

E-SCAN COMMUNITY OUTREACH: PHONE SCRIPT

General Contact: To identify contact person at an Organization/ Support Group

Hello, my name is _____

I am calling from the Birth Place Lab at University of British Columbia. The Canadian Institute of Health Research has funded us to lead a nationwide study about people's experiences of care during pregnancy, childbirth and postpartum. We have worked with a Steering Council of community members and clinicians from across the country to develop an online survey that can capture what care looks like today in Canada. The last national study on (maternity) care experience was done 10 years ago.

We are particularly interested to hear from under-represented communities such as **(NAME one or two of these populations the contact/ organisation is associated with)**

Study Populations: Indigenous (First Nations, Metis, Inuit), visible minorities, LGBTQAI2S, recent immigrants, refugees or asylum seekers, people with physical disabilities, history of substance use, the imprisoned, those with low income/ housing instability, very young or older in age (<20 or >40), living in rural or remote areas, are at risk of poor health outcomes.

We know that these voices are seldom heard. We know also that they may not think of research as a platform to voice their lived experiences and needs. [Name of organization] has been nominated as a key partner for this study – because of your _____ [expertise, notable work with _____ people, credibility, the trust you have built in the community].

Questions to ask:

- Who would be the contact person to talk further about this? Name, email and phone
- Which population(s) of the organization is associated with?
- Identify their connections and affiliation with other organisations
- Their reach: form of communication (i.e. newsletter, social media, email list, poster etc)

Follow up:

Contact the name person by email/ phone call
Email RESPCCT Study information

Specific Contact: Connect with contact person, referred by within the organization, support group or existing RESPCCT Study partners

Hello, my name is _____

I am calling from the Birth Place Lab at University of British Columbia. The Canadian Institute of Health Research has funded us to lead a nationwide study about people's lived experiences of care during pregnancy, childbirth and postpartum. We have worked with a Steering Council of community members and clinicians from across the country to develop an online survey to capture what care looks like today in Canada. The last national study on (maternity) care experience was done 10 years ago. **[Name of organization] has been nominated as a key partner for this study – because of your [expertise, notable work with _____ people, credibility, the trust you have built in the community]**

A. Only say this for community based target organizations – not clinician organizations:

In our previous studies, women/families/people (depending on NGO) wanted to speak about the nature of their interactions with their providers or the health system, including experiences of respect, disrespect, support, mistreatment and discrimination. We are particularly interested to hear from under-represented populations such as **(NAME these populations the contact/ organisation is associated with)**

Study Populations: Indigenous (First Nations, Metis, Inuit), racial/ethnic minorities, LGBTQAI2S, recent immigrants, refugees or asylum seekers, people with physical disabilities, history of substance use, the imprisoned, those with low income/ housing instability , or those who live in rural or remote areas.

We know that these voices are seldom heard. We know also that they may not think of research as a platform to voice their lived experiences and needs. We hope that _____[Name of organization] can facilitate a connection and a safe space for these community members to share information about their experiences and needs and inform health care improvement.

B. For Clinician Organizations only:

[Name of organization] has been nominated as a key partner for this study – because of your [expertise, notable work with _____ people] We know from health systems research that different models of care delivery or access to services may have an impact on patient experience and quality of care. We are particularly interested in hearing from the populations that your [clinic/membership] serves, including from under-represented and disadvantaged populations such as (NAME these populations the contact/ organisation is associated with).

Study Populations: Indigenous (First Nations, Metis, Inuit), racial/ethnic minorities, LGBTQAI2S, recent immigrants, refugees or asylum seekers, people with physical disabilities, history of substance use, the imprisoned, those with low income/ housing instability , or those who live in rural or remote areas.

For all Contacts

There are a number of ways your organization can participate as a partner – depending on your capacity and interest:

- Our study will rely on **online survey participation** across Canada, and we would be grateful for your support in the distribution of the survey. We anticipate it will be ready for distribution in later this Spring 2020.
- **Identify specific ways their organization can help:** (See Recruitment Partner Letter)
 - Distribute information – handing out cards, poster in office and gathering places, via newsletter, emails, social media (Facebook, Twitter, Website links, QR cords)
 - Be a **Study Champion** – access service users to access survey, facilitate story telling
 - Host a Survey Café – free internet access/ mobile devices
 - Invite our study team to discuss the study with your leadership team
 - Endorse the study by adding your agency logo to our study materials
 - Spread the word through your neighbourhood, community or regional networks

Additional Questions to ask:

- What is your process for approval or endorsement?
- Is there anyone else we should meet with in your organization?
- Find out if their organization serve more population(s) than we realized.
- Find out their connections with other organizations, whether they have provincial reach.
- What other information do you need from us? I will follow up with some written information about the study.
- Optional: There may be other ways for people to provide data (eg Decolonizing Birth Project). (Voice, interviews, talking circles, Survey Cafes)
- WE will provide the outreach materials including posters, email scripts, social media tools (ethics approved).

Follow up: Email RESPCCT Study information and document in E-scan database