

# UBC iCON

## What is iCON?

The interCultural Online health Network (iCON) is a community-driven health promotion initiative that supports multicultural communities, patients and caregivers across BC to optimize chronic disease prevention and self-management.

### Our Mission:

- Promote health and wellness
- Prevent chronic disease
- Empower patients with information and skills to manage health
- Close gap on health disparities
- Improve patient navigation and health services accessibility
- Foster culturally sensitive healthcare
- Build awareness of digital tools to support self-management

### What We Do:

#### Partnership & Collaboration.

- Collaboration with community health care providers, partners from health authorities, community organizations, education institutions, government, and media to promote best practices in chronic disease prevention and management.
- Partnership with volunteers, students and health professional trainees to design and deliver community outreach activities, providing learning opportunities related to delivering culturally competent care.



## Our Values:

- **Collaboration:** Working together to support patient and family-centered care.
- **Community Responsiveness:** Programming that is responsive to the needs of communities it serves.
- **Diversity:** Embracing cultural diversity in health care. Fostering cultural sensitivity and open dialogue in health care.
- **Integrity:** Continuous evaluation to ensure improvement and excellence.
- **Impact:** Empowering patients to achieve better health outcomes.

Since 2007, in partnership with Chinese- and Punjabi-speaking communities across BC iCON has...

- Hosted 43 public health forums & workshops
- 20,980 in-person and webcast attendees
- 111,158 visits to the website



### **Culturally-tailored health promotion & outreach.**

- Culturally tailored programming in the community's native language to improve access to chronic disease management education. iCON hosts skills-building workshops and public health forums on a variety of chronic diseases, promoting health and wellness, chronic disease prevention and empowering patients with information and skills to manage their health.
- Patient education on chronic disease prevention and management with focus on disease awareness and knowledge, prevention and lifestyle modification, risk reduction and treatment options. iCON develops patient resources and information handouts to support patients in their self-management journey and help patients and families navigate the BC health care system.

### **Multi-channel dissemination.**

- Health information shared through webcasts, a website ([iconproject.org](http://iconproject.org)) and through media projects such as community televisions and radio programming to reach community members.
- Health events, information and partner initiatives shared through social media including Facebook and Twitter.

### **Digital literacy to support patient self-management.**

- Linking patients with web-based health information and digital tools to support chronic disease self-management.
- Building awareness around and share best practices in using digital tools to support health and wellness goals.

### **Evaluation & Impact.**

- Evaluation to track reach and measure program impact on patient activation, behaviour change, health attitudes, knowledge, and skills and barriers to self-care.
- Program assessment to ensure community responsiveness, improvement and excellence.
- Dissemination of program results through knowledge sharing events, publications and participation in conferences.

### **Digital Emergency Medicine:**

- The Digital Emergency Medicine group carries out research, evaluation, engagement, educational and policy informing work to explore and advance the use of modern personal information and communication technologies (e.g. mobile, social media, multimedia, the Internet, bio-sensors etc.) to improve health care and management.

