



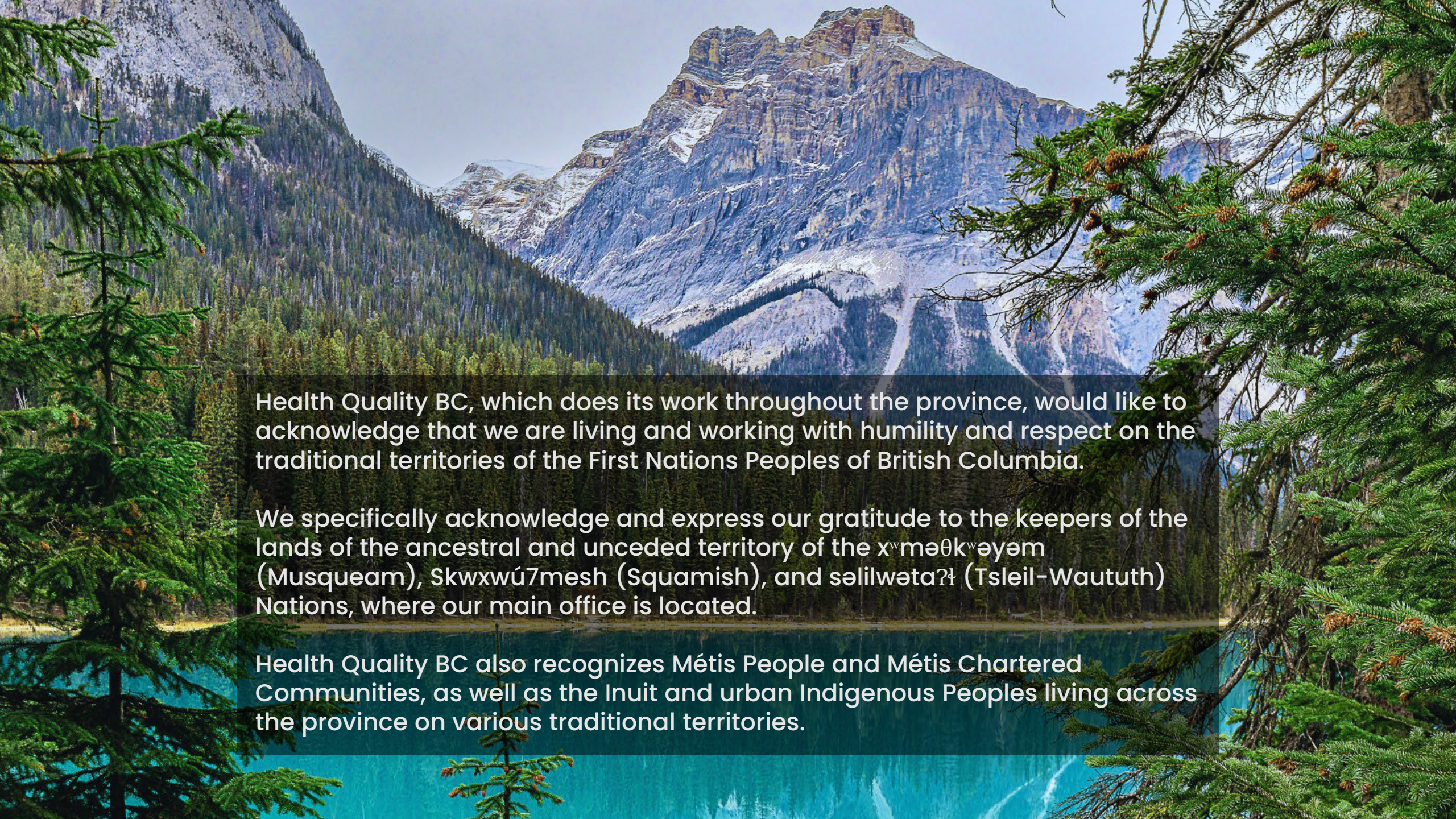
Bridging Research, Accurate Information & Dialogue (BRAID):

Building Trust Through Better Health Conversations

Presented by Martin Lavoie

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Health Quality BC, which does its work throughout the province, would like to acknowledge that we are living and working with humility and respect on the traditional territories of the First Nations Peoples of British Columbia.

We specifically acknowledge and express our gratitude to the keepers of the lands of the ancestral and unceded territory of the x^wməθk^wəyəm (Musqueam), Skwxwú7mesh (Squamish), and səliwətaʔł (Tsleil-Waututh) Nations, where our main office is located.

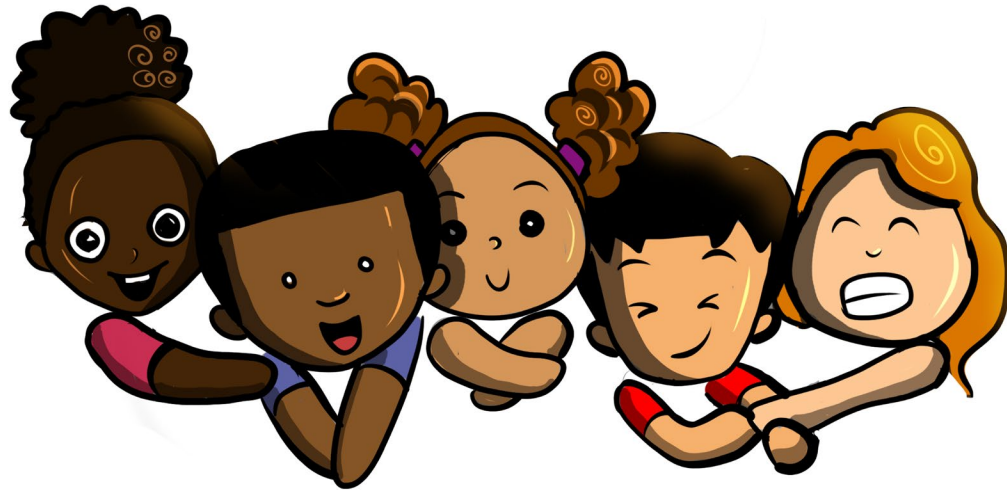
Health Quality BC also recognizes Métis People and Métis Chartered Communities, as well as the Inuit and urban Indigenous Peoples living across the province on various traditional territories.

We Are In A Race For Trust

- Health information is everywhere, fast and unfiltered
- Inaccurate information spreads quickly
- Trust in health systems isn't a given



Traditional approaches aren't enough



- One-way communication dominates
- Misses lived experience and context
- Limited time for meaningful engagement

Listening first. Co-creating second

What makes BRAID Different

- Builds relationships through dialogue
- Bridges community perspectives and clinical expertise
- Centers local voices in shaping and delivering messages



How it Works

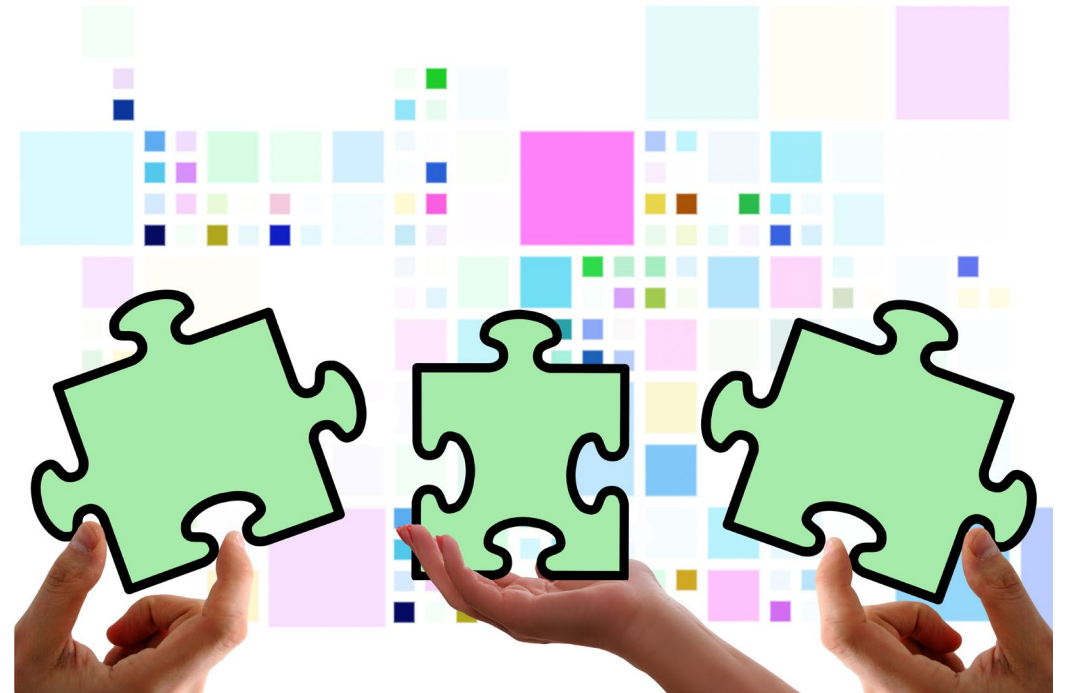


Conversation → Response →
Co-creation → Empowerment

- Four, one-hour small group conversation circles
- Safe, non-judgmental dialogue

What success looks like

- Increased trust in health information
- Better alignment with community concerns
- Surfacing community questions and information gaps
- Stronger community - health system relationships



A Community Driven Solution to Address HPV Vaccine Information: BRAID BC Project

BRAID PROCESS



- Implement the BRAID model engaged two BC communities on HPV vaccination
- Build community trust, confidence, and informed decision-making on HPV vaccination

Long-Term

- Increase HPV vaccination uptake across participating communities

BC Project Structure

- Project Reference Group
- Two HA Working Groups
- BRAID Learning Series
- Quality Improvement Charter
- Coaching/Facilitation Support



Early Themes

- Basic health knowledge gaps
- Public health community visibility=mistrust
- Limited connections to current mass media
- School health curriculum not consistent



Current Activity

Cranbrook

- PHN – working with young adults on specific male messaging
- Social media messages from their accounts
- Friends & family conversations

Parksville/Qualicum

- PHN team – working with youth on a concerted effort to build momentum for grade 9 health fairs
- Friend and family conversations

Why It Matters To BC



BRAID can scale, applicable beyond HPV:

- Other vaccines, chronic disease, mental health, substance use
- Simple, adaptable structure
- Enabled through HQBC + health organization partnerships

We don't solve inaccurate information with more messaging.

We solve it with better relationships.

Thank you!

