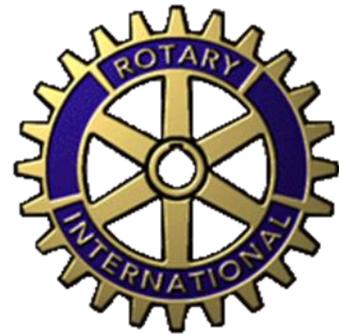




Adventures in Health Care



Project Charter

Version: 1.0

DOCUMENT CONTROL

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2	Tom Kearns	July 16, 2016		
3				

PROJECT CHARTER APPROVAL AND SIGN OFF

This Project Charter as signed by the Rotary Chair of the ADVENTURES IN HEALTH CARE PROGRAM will be presented to the Rotary Club of Prince George Yellowhead Board of Directors on July 21, 2016.

ROTARY CLUB OF PRINCE GEORGE YELLOWHEAD	Signature: _____ Ron J. Davis, Chair, Adventures in Health Care Program	Date:
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The five initial collaborating agencies, Northern Health Authority, College of New Caledonia, University of Northern British Columbia, AiMHi Prince George Association for Community Living, and School District No. 57, will consider the elements of the Project Charter and if in agreement, provide a Letter of Commitment outlining the agency's financial and in-kind resource commitment to the delivery of the ADVENTURES IN HEALTH CARE Program.

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PROJECT OVERVIEW

Project Purpose and Overview

The purpose of ADVENTURES IN HEALTH CARE is to provide exposure for Adventurers (Grade 10/11 students) with a vetted interest in the health science sector and sponsored by a Rotary Club through participation in a program that will introduce Adventurers to post-secondary education, applied training and career opportunities in the health sciences in northern British Columbia.

The program will also introduce Adventurers to related, diverse and real roles that provide service to patients and their families, and career opportunities for qualified individuals to engage in the health science sector.

ADVENTURES IN HEALTH CARE Program will provide health science exposure through a 3-day, *hands on* adventure through the many aspects of health care including:

- Tours that respect privacy and confidentiality while showing a variety of related, diverse and real health care amenities and services provided to patients and their families;
- A showcase of career pathways and opportunities in the health sciences in northern British Columbia that could be part of a larger stepping stone career development experience;
- Sharing of educational and employment experience from inspirational health science professionals
- Opportunities to meet and interact with like-minded individuals

Background

The health care sector is an important part of the socio-economic fabric of the northern half of British Columbia, creating employment for a highly skilled workforce while addressing social challenges faced by residents of northern British Columbia.

In British Columbia, the Health Care and Social Assistance Sector employed 287,400 people in 2015 which is over 12% of total provincial employment. This job total is more than the forestry, mining, oil and gas and manufacturing industries combined. In northern British Columbia, Northern Health Authority alone provides employment for over 8,000 individuals. Other privately operated pharmacies, labs and health-related businesses, not-for-profit organizations and educational facilities also create employment opportunities within the health care industry which help to drive the economy.

Given the importance of health care, there is a strong interest to strengthen linkages with this industry and our youth. The Rotary *Adventures* brand and programs have involved more than 50 years of collaborations between Rotary Clubs in Canada and other community organizations and business. The *Adventures* programs provide a platform for Rotary Clubs to engage in marketing, registration, in town travel, communications, accommodation, security and food services for events designed for youth participants while enabling partnership organizations to focus on program delivery.

The Rotary Club of Prince George Yellowhead has had discussions with Northern Health Authority, College of New Caledonia, University of Northern British Columbia, AiMHi Prince George Association for Community Living and School District No. 57 to begin the process of developing a new ADVENTURES IN HEALTH CARE Program.

Key Roles for Agencies

Rotary Club of Prince George Yellowhead

The role of the Rotary Club of Prince George Yellowhead will be to extend the recognized “Adventures” brand, develop the ADVENTURES IN HEALTH CARE Program with support of the other collaborating agencies, organize and oversee the ADVENTURES IN HEALTH CARE event and access a wide network of Rotary clubs sponsoring out of town youth. The other roles of the Rotary Club will include providing resources to be adult chaperones for students, act as Registrars for the event, coordinate travel including reception and safe return of students and marketing through the Rotary network.

Northern Health Authority

The role of Northern Health Authority will be to design and provide a comprehensive, engaging and exciting program for its portion of the event agenda including facility tours consistent in theme with other portions of the event. Northern Health Authority will own the agenda items related to its portion of the event and host Adventurers for lunch on the day. Northern Health Authority is expected to support the development of the ADVENTURES IN HEALTH CARE Program, provide in kind and financial support to reduce the cost to Adventurers, market the program through Northern Health Authority and other health sector networks and assess the possibility of utilizing the NH Connections Bus for Adventurers which could reduce the cost of transportation.

College of New Caledonia

The role of the College of New Caledonia will be to design and provide a comprehensive, engaging and exciting program for its portion of the event agenda consistent in theme with other portions of the event. The College of New Caledonia will own the agenda items related to its portion of the event and host Adventurers for lunch on the day. The College of New Caledonia is expected to support the development of the ADVENTURES IN HEALTH CARE Program, provide in kind and financial support to reduce the cost to Adventurers, market the program through post-secondary sector networks and assess the possibility of utilizing College residences for accommodations for Adventurers.

University of Northern British Columbia

The role of the University of Northern British Columbia will be to design and provide a comprehensive, engaging and exciting program for its portion of the event agenda consistent in theme with other portions of the event. The University of Northern British Columbia will own the agenda items for that period

of the event and host Adventurers for lunch on the day. The University of Northern British Columbia is expected to support the development of the ADVENTURES IN HEALTH CARE Program, provide in kind and financial support to reduce the cost to Adventurers, market the program through post-secondary sector networks and assess the possibility of utilizing University residences for accommodations for Adventurers.

AiMHi Prince George Association for Community Living

The role of AiMHi Prince George Association for Community Living will be to design and provide a comprehensive, engaging and exciting program for its portion of the event agenda including facility tours consistent in theme with other portions of the event. AiMHi will own the agenda items for that period of the event and host the Adventurers for lunch on the day, if necessary. AiMHi is expected to support the development of the ADVENTURES IN HEALTH CARE Program, provide in kind support to reduce the cost to Adventurers, identify potential options and provide input for local transportation.

School District No. 57

The role of School District No. 57 will be to support the development of the ADVENTURES IN HEALTH CARE Program, provide in kind and financial support to reduce the cost to Adventurers, market the program through its secondary school networks both within and outside of the school district, provide liaison with local schools and engage in the student application and evaluation process.

Agency Benefits

ADVENTURES IN HEALTH CARE brings together leaders in health care delivery and education to collaborate on a health science introductory program for youth. Agency benefits of ADVENTURES IN HEALTH CARE are summarized below:

Rotary Club of Prince George Yellowhead

ADVENTURES IN HEALTH CARE meets the Rotary Four-Way Test and aligns with the Yellowhead Rotary Club's Community and New Generations Avenues of Service. Community Service encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest. New Generations Service recognizes the positive change implemented by youth and young adults through leadership development activities, service projects, and exchange.

Northern Health Authority and AiMHi Prince George Association for Community Living

The benefits of ADVENTURES IN HEALTH CARE to Northern Health Authority and AiMHi include creating awareness of health care delivery and future employment opportunities with youth, introducing students to jobs that they may not be familiar with and providing facility tours to reduce uncertainties. In the long run,

the ADVENTURES IN HEALTH CARE Program should support employee recruitment and retention within these organizations. In addition, the organizations can learn about what specifically interests the youth of Northern British Columbia in relation to health care and employment through interactions with the Adventurers, to help tailor their recruitment efforts.

College of New Caledonia and University of Northern British Columbia

The benefits of ADVENTURES IN HEALTH CARE to the College of New Caledonia and University of Northern British Columbia include creating awareness with high school students of post-secondary health science programs and gaining insight about career and educational interests of high school students in Northern British Columbia. Over time, ADVENTURES IN HEALTH CARE should support health science program development within these organizations.

School District No. 57

The benefit to School District No. 57 involves the creation of awareness of educational and employment opportunities within health care and the further advancement of career paths for high school students within this sector. ADVENTURES IN HEALTH CARE builds on other career path initiatives currently underway within the school district.

Project Objectives

The Objectives of the ADVENTURES IN HEALTH CARE are:

1. To support the continued development of the rural health care sector within northern British Columbia
2. To design a youth-focussed event in 2017 that creates youth awareness of educational and career opportunities within the health care*
3. To increase the supply of health care professionals
4. To contribute to the student population and post-secondary education enrolment in northern British Columbia
5. To develop an application process and initially select 36 participants (18 within Prince George and 18 outside of Prince George) for the ADVENTURES IN HEALTH CARE Program**
6. Provide a forum for health care delivery agencies and education providers to collaborate to design and build partnerships that are linked with but go beyond ADVENTURES IN HEALTH CARE
7. In the future as the program develops, pursue sustainable Rotary Health Care Bursaries/Scholarships at CNC and UNBC

- * Although the objective is to have an initial event in 2017, the expectation is to review the outcomes to determine if subsequent events should be held and at what time interval.
- ** The primary region of interest to draw students for the program is northern BC, but as with other “Adventures” Programs, ADVENTURES IN HEALTH CARE will be promoted throughout the Rotary District which includes British Columbia coastal areas and communities in and around Greater Vancouver.

PROGRAM DESCRIPTION

In Scope

The ADVENTURES IN HEALTH CARE Program will involve the following in-scope activities:

1. Meetings to develop the initial ADVENTURES IN HEALTH CARE Program
2. Letters of commitment from all participating agencies
3. Development of a workplan to finalize scope and schedule
4. Finalize ADVENTURES IN HEALTH CARE Program activities as well as agency roles and responsibilities
5. Develop a Marketing Plan, identify channels for marketing activities and create new materials for advertising and promoting the Program
6. Finalize a student application process and select students to participate in the Program
7. Provide outreach to District Rotary Clubs, other school districts and schools within School District No. 57
8. Develop a 3-day ADVENTURES IN HEALTH CARE Program event to be held in 2017
9. Register students for the Program event
10. Finalize the logistics for all aspects of the Program event including transportation and food and accommodations
11. Identify and secure individual agency resource and facility requirements to host portions of the event
12. Obtain feedback from Adventurers to improve the future delivery of the ADVENTURES IN HEALTH CARE Program
13. Make recommendations for the implementation of the Program beyond 2017
14. Begin to develop a framework for an ADVENTURES IN HEALTH CARE Program Bursary/Scholarship

Out of Scope

The ADVENTURES IN HEALTH CARE Program is one of many opportunities that agencies have to create awareness of career and educational opportunities related to health care. These other activities whether they are related or not, should be considered as out of scope for the ADVENTURES IN HEALTH CARE Program although agencies can continue to

pursue these activities individually or collaboratively outside of the scope of the program. Specifically the primary out of scope activities include:

1. Developing larger career pathways programs for students
2. Creating student work experience opportunities
3. Using the Rotary Adventures brand for activities that fall outside of ADVENTURES IN HEALTH CARE or other Rotary sponsored Program
4. Individual agency recruiting whether for employment or educational purposes
5. Using any funding provided for ADVENTURES IN HEALTH CARE for any other activity except the ADVENTURES IN HEALTH CARE Program

Related Activities

As described in previous sections, the ADVENTURES IN HEALTH CARE Program is part of a larger set of Rotary Adventures Programs and collaborating agency activities designed to introduce students to career and educational opportunities. Some of these activities/programs include:

- Rotary Club of Prince George Yellowhead's Adventures in Forestry Program which has been operated successfully for over 25 years
- School District No. 57 Career Programs which introduce students to a wide variety of career paths
- Futures in Health at CNC and Careers in Health Care at UNBC field trips offered by the College of New Caledonia and University of Northern British Columbia in partnership with School District No. 57
- College of New Caledonia and University of Northern British Columbia campus tours, scholarships and bursaries
- Northern Health Authority career fairs and recruitment web site – specifically those branded "Grow Our Own"
- AiMHi Prince George Association for Community Living activity brochures

It is expected that collaboration on the ADVENTURES IN HEALTH CARE Program may lead to expanded future programs delivered by these agencies to further develop career pathways in health sciences.

Program Development

To transition an idea from concept to reality requires planning and commitment. Initial meetings have taken place individually with each agency and the Rotary Club of Prince George Yellowhead and as a team meeting involving all agencies on June 9, 2016. Additional meetings will be scheduled beginning in early August to develop the scope of

activities required to introduce Adventurers to health care delivery, and related occupations and educational requirements, and to establish a student application and selection process.

The agencies as a team will develop a workplan, assign responsibilities, roles and logistical arrangements, and prepare program content and marketing and promotional concepts. During the June 9 meeting the agencies described two potential options for the event format. The first option involves moving the Adventurers through the agenda as a single group being hosted by the different agencies. The second option would involve dividing the Adventures into several groups and developing modules that would showcase different health sector career/education paths. The next meeting would be expected to include further discussions and decisions to finalize the event format.

Project Timeframe

The project was initiated formally on March 8, 2016 when a presentation was made to the Rotary Club of Prince George Yellowhead Board by a group of club members with meeting continuing to move forward with collaborating agencies to develop and deliver an ADVENTURES IN HEALTH CARE Program. The timeframe of other activities are anticipated as follows:

- April – May 2016: Create awareness of ADVENTURES IN HEALTH CARE at Rotary District 5040 Conference
- Meet individually with all collaborating agencies to determine the level of interest and support for ADVENTURES IN HEALTH CARE
- June 9, 2016: Initial meeting of all agencies
- July 10, 2016: Complete Project Charter
- July 31, 2016: Commitment Letters provided to the Rotary Club of Prince George from all collaborating agencies
- August 2016: Additional team meetings to develop workplan, marketing plan and program event agenda
- September 1 – November 30, 2016:
- Finalize marketing materials, and application forms and complete communications and consultations with regional Rotary Clubs and School Districts
- Finalize all arrangements and Event details
- 6 Weeks before Event: Select Forum participants
- Spring/Fall 2017: Host 3-day ADVENTURES IN HEALTH CARE Program Event in Prince George for 36 Adventurers (18 out of town, 18 local)
- 1 Month after Event: Assess outcomes and Team recommendations for timing of future ADVENTURES IN HEALTH CARE Events

The Project schedule as outlined above relies on resources from each agency to complete all roles and responsibilities to deliver the ADVENTURES IN HEALTH CARE Program. As a result, each agency is asked to provide the Rotary Club of Prince George with a Letter of Commitment by the end of July outlining that agencies commitment to providing human and financial resources to ensure the successful delivery of the Program.

High Level Deliverables

The high level deliverables for the ADVENTURES IN HEALTH CARE Program are:

- Project Charter
- Workplan
- Marketing Plan
- Marketing Materials
- Student Application and Selection Process
- 3-day Program Event
- Program Evaluation

Budget

	Anticipated Program Budget
Transportation to Event (18 Adventurers)	\$12,000
Local Transportation during Event	2,500
Meals and Entertainment during Event	8,200
Accommodations during event (18 Adventurers)	2,700
Application Forms and related materials	500
Information Packages for Adventurers during Event	400
Marketing Materials	600
Activities and Miscellaneous Expenses	1,500
Total Anticipated Financial Costs	\$28,400
In-kind Resources to Develop the Program and Marketing Plan	0
In-kind Resources to Market the Program	0
In-kind Resources to Develop Student Application/Selection Process	0
In-kind Resources to Oversee and Host the Event	0
Total	\$28,400

The costs for the program may be reduced through:

- Use of college/university residence at a reduced rate
- Use of the NH Connections Bus for out of town Adventurers
- Special rates for local transportation and meals
- Securing Sponsorship for portions of the event

The Rotary Club of Prince George Yellowhead will track expenses against the budget for review and evaluation after the event.

Funding Sources

The funding for ADVENTURES IN HEALTH CARE is anticipated to flow from Rotary Clubs paying for transportation to/from the event for out of town adventurers, Rotary Club of Prince George Yellowhead and collaborating agency funding, and student program fees.

	Anticipated Funding From Sources
Rotary and Collaborating Agency Funding	\$21,200
Adventurer Program Fees	7,200
Total Anticipated Funding	\$28,400

The fees are anticipated to be as follows:

- Out of Town Adventurers: \$350 each (total = \$6300).
- In Town Adventurers: \$50 each (total=\$900)

All surpluses will remain as reserves for future ADVENTURES IN HEALTH CARE events and/or be channelled into base funding for ADVENTURES IN HEALTH CARE bursaries/scholarships.

RISKS, ASSUMPTIONS AND CONSTRAINTS

Risks

The risks involved with the implementation of the ADVENTURES IN HEALTH CARE Program are identified in the table below.

Risk Event	Impact	Likelihood	Mitigation
District Rotary Clubs not participating in sponsoring students as this is a new Program which may take time to consider and support	Low	Moderate	The Program has already been promoted at the Rotary District Conference and there has been considerable interest expressed by District Rotary Clubs. Presentations will be made to some of the District Rotary Clubs to build additional awareness and support. If the number of out of town adventurers is low, it will be offset by increased seats for local Adventurers to bring total to 36.
Students do not show interest in participating in the program	High	Low	This is an unlikely occurrence as initial discussions with School District No. 57 and Prince George secondary schools indicates a strong student interest in the Program. There will be marketing to schools and presentations made to counsellors, if necessary, to build student interest.
Other events reduce student participation	Med	Low	Spring/Fall are typically busy periods for student related activities. To reduce this risk collaborating agencies will share information on other events taking place and set a time frame for the event which maximizes the potential student participation.
Collaborating Agencies decide not to support the Program	High	Low	Letters of Commitment at the beginning of the planning phase will ensure commitment by the collaborating agencies throughout the planning and implementation of the Program.

Assumptions

The ADVENTURES IN HEALTH CARE Program will proceed based on the following assumptions:

- The Program is proposed for one year initially with decisions made on future events and timing after the 2017 3-day event has been completed and the agencies have had time to review student feedback.
- Operational resources will be available to support activities during the 3-day Program event.
- Collaborating agency engagement will start early in the planning phase.
- Agencies will have the time and resources necessary to implement the marketing plan.
- School counsellors and other school district representatives will be receptive to information and presentations made by the ADVENTURES IN HEALTH CARE Team.
- The ADVENTURES IN HEALTH CARE Program fits with individual agency initiatives to inform students of educational and career opportunities within health care and does not crowd out existing initiatives already underway by these organizations.
- Collaborating agencies will collaborate to implement a common vision for the Program.
- Students will be able to get time off from school to participate in the Event.

Dependencies and Critical Success Factors

This Project is dependent on the following:

- Availability of key personnel (from all agencies)
- Availability of facilities to host aspects of the event
- Student interest and participation
- Funding and in-kind resources from Rotary Clubs and collaborating agencies
 - Support of teachers, schools and school districts to allow students time off to participate
 - Opportunities for hands-on health care experiences for Adventurers to maximize the benefit of the event
 - Finding the optimal time to hold the event to maximize the potential for student participation

Constraints

The major constraints are:

- Limited financial and human resources of all agencies involved
- Limited spaces (36) for Adventurers in the initial program

- Availability of facilities to host and tour Adventurers during the 3-day Event

Duration of Commitment

To be successfully implemented, the ADVENTURES IN HEALTH CARE Program must have at minimum a commitment of the Rotary Club of Prince George Yellowhead and all participating agencies to plan and implement activities leading up to and including the 3-day event and post event evaluation. During the post event evaluation the Rotary Club of Prince George Yellowhead and collaborating agencies will determine the duration and degree of commit to future ADVENTURES IN HEALTH CARE Program activities.