

Citizen-engagement strategy
(Last updated 7 October 2020)

COVID-END

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- 3) *patients in the usual sense of those receiving care in the health system;*
- 4) *potential patients who need care, whether or not they are receiving it now; and*
- 5) *families of and caregivers to these patients or potential patients.*

The term engagement captures a range of efforts to involve citizens in the work of COVID-END, ranging from: communication, consultation, partnership and shared leadership.

WHERE TO ENGAGE CITIZENS IN COVID-END

There are currently three ways-in to engage citizens in COVID-END activities. We are aiming to engage citizens in the following key COVID-END groups:

- 1) *partner steering group, which meets bi-weekly from 7-8 am Eastern Time on Thursdays and for which we hope to recruit 3-4 citizen members (see appendix B);*
- 2) *horizon-scanning panel, which meets monthly from 7-8 am Eastern Time (with meetings planned for September 30, October 28, November 25, January 27, February 24, April 28 and May 26), and for which we hope to recruit 6-8 citizen members (see appendices C-D); and*
- 3) *seven working groups, which meet every 1-4 weeks and at different times for each working group and for each which we hope to recruit 1-2 citizen members (see appendices E-F).*

HOW TO RECRUIT CITIZENS TO COVID-END

Recruitment in the partner steering group

An experienced citizen leader (Maureen Smith) and citizen-engagement specialist (Richard Morley) are supporting our recruitment to the partner steering group.

All candidacies received for the horizon-scanning panel and working groups will be reviewed by the COVID-END's secretariat to identify individuals who could be well suited to be part of the partner steering group (see Appendix B).

Recruitment in the horizon-scanning panel

Recruitment to the horizon-scanning panel will be undertaken first through an invitation to self-nominate that will be sent to

All candidacies will be reviewed by COVID-END's secretariat together with Maureen Smith and Richard

- *Share the citizen-engagement strategy with each working group and ask them to identify their specific objectives and key attributes of citizens who could contribute to their working group (e.g., types of skills and prior experiences)*
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