Focus Group Presentation





Maternity Care Priorities in Alberta

"I start from where the world is, as it is, not as I would like it to be." ~ Saul Alinsky ~

Welcome/Overview



- Provide an introduction to MCAN
- Describe the Listening Campaign
- Discuss burning issues in maternity care



Discussion Guidelines





What is the MaternityCare Consumers of Alberta Network (MCAN)?







- Provincial body that represents consumers on important maternity care health policy and other initiatives
- Supports women in making informed choices and having equal access to publicly funded, quality maternity care of their choosing in their community (whether by physicians, midwives or obstetricians)
- Representation in Brooks, Banff/Canmore, Calgary, Edmonton, Edson, Fort McMurray/Wood Buffalo, Grand Prairie, Lloydminster, Red Deer/ Central Alberta, Lethbridge, Peace River and Whitecourt

About You . . .

- Who are you . . . consumer, primary caregiver, practitioner, other?
- Where are you from?
- How did you hear about this?
- What's your purpose today?



MCAN's Approach: Systems Thinking

We live in a complex, dynamic world where everything is connected to everything else



We need better approaches to study, understand and manage complexity

Design Framework - Listening Campaign

Purpose: To identify maternity care priorities and strengthen relationships.

ENGAGING & Seeing & Framing **EVALUATING &** Developing a good understanding of the issues and opportunities? Listening. (Focus Groups, Survey) **Learning & Adapting** Check back to initial purpose and determine if we accomplished what we **EXPLORING &** intended. **Behaviours:** Communication Clarity Consistency Changeability **EXECUTING** Culture & Realizing & Rewarding Taking action. Are we aligned with our objectives?

(Initiatives, Campaigns and Programs – engage with

government, professional

associations, educational

institutions, etc.)

Generating &

Eliminating Options

Are we confident about the options we are prepared to move forward and the options we have eliminated? Are we confident we exercised discipline in choosing these options? (MCAN Leadership Face to Face in September)

Deciding & **EXPLAINING**

& Setting Expectations

What have we decided and what is the rationale? Do we have the capacity and resources to deliver? (Briefing Note)

Burning Issues

What are the most burning issues in regard to maternity care in

- Your region?
- In Alberta?



Closing

