

Catholic Health Association



Eastern
Health

Put Your Money Where Your Mouth Is!

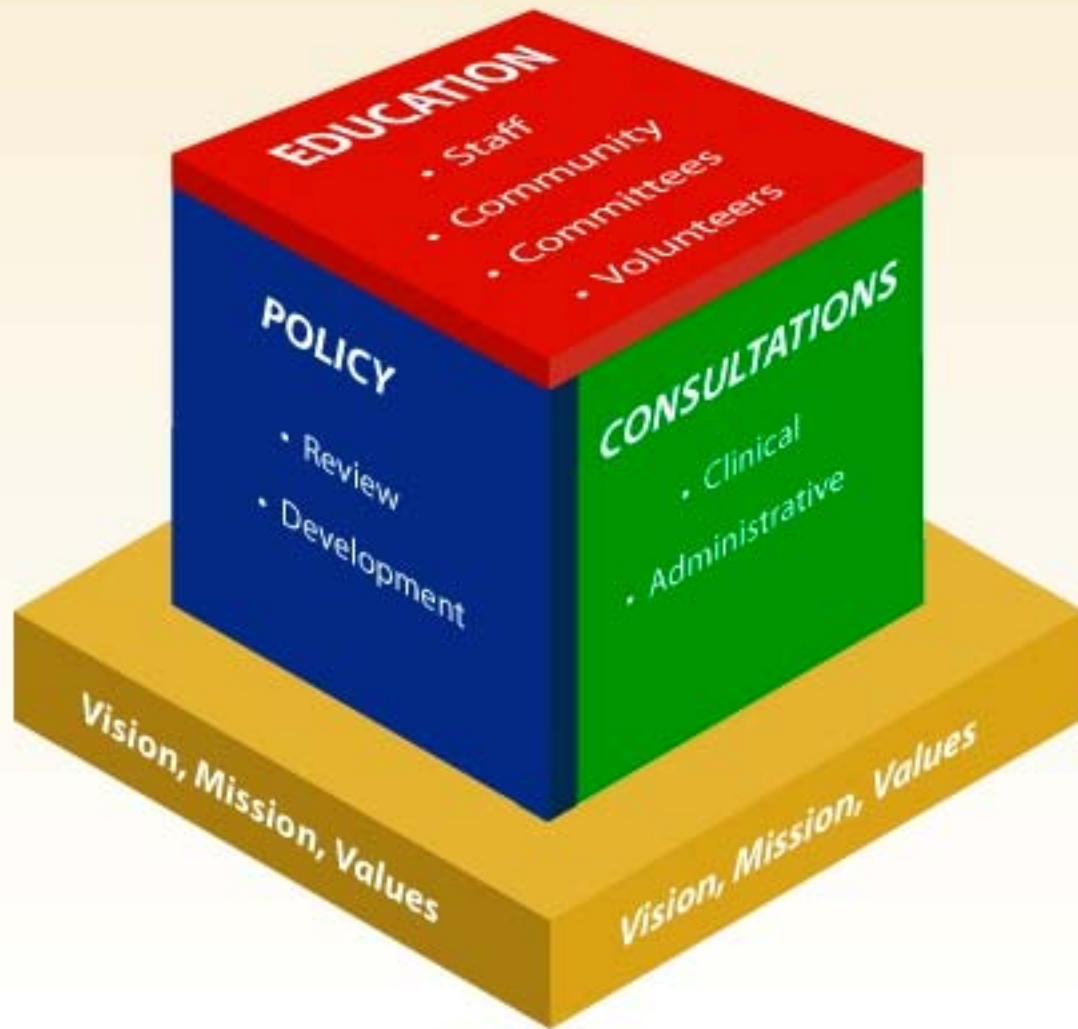
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Pastoral Care and Ethics

www.easternhealth.ca







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Health





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What is ethics in action?

- It's about doing the right thing and the thing right!
- It's the answer we get when we ask the question "What are we doing when we do what we do?"





G. Mark Lane Photography





John Jerrett

Context



- Eastern Health
- Seven legacy organizations
- Fundraising
- Donations
- Foundations
- Some challenges
 - Methods
 - Joint ventures



- Background to issue
- Initial Responses
- Discussion Paper



Background



- Consults
 - HCCSJ Mental Health Program
 - HCCSJ Human Resources Dept.
- Discussions
 - Choice
 - Values
 - Impact
- Policy Developed
 - Internal
 - External (Atlantic Lotto)



Discussion Paper Approach

- Vision
- Values
- Principles
- Evidence
- Discussion of Major Issues
- Recommendations



EH Vision

Healthy People, Healthy Communities

EH Values

- I. RESPECT
- II. INTEGRITY
- III. FAIRNESS
- IV. CONNECTEDNESS
- V. EXCELLENCE



EH Values



- I. **RESPECT:** Recognizing, celebrating and valuing the uniqueness of each patient/client/resident, employee, discipline, workplace and community that together are Eastern Health
- II. **INTEGRITY:** Valuing and facilitating honesty and open communication across employee groups and communities as well as with patients/clients/residents of Eastern Health
- III. **FAIRNESS:** Valuing and facilitating equity and justice in the allocation of our resources
- IV. **CONNECTEDNESS:** Recognizing and celebrating the strength of each part, both within and beyond the structure, that creates the whole of Eastern Health
- V. **EXCELLENCE:** Valuing and promoting the pursuit of improvement in Eastern Health



Principles



PRINCIPLES

These principles apply to all fundraising arrangements associated with Eastern Health. The principles provide direction for individuals, organizations and contractors involved in fundraising projects.

- **Honesty:** parties involved in fundraising shall at all times act honestly and truthfully regarding their fundraising activities so that the public trust is protected, and partners, donors and beneficiaries are not misled.
- **Respect:** individuals and groups involved in fundraising shall at all times act with respect for the dignity of supporters, other fundraising organizations and the reputation of EH. They shall value individual privacy, freedom of choice and diversity.
- **Integrity:** individuals and groups involved in fundraising are responsible for public trust. They are responsible to disclose all actual or potential conflicts of interest and avoid any appearance of personal or professional fundraising or accounting misconduct.
- **Transparency:** fundraising organizers generate timely and clear reports about the work they do, the way funds are managed and disbursed, and costs and expenses, in an accurate and comprehensible manner.
- **Collaboration:** fundraising organizers consult, cooperate, work and advocate with partners to accomplish shared goals while respecting the diversity of organizational and community interests and values.
- **Legal Compliance:** fundraising projects of all sorts must comply with municipal, provincial and national laws. Fundraisers will not engage in activities that conflict with legal obligations and they will avoid even the appearance of criminal offence or misconduct.



Discussion



- Internal practices
 - Staff lotteries
 - Informal ventures, staff education, socials, etc.
 - Client entertainment
 - Alcohol prizes



Collaborations



- Shared ventures
- Donations
- Diversity of agencies
- Integrity of health care organization



Recommendations



1. A Workshop on Ethics and Fundraising be prepared for EH.
2. The Vision, Mission and Values of Eastern Health are to be presented with the fundraising promotional material, contracts, and reports.
3. Ethics Screen for Eastern Health Fundraising
4. Assess future fundraising initiatives in light of the Ethics Screen for Eastern Health Fundraising.
5. All proposed fundraising activities such as lotteries, vendor booths be approved by a designated office of the respective foundation to ensure legalities, appropriateness and consistency.
6. Formal liaison between fundraising structure and ethics structure.
7. The Ethics Consultation Service be used in the event that a situation or issue arise and concern is brought forward regarding the ethical appropriateness of a course of action.



Consult re Mega Lottery

- \$100.00 per ticket
- Background
- Discussion
- Recommendations



Ethics discussion summary



The proposed fundraiser poses a conflict of interest to Eastern Health, in which the roles and duties of Eastern Health conflict, as follows:

1. On one hand, it is the role of Eastern Health to provide health care. This role includes ensuring that there are adequate resources to maintain the standard of care. As part of that role, Eastern Health has a responsibility to ensure that opportunities to acquire funding are met and are not impeded. If the proposed lottery will benefit existing and potential patients by ensuring that the standard of care is met, then it is beneficial.
2. On the other hand, it is the role of Eastern Health to ensure that health is promoted. This role includes advocating for, and supporting, those values, beliefs and practices that promote health; and it includes arguing against and not supporting those values, beliefs and practices that are detrimental to health. If the proposed lottery will promote and support addictive gambling, then it is harmful.



3. The proposed fundraiser will be a **clear benefit** to patients and potential patients in that it will certainly increase resources which **will ensure the continuation of the standard of care**, and if sufficient resources are obtained **may increase the quality of care**.
4. It will also be a **potential harm** to individual patients who have gambling addictions. The harm is potential and not certain, because the *immediacy of gratification* (limited by distance of time between purchase and winnings), and the *availability of the gratification* (limited by price) **for this particular proposed lottery are not certain indicators of exacerbating or supporting addictive behavior**.
5. Importantly, while the potential benefits clearly exceed the potential harms of the proposed lottery, the conflict of interest that exists **does pose harms in terms of the public perception of Eastern Health**. Going ahead with the lottery does not make the conflict of interest disappear; it is merely one way to resolve the dilemma based on a harms-benefits analysis. This conflict of interest can create an appearance of impropriety that can undermine confidence in the health care system. Therefore, it is important to be explicit with the general public that this situation does pose a conflict of interest, and that after careful analysis of the harms and benefits, the decision has been made to address the conflict of interest in this manner.



Recommendations

1. That the Mega Lottery be supported as an ethically sound undertaking.
2. That the above discussion be available to those who need or want the ethics reasoning regarding the Mega Lottery.
3. That Managers in the MH and Addictions Programs be provided a copy of this Summary.
4. That the Foundation record and monitor all feedback on the Lottery.
5. That the Administrative Ethics Committee review feedback on the first Lottery and ask for feedback from the MH and Addictions Services on any impact they have noticed from the Lottery.



Thank you!

