regulatory information** for all external stakeholders.
- 3. Develop and implement a plan for increasing public awareness around regulatory issues** of relevance and interest to British Columbians.
- 4. Articulate CDSBC's expectations, principles and standards for communicating** with external stakeholders.

Strategies

Engagement strategies linked to CDSBC's objectives to expand consultation opportunities, cultivate ongoing relationships, and increase strategic collaborations.

- 1. Embed public participation opportunities into the fabric of CDSBC operations**, making it as easy as possible for anyone to provide feedback or stay informed about CDSBC initiatives.
- 2. Develop and implement tactical plans for awareness-building and ongoing liaison with priority stakeholder groups**, including the public and patient special interest groups; registrants, BC Ministry of Health, health authorities and peer organizations with mutual interests.

Key Strategic Messages

- CDSBC exists to protect the public and promote oral health by regulating certified dental assistants (CDAs), dental therapists and dentists.
- We focus on ensuring that British Columbians can receive safe, competent and ethical oral health care from our registrants.
- Members of the public and registrants from the professions that we regulate share responsibility for governing, advising and informing our work.
- As a modern regulator, we work with other health system leaders to respond to changing public expectations and to support equitable health outcomes for all British Columbians.

Evaluation

CDSBC will monitor and evaluate its progress against its engagement and communications objectives. This includes:

- Measuring **outputs**, i.e., evaluating the extent to which CDSBC is successfully implementing its communications and engagement strategies
- Measuring **outcomes**, i.e., determining how well the College is meeting its strategic goal of strengthening relationships with key external stakeholders

CDSBC's performance will be shared annually, regularly via its website and annual report.

Supporting organizational change and accountability

Strategy provides a framework for effectively working with external stakeholders as CDSBC navigates through current and future changes in BC's regulatory environment, including:

- COVID-19 pandemic
- Regulatory modernization
 - Creation of a single college for all regulated oral health professions
 - Changes to the *Health Professions Act*
- Cultural safety & humility work
- Regulatory efforts to eliminate racism and discrimination in the health system