COVIDTrends of the Future - Strategy and Visioning

Draft – October 4, 2021

Product Vision

To empower Canadians to make informed health decisions by connecting them to trusted and timely public health information contextualized to their geography and environment.

Product Goals

1. To provide a one-stop shop for Canadians to access relevant public health information to support their public health awareness and decision making/behaviour.
2. To be recognized and relied on as an authoritative source of Canadian public health data.
3. To provide Canadians with an easy to use and accessible platform where they can access public health information anywhere and anytime.
4. To increase awareness and transparency of public health information to all Canadians.
5. To strengthen connectivity between Canadians and their local, F/P/T public health authorities

Critical Success Factors

- Canadians can select their geographic area of interest to view public health information relevant to that area
- Canadians are informed about the relevant public health issues for their geographic area of interest
- Canadians can tailor the public health information displayed based on their local context and needs
- Canadians have access to the digital health tool across multiple platforms
- Canadians have access to the sources of data and methodologies used for data reporting

Principles

- Display current and relevant information
  - E.g., public health data of national interest, alignment with CPHO priorities and local epidemiological trends
- Use of clear, accessible and consistent language
- Integrates SGBA+, health equity and SDOH considerations
- Data sources meet PHAC's standards for data quality and accessibility

Considerations/Questions for the team

- Should the digital health tool include functionality to view trends over time?
- Should the digital health tool include functionality for users to select which specific public health diseases they want to see displayed?
- Will the Hub be working on standards for data acquisition, quality and accessibility?
- How can this digital health tool integrate SGBA+, SDOH and health equity considerations?
- In addition to displaying the indicator as well, do we want to include information on risk factors or strategies for prevention? This can be an opportunity to engage with the BeSci Office
- Do we want to go beyond presenting summary information and include any additional contextual information, such as thresholds or what low/high numbers mean for certain indicators?

Commented [O(1]: Alternate vision: For Canadians who want to understand their local public health context, this digital health tool will provide a one-stop shop to real-time public health information from trusted sources. This tool will be user-friendly and will provide Canadians with relevant public health information based on their community dynamics.