

Reflecting Our Community and Building Authentic Partnerships: A Webinar Series for Strengthening PFACs

Session 1

Preparing for Action: PFAC Assessment, Action Planning, and Key Drivers for Success and Sustainability

October 13, 2026

Institute for Patient- and Family-Centered Care



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About IPFCC

- **Mission:** To advance the understanding and practice of patient- and family-centered care in all settings where individuals and families receive care and support



Learn more: www.ipfcc.org

PXE Credits

- This program has been approved for 1.0 Patient Experience Education (PXE) credit(s) through The Beryl Institute Credentialing Center.
 - Each webinar = 1.0 credit
- Claim PXE credits by completing the post-webinar survey to receive an emailed completion certificate.



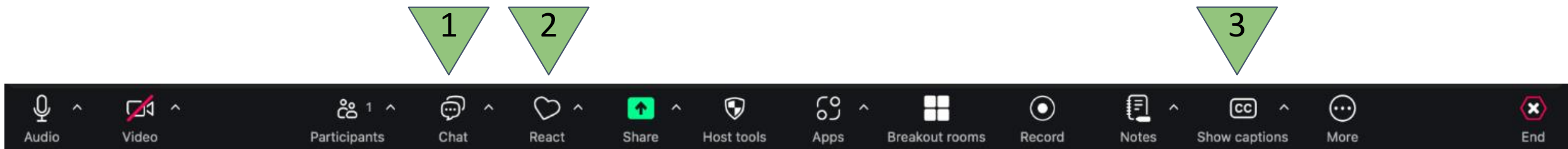
To learn more about becoming a Certified Patient Experience Professional (CPXP) and other credentials available from The Beryl Institute:

<https://theberylinstitute.org/cpxp-exam-overview/>

Participating in the Webinar

1. Use the chat feature
2. React using emojis
3. Turn on closed captions

We welcome questions and encourage you to contribute experiences, perspectives, and challenges!



Reflecting Our Community and Building Authentic Partnerships: Webinar Series

October 13, 2026	November 17, 2026	January 12, 2027	February 9, 2027	March 9, 2027	April 13, 2027
Preparing for Action PFAC Assessment, Action Planning, and Key Drivers for Success and Sustainability	Recruiting for Representation Part 1 Community-Based Strategies for Recruitment	Recruiting for Representation Part 2 Onboarding PFAs, Collecting Demographic Information, and Other Requirements	Creating a Welcoming Environment PFAC Training and Education	Supporting PFAC Participation Part 1 Patient and Family Advisor Compensation	Supporting PFAC Participation Part 2 Specialty PFACs and Language Access

Presented with support from the Lucile Packard Foundation for Children's Health

Learning Objectives for Today

- Introduce the Reflecting Our Community Toolkit
- Provide guidance to help PFACs evaluate their current state
- Review key drivers of PFAC success and sustainability
- Support PFACs in developing action plans

Let's Hear from You



Preparing for Action

1



Gather Resources

Identify your support team and look through Reflecting Our Community: A Toolkit for Strengthening PFACs

2

Understand Current State

Complete the PFAC assessment from the Toolkit, using it as an opportunity for discussion and reflection

3

Identify Key Drivers

Identify and strengthen key drivers of success and sustainability for PFAC work at your institution

4

Develop Action Plan

Complete the PFAC action plan from the Toolkit, identifying short- and longer-term goals for improvement



Gather Resources: Reflecting Our Community Toolkit

- Based on learnings and themes identified through 5+ years of research
- Used by 27 children's hospitals that were part of a 9-month PFAC Learning Community
- Includes guidance, tools, and examples from organizations that have done and sustained PFAC work

<https://www.ipfcc.org/bestpractices/strengthening-pfacs/toolkit/index.html>



Gather Resources: Identify Your Support Team

- **Purpose:** Guide and support the organization's PFAC journey - shared responsibility and accountability
- Think about individuals who:
 - Are committed to patient- and family-centered care
 - Have strong ties to and relationships with the communities served
 - Can support communication, outreach, and recruitment
 - Can help bring advisors into work related to quality and safety improvement, health equity, and service excellence

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Understand Current State: PFAC Assessment

Purpose:

Identify information gaps, strengths, challenges, and opportunities for PFAC improvement

- Organizational commitment to the PFAC program
- Organizational leadership support
- Availability of data about the PFAC
- PFA recruitment practices
- Supports for PFAC participation
- PFAC infrastructure
- PFA participation in community health and health equity efforts
- PFAC feedback processes

Understand Current State: PFAC Assessment Tool

	Strongly Disagree	Disagree	Agree	Strongly Agree	Don't Know or Not Sure	Not Applicable
PFAC and Hospital Environment						
1. Overall, our PFAC program is robust, inclusive, and functioning well.						
2. Our PFAC program consistently follows best practices (e.g., meets regularly, provides onboarding for new PFAs, involves PFAs in meaningful work, tracks outcomes).						
3. Our hospital has a strong commitment to learning from the full range of patients and families we serve.						
4. Our hospital has clear priorities and goals related to patient- and family-centered care.						
Notes about PFAC and Hospital Environment Responses:						

Understand Current State: Assessment Process

- Identify a core team or key individuals to participate
- Complete the assessment individually and discuss as a group, or work to complete it together
- Allow time for discussion of responses
- Include PFAs as members of the assessment team, or get input on key items via a survey or discussion



Starting a PFAC?

Review the assessment and make a list of things “to do” and “to find out about.”

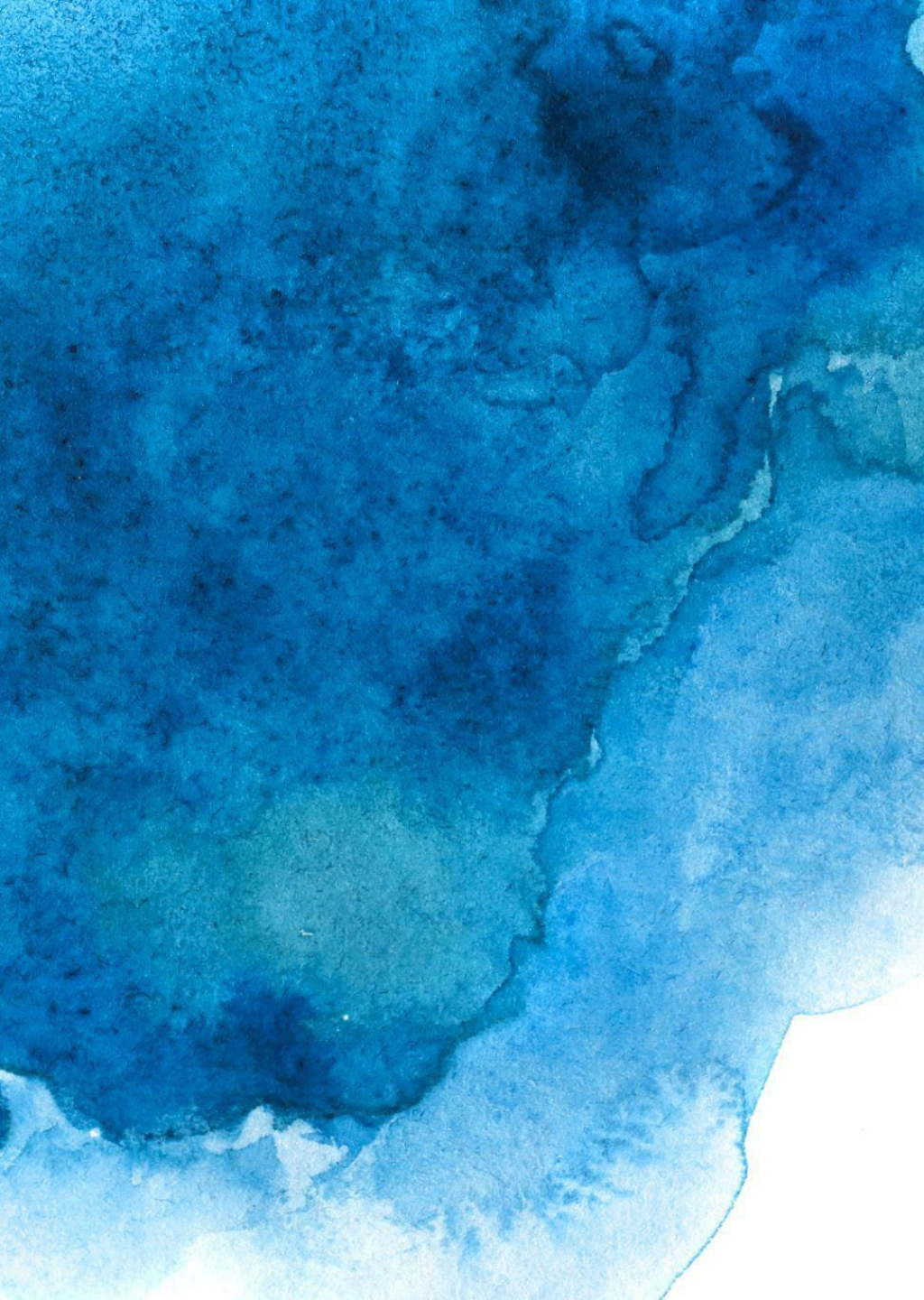
PFACs in Action



Sue Mead, MS

Parent Advisor on Staff at Johns Hopkins Children's Center
Founding Member, Pediatric Family Advisory Council



A vertical blue watercolor wash on the left side of the slide, transitioning from dark blue at the top to light blue at the bottom.

PFAC ACTION PLANNING

Sue Mead, MS

Parent Advisor on Staff

Johns Hopkins Children's Center

Advisory Council/Board Members-DEI Survey

We are working with a group of leaders from Children's Hospitals across the country who are exploring ways to increase member diversity, equity, and inclusion in our Advisory Councils/Boards. In this work, diversity equity and inclusion means that everyone has a voice and we want them to be a part of the advisory system no matter their gender, income level, race, sexual orientation, etc. To begin, we are gathering information on how our members think we are now. We'll use this data to make an action plan to move forward. This is a safe and confidential space. We take your opinions seriously and want to make sure all voices are heard. Thanks in advance for your help.

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

* Required

1. Please indicate below if you are a community/patient/family volunteer or staff volunteer 

☐ community/patient/family volunteer

☐ staff volunteer

2. Which group are you a member of? * 

SURVEY PFA'S VIA FORMS

OUR AREAS FOR IMPROVEMENT, N =31

- Compensation (thru stipends, gift cards, reimbursement, child care, etc...)
 - Increase PFAC engagement with Hospital DEI Leaders and work
 - Make sure leaders are part of the PFAC --invite to present more often
 - Review that best PFAC members are on correct hospital DEI committees
 - Create Clear Priorities related to DEI
 - Ensure our mission statement states commitment to DEI and all backgrounds
 - Conduct an Annual PFAC assessment of how PFAs feel engaged, respected and included
 - Conduct an Annual DEI cultural competency training for all PFAC members
 - Recruitment—LGBTQ+/ Spanish-Speaking/Dads
 - Increase members to better represent historically marginalized populations.
 - Partner with Community Organizations to recruit
 - Make sure onboarding documents are translated, translation available for meetings
-

SMART GOALS

Recruit two health system DEI leaders to be members of each PFAC.

Invite 2 community members from local community-based organizations to join each JHCC

PFAC. Invite 2 community members from internal agencies/groups to join each JHCC PFAC.

Over a 12 month period, increase the number of under-represented members on JHCC PFACs by 50% with specific focus on those who identify as dads, LGBTQ+, Spanish as a primary language, and Black or African American

PLANNING

TEAM

- Planning Team Members
 - Why Survey PFAs?
 - Most Eye-Opening Moment
 - Advice for Others
 - Reassess- Do you have the right staff ?
 - Relationships- Have you built the right relationships?
 - Re-Branding- Novel recruitment ideas (t-shirts, rack cards, community events, flyers, tabling, social media)
 - Results
 - IHI Grant, SDOH Screenings and CHW, Environmental Audit Process, Increased Recruitment, Change in PFAC Volunteer Onboarding Process (no more Occupational Health requirements)
-

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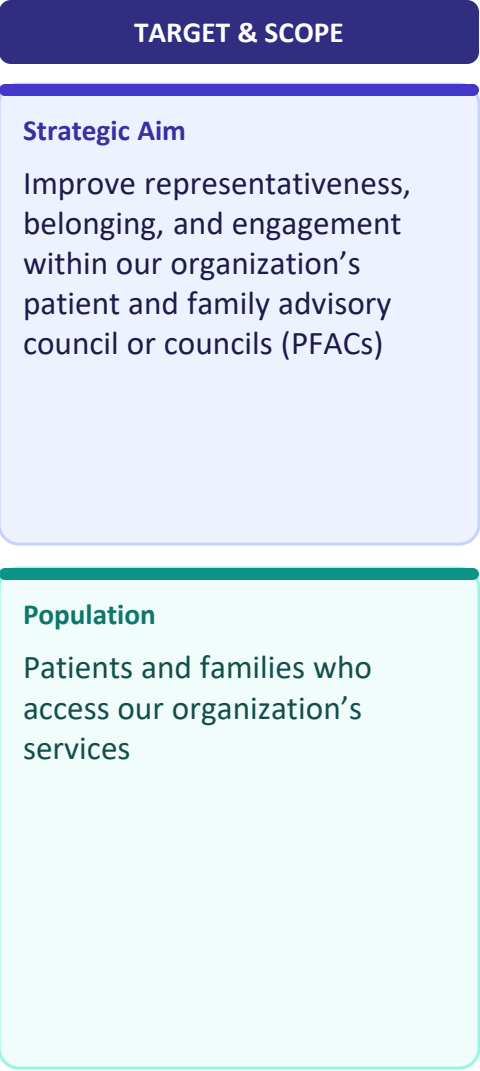
Complete the PFAC action plan from the Toolkit, identifying short- and longer-term goals for improvement



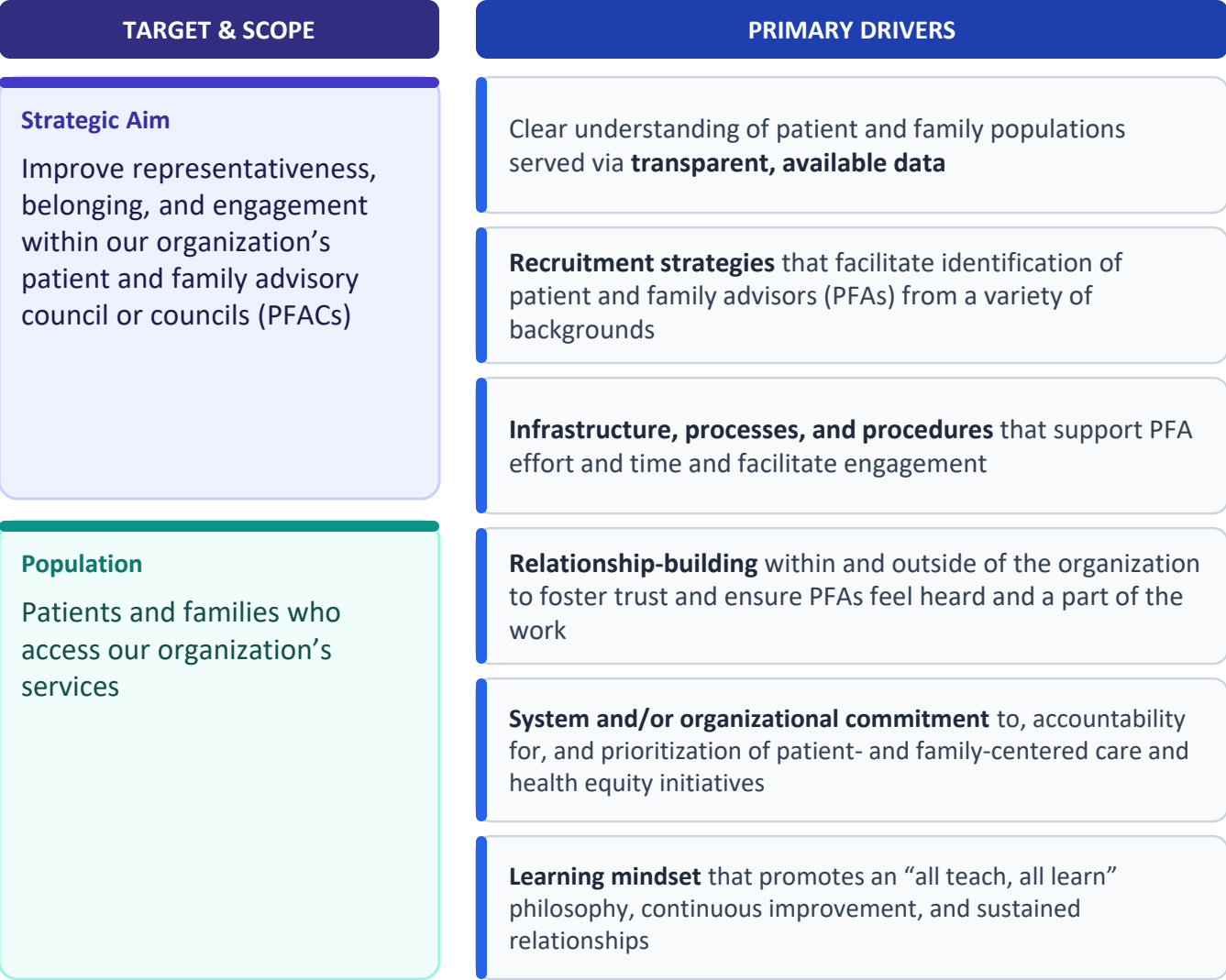
Key Driver Diagram

- **Visual planning tool** used to map an overarching strategic aim to the factors (i.e., drivers) needed to achieve goals
 - **Primary drivers** = High-level factors that directly influence and impact the aim; elements or conditions that must be in place
 - **Secondary drivers** = Specific operational components or processes that must be addressed to affect primary drivers
- Use to identify drivers of success and sustainability that need work or attention

Organizational-Level Key Driver Diagram for PFACs

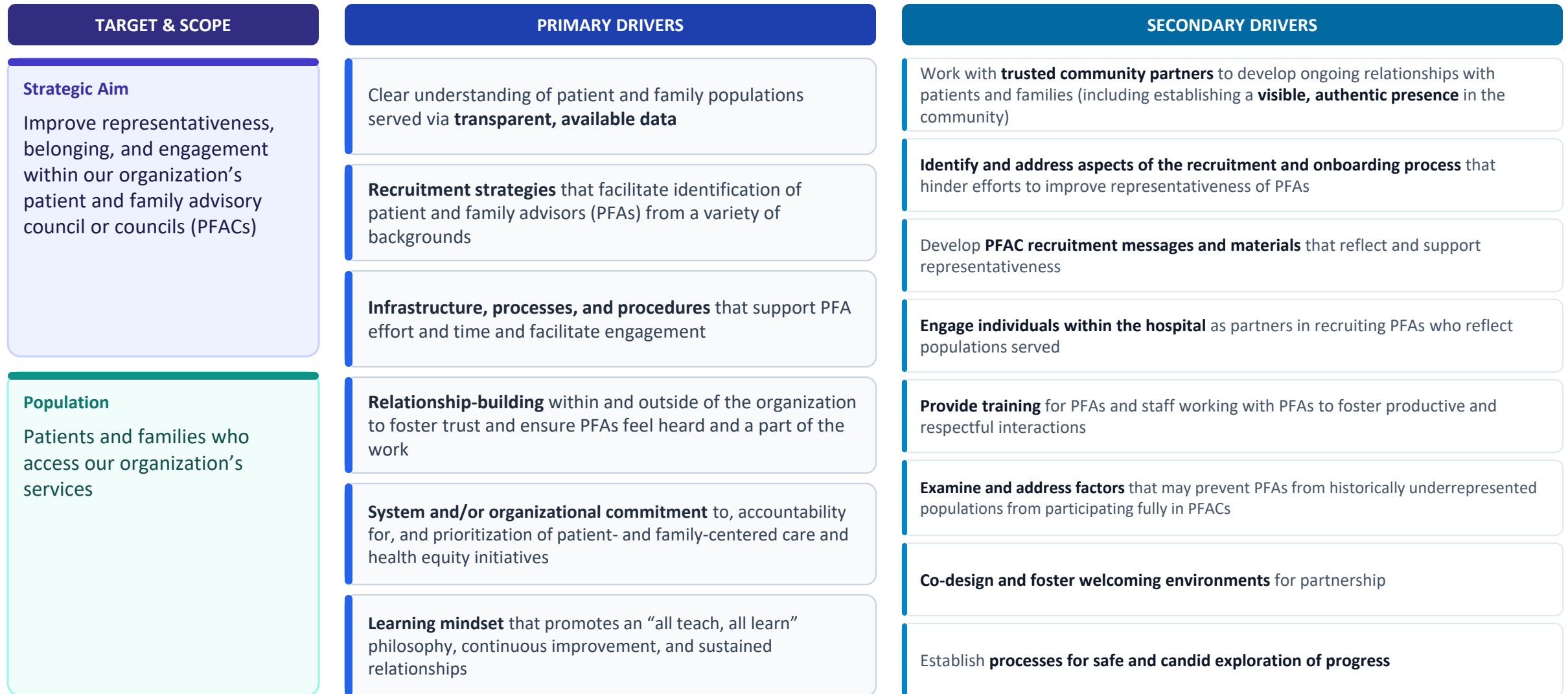


Organizational-Level Key Driver Diagram for PFACs



Adapted from Dardess P, Orazi J, Simpson S, Ganachari D, Casillas CA, Unaka N, and Beck AF. Improving PFAC Representativeness: Outcomes and Lessons Learned from a Pediatric Learning Community. Article under review.

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Develop Goals: PFAC Action Plan

- Goals and objectives for advancing the PFAC program
- Specific actions, assignments, and timelines
- Resources needed to begin and sustain progress
- Milestones for assessing progress



Using the Action Plan

- Update the Action Plan as a living document—keep track of progress, identify challenges, and record effective ideas.
- Review your Action Plan as part of annual PFAC planning.

Develop Goals: PFAC Action Plan Process

- Identify a priority area for change (e.g., an area of opportunity from the PFAC assessment)
- Develop goal or goals that are **Specific, Measurable, Attainable, Relevant, Timebound**



Developing Goals

Include a mix of reach goals and “quick wins” in your Action Plan.

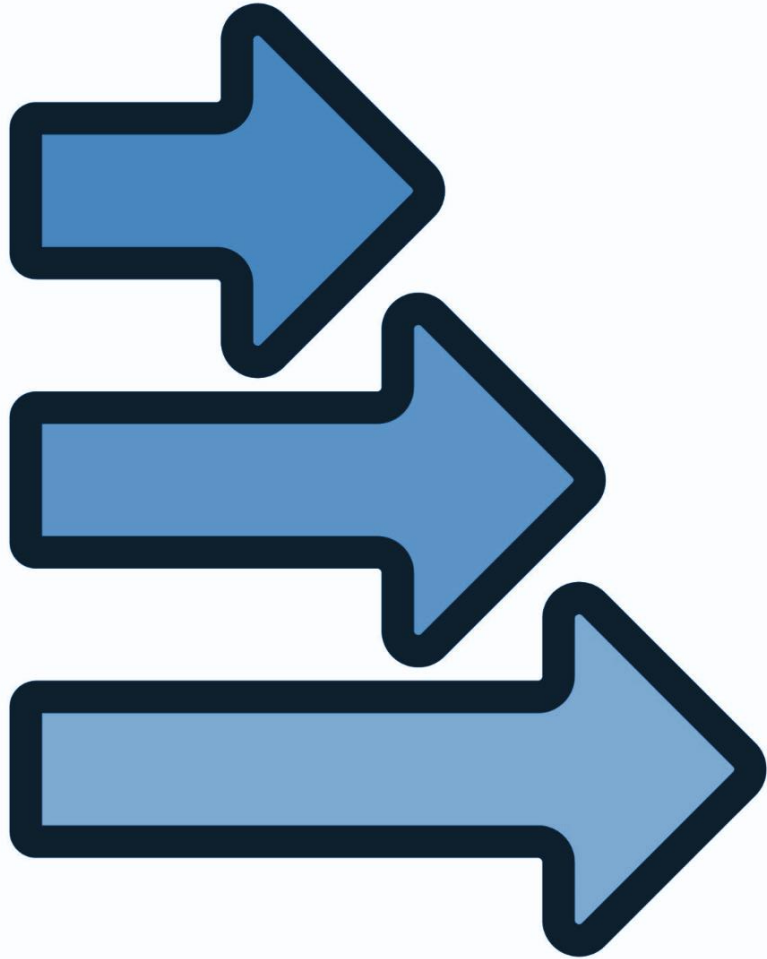
Example of a quick win: “Begin each PFAC meeting with a review of action items from the previous meeting along with an update on progress.”

Develop Goals: “Quick Win” Example

- **Goal:** Within 2 business days of every monthly PFAC meeting, generate a 2-page PFAC meeting notes summary using meeting transcripts and an AI tool and email to all PFAC members.
- **Purpose:** Improves communication and increases PFA engagement and understanding of work, decisions, and action items.
- **Timeline:** Begin with PFAC meeting next month.
- **Success Metric:** Summary notes delivered to 100% of PFAs within 2 business days of every monthly meeting.

Develop Goals: “Reach” Example

- **Goal:** By December 2027, launch a dashboard that compares hospital-wide patient demographics (race, gender, payer, zip code) with PFAC representation.
- **Purpose:** Supports data-driven decision-making and movement toward improved PFAC representativeness.
- **Timeline:** 12-18 months
- **Success Metrics:** Dashboard operational; quarterly gap reports generated to guide targeted outreach and recruitment



Progress:
At your own pace

Taking Action: Before the Next Webinar

Idea nuggets

- ☐ Take 5 minutes to write down at least one idea from today's webinar.

PFAC team

- ☐ Make a list of potential partners for your PFAC team.
- ☐ Reach out to 2-3 individuals to share information about your PFAC work.

PFAC assessment

- ☐ Download and review the PFAC assessment.
- ☐ Make a plan and timeline for completing the assessment.

PFAC key drivers and action plan

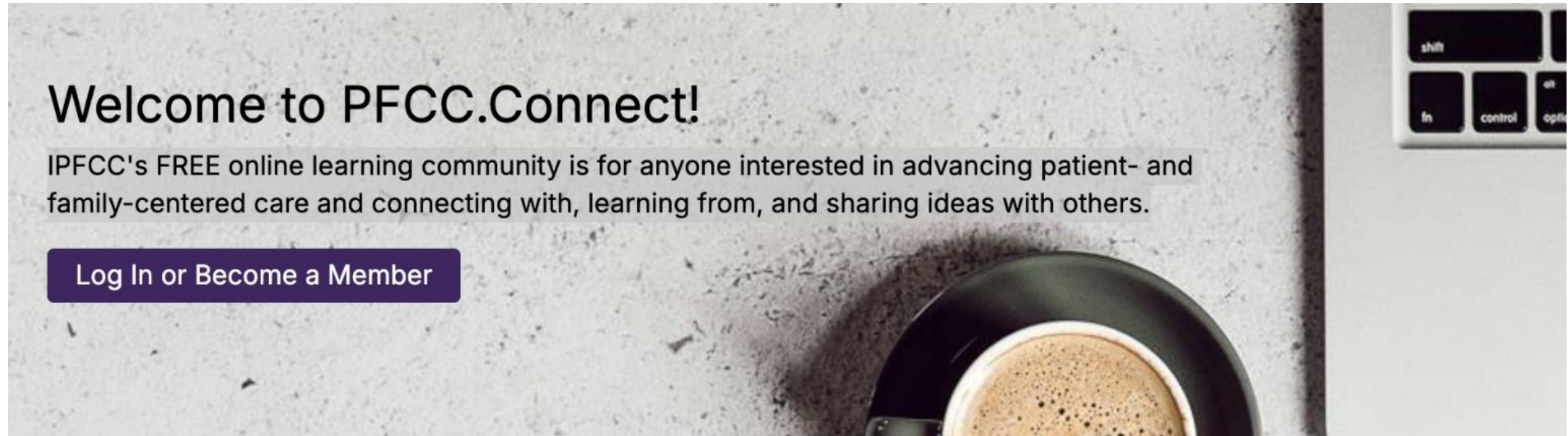
- ☐ Think about key drivers for your PFAC work.
- ☐ Download and review the PFAC action plan template and examples.

Plan for next steps

- ☐ Mark future webinars on your calendar!
- ☐ Invite colleagues, PFAC members, and others who would benefit from guidance and support.



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Your Feedback is Important!

Complete the evaluation using the link or QR code.

Participants who would like PXE credits must complete the survey to receive a certificate.

