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Listening Campaign 2014 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 ~

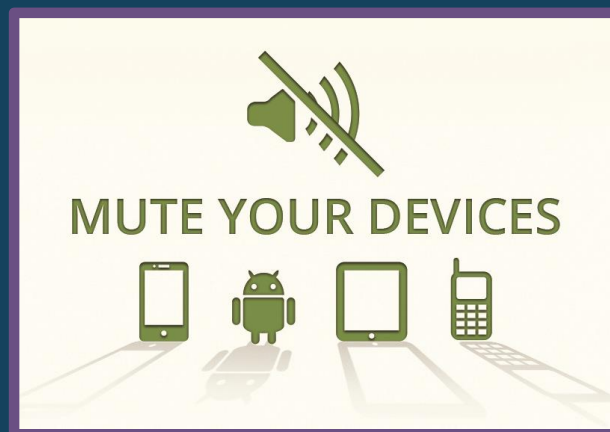
Welcome/Overview



- 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

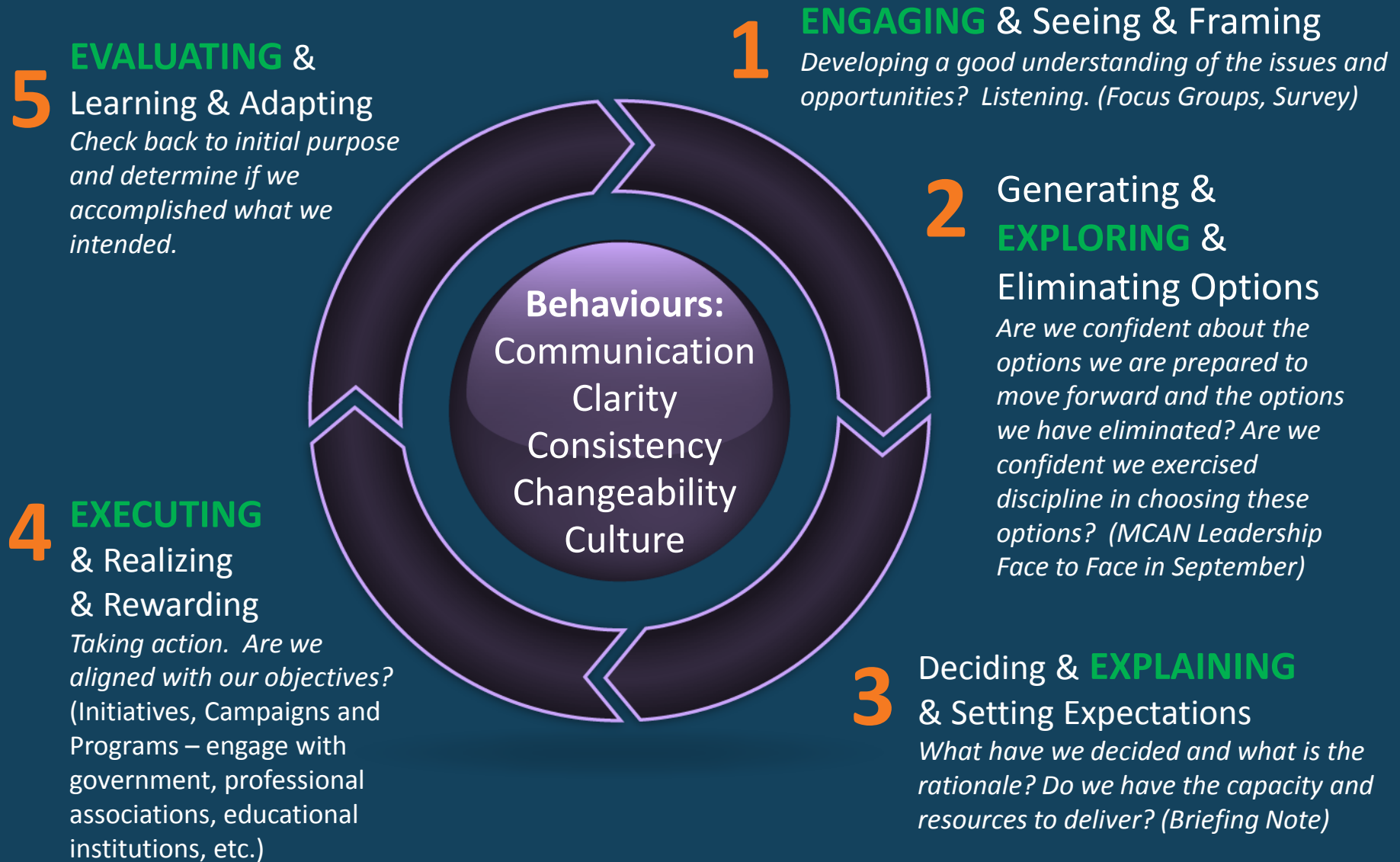
We live in a complex, dynamic world where everything is connected to everything else



We need better approaches to study, understand and manage complexity

Design Framework – Listening Campaign

Purpose: To identify maternity care priorities and strengthen relationships.



Burning Issues

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

- Your region?
- In Alberta?



NEVER
DOUBT THAT
A SMALL
GROUP OF
THOUGHTFUL
COMMITTED
PEOPLE
CAN CHANGE
THE WORLD:
INDEED
IT'S THE
ONLY THING
THAT EVER
HAS!
- MARGARET MEAD

