

## Public Member Recruitment to Choosing Wisely Manitoba

### Background

[Choosing Wisely Canada](#) is a national campaign to help clinicians and patients engage in conversations about unnecessary tests, treatments and procedures and make smart and effective care choices. Launched in 2014, Choosing Wisely Canada has worked with national medical professional societies and patient organizations to release recommendations and materials related to the campaign. [Choosing Wisely Manitoba](#) is a joint initiative formed in 2014 between [Shared Health](#) and the [George and Fay Yee Centre for Healthcare Innovation](#). To date, the first phase of Choosing Wisely Manitoba's development was determining how Choosing Wisely fits within the Manitoba context. This was followed up with a very successfully second phase focusing on engaging physicians and other health care practitioners to raise awareness and create grass-roots, front-line, physician-championed movement. Choosing Wisely Manitoba is co-led by Ms. Lanette Siragusa and Dr. Eric Bohm.

### Purpose

To deepen our efforts to ensure that patient and public voices are reflected in our initiatives, Choosing Wisely Manitoba is recruiting public representatives to join our Advisory Committee to provide strategic input and advice related to campaign efforts.

### Principles and Values

When working with partners and staff, Choosing Wisely Manitoba is committed to the principles of: grassroots, evidence-based, focused on improving quality of care for patients and the public and avoiding harm, transparency and professionalism. Further, it is incumbent on each member of the advisory team and the Choosing Wisely Manitoba staff to adhere to these principles and ensure that their work is aligned.

### Accountability

The public representatives will work directly with Choosing Wisely Manitoba's Research Project Manager, Sarah Kirby.

### Roles, Responsibilities, Expectations

The public representatives will provide strategic advice and serve as an early sounding board for Choosing Wisely Manitoba's patient and public engagement efforts. This role entails participating in Advisory Committee (3 times a year), Steering Committee (approximately 4 per year) meetings, project meetings on an ad hoc basis, as well as regular communications by email and telephone.

Responsibilities are focused on determining and driving strategy associated with Choosing Wisely Manitoba's patient and public engagement. Further, public representatives will provide input and advice

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into Choosing Wisely Manitoba projects particularly with respect to components affecting patients and the public. All of the work of the public representative will be done in collaboration with other members of the Choosing Wisely Manitoba staff.

**TO APPLY: Please email [admin@choosingwiselymanitoba.ca](mailto:admin@choosingwiselymanitoba.ca) with a brief paragraph (under 250 words) explaining why you would like to be the public representative for Choosing Wisely Manitoba.**