

# PROMOTING THE PATIENT AND FAMILY ADVISOR ROLE AT HUMBER RIVER HEALTH: Developing a Recruitment Video

Simrat Jassal, RN, BScN, MN; Pema Yangchen, BHS; Chiara Marcello, BA (Hons), MPC; Alyssa Burton, BA (Hons); Steve Sottile, PFA; Shaniza Sakoor, PFA; Fiorella Bruno, PFA; Amanpreet Ghuman, RN, BScN, MScN; Jennifer Yoon, RN, BScN, MSc (QI/PS), PhD Student

## DESCRIPTION

The Patient and Family Advisory (PFA) Program at Humber River Health (HRH) integrates valuable patient, family, and caregiver perspectives into quality improvement and patient safety initiatives across the organization. PFAs engage in various councils, committees, and projects to advocate for and improve the patient experience; supporting HRH in maintaining a culture rooted in Patient- and Family-Centered Care principles (Dignity and Respect, Information Sharing, Participation, and Collaboration). In efforts to highlight the PFA role, their contributions to improving healthcare experiences, and promote recruitment of new PFAs, HRH's Quality and Patient Safety (QPS) Department collaborated with Corporate Communications to develop a recruitment video involving current PFAs.

## OBJECTIVE

To enhance awareness and recruitment of Patient and Family Advisors at HRH.

## ACTIONS TAKEN

The QPS team, along with Corporate Communications, developed and disseminated the PFA recruitment video by:

- Collaborating to highlight the PFA role and the application process at HRH
- Developing a storyboard to detail the setting, sound, and script
- Connecting with experienced PFAs, receiving feedback on scripts, and consents for filming
- Disseminating the video through HRH's online platforms (HRH website, LinkedIn, Instagram, X, and Facebook) to ensure outreach to diverse audiences in the community

**View Count For PFA Recruitment Video**

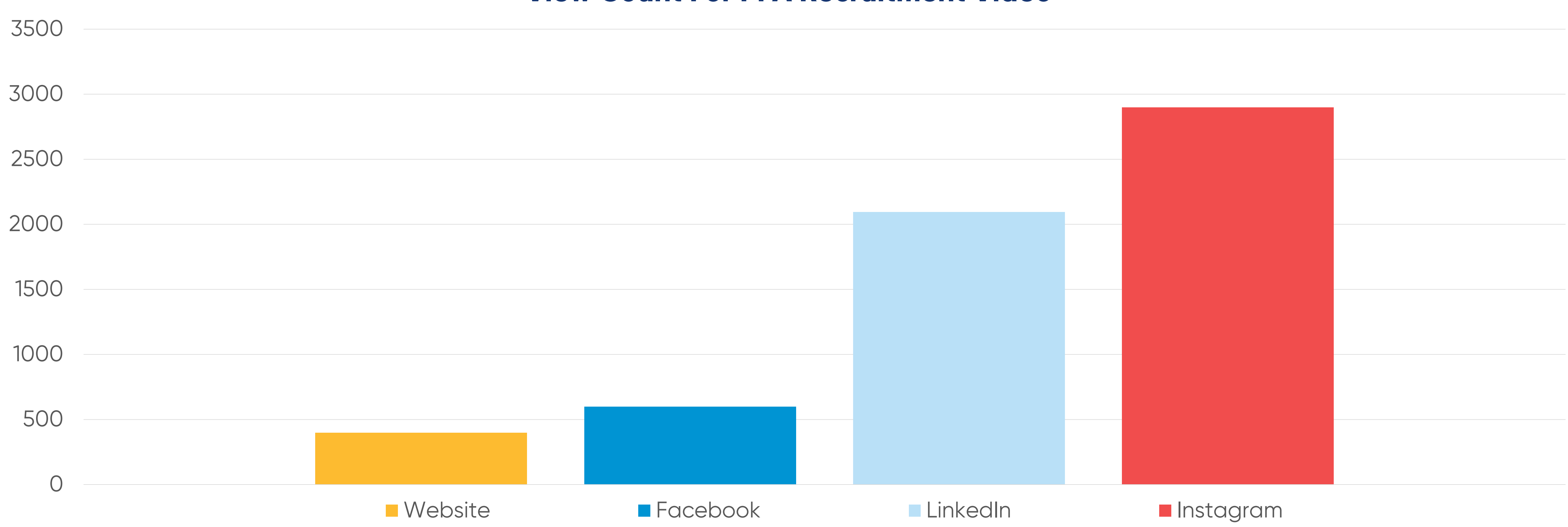


Figure 1. A total of 3091 views were noted across HRH's social media platforms above, with a majority of views from the Instagram platform. It is noted that the views from X (formerly Twitter) were not retrievable.

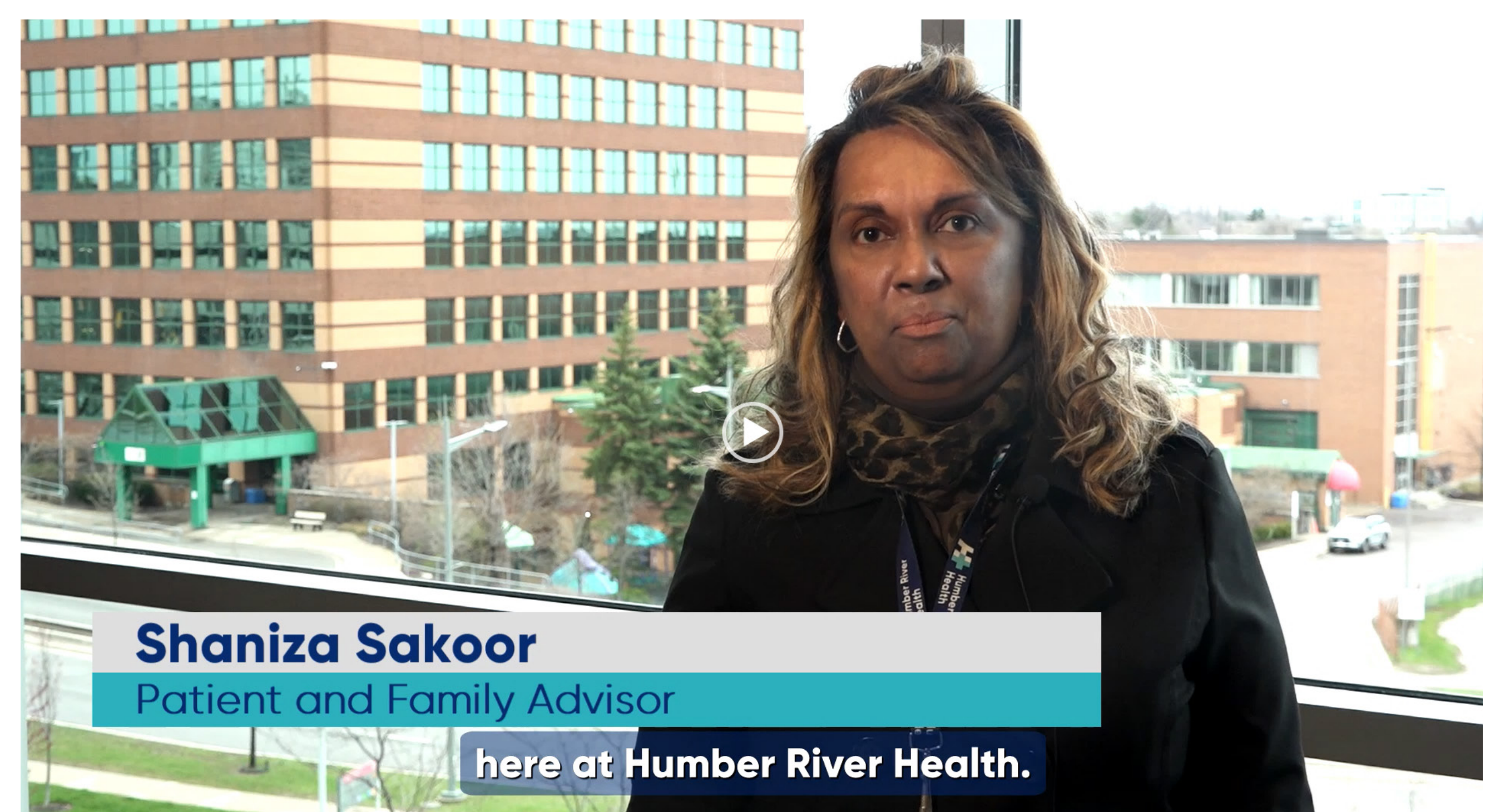


Figure 2. Still images from the recruitment video, involving PFAs which have been contributing to improving quality and patient safety at HRH for many years.

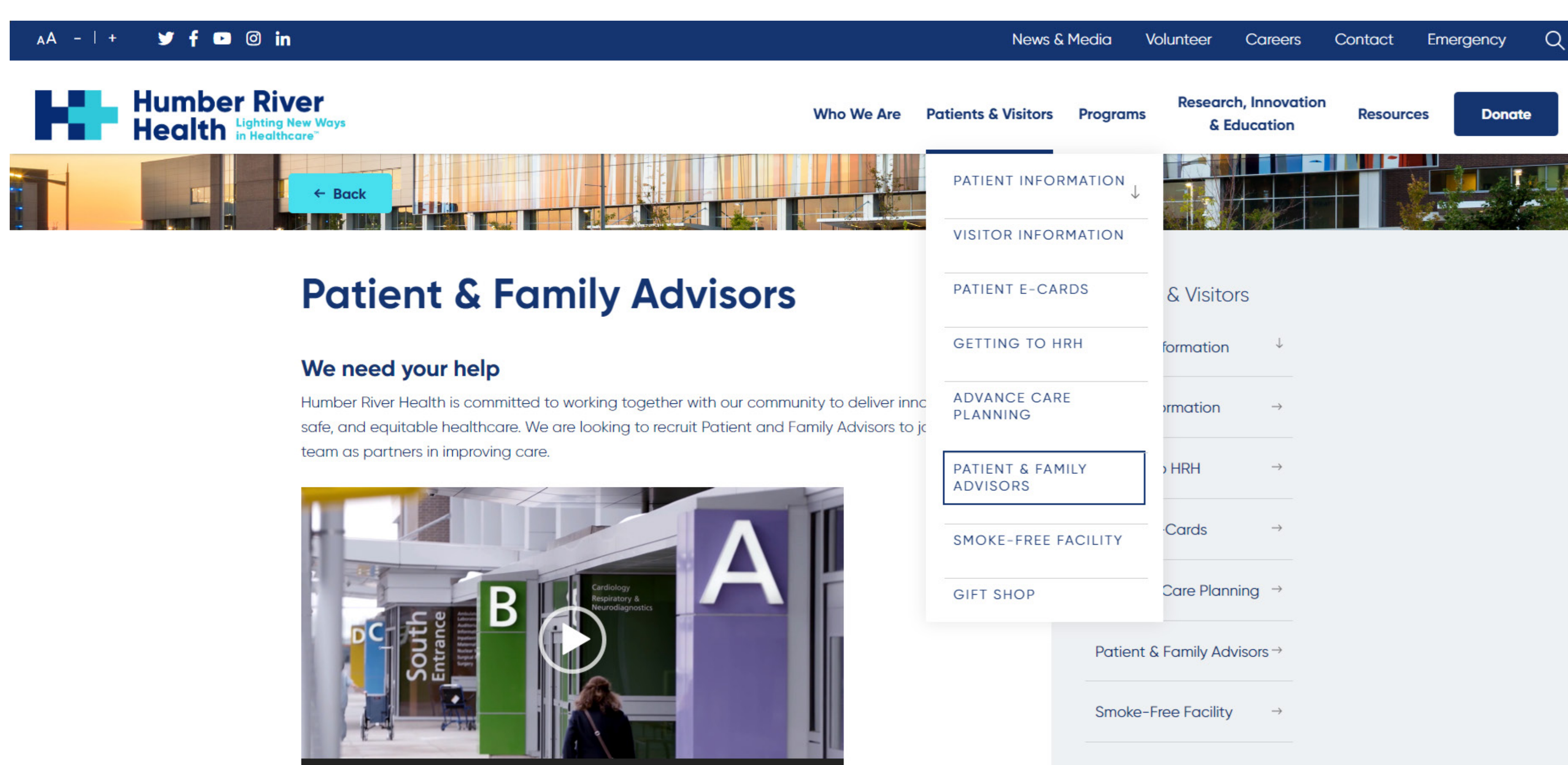


Figure 3. The recruitment video can also be found on the Patient & Family Advisors webpage on hrh.ca to support future recruitment initiatives.

## SUMMARY OF RESULTS

The video was released across HRH's online platforms, garnering a total of 3091 views (Figure 1). As a result, the QPS Department noted an increase in PFA applicants from the community. The video inspires diverse community members to get involved in HRH's Patient and Family Advisory Program to help drive meaningful change and innovation in quality, patient safety, and healthcare delivery at the organization. HRH continues to utilize the recruitment video on its webpage to attract future candidates for the PFA role.

## LESSONS LEARNED

By promoting the PFA role and emphasizing the involvement of diverse perspectives, the recruitment video ensures potential PFA applicants understand the significance of their involvement at HRH.

