

ICES Public Advisory Council (PAC) Annual Summary

2024/2025 Activities and Updates

PAC MEMBERS



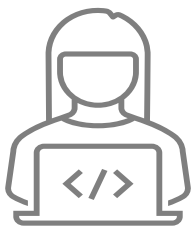
Beginning in May 2024, we welcomed 7 new PAC members who started a 3-year term. This year, with assistance and guidance from the PAC Chair and member feedback, two significant quality improvements were also made: 1) We revised our orientation materials for new members, including the way the content was formatted. We tailored the content better to describe the role of the PAC within ICES, how ICES differs from the government, and the role of PAC members. We formatted the content into a video and written package ahead of our formal orientation meeting, providing members with different options for reviewing the material. 2) We now offer the option to extend member terms for an additional 3 years if they would like, for a maximum of 6 years. This year, half of the outgoing members decided to continue for a second term.

This year, the PAC contributed to several initiatives. The PAC provided feedback on the ICES Communications department's plan to reach broader public audiences. In addition, the ICES Data and Analytic Services department also presented to the PAC on private sector research, opening the floor to the PAC's comments, questions and concerns related to this work. Finally, much of the PAC's feedback this year was also related to the group's processes and procedures, as well as how we can better identify priorities for the PAC in the coming months and years. Much of this feedback also centred on the need for a better understanding of the PAC's broader impacts, which is something we will also explore in the fiscal year.

ADVISORY WORK



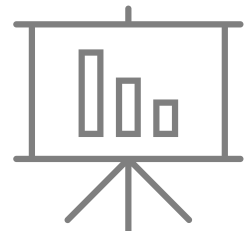
PAC-LED RESEARCH



In February 2022, PAC members collectively developed a research question to be answered by the ICES. In January 2025, the project was completed, and a report, results video, and a tailored resource were launched here: [ICES | Mental health-related visits to doctors and emergency departments in Ontario: a public-led exploration and analysis](#). The report's results were also amplified by media and published in the Sudbury News: [Northerners are isolated by different mental health services - Sudbury News](#). Since the publication of our report and resources, two PAC members also spoke about this project and public engagement on our ICES In Our VoICES Podcast: [Publicly Speaking: The Power of Public and Patient Research | ICES](#).

The March 2025 annual evaluation was completed by 11 PAC members, representing the highest participation rate in three years. Members generally provided positive feedback on communication and overall work, with these areas also seeing year-over-year improvement. Members this year generally felt they understood the group's goal and its place within the organization, but sought a deeper understanding of their impacts. Members also felt they were able to express their views freely, but with a need for some improvement to ensure everyone has an opportunity to reflect and share. All members agreed that the meetings themselves are well organized, clear, and they feel supported by the ICES Staff. The feedback from the annual evaluation will be used to improve activities for the coming year.

EVALUATION



ICES Public Advisory Council (PAC) Overview

The ICES Public Advisory Council was established in 2019 and comprises members from the public across Ontario. The council represents the public's voice and guides ICES on what matters most to Ontarians in terms of health data research. Their thoughts, perspectives, and values inform ICES research activities and influence how ICES researchers utilize data to enhance Ontario's healthcare. We are currently in our fourth iteration of the Council and Year 5 of its work.

The Public Advisory Council (PAC) is the primary mechanism for ICES to engage with the public at an institutional level. The PAC guides topics that the ICES Management feels require or would benefit from, from the perspective of the Ontario public. The PAC also provides feedback to ICES researchers and other areas of the organization that come to the group seeking guidance on matters about the public.

The PAC continues to guide ICES on what matters most to Ontarians in terms of health data research. The thoughts, perspectives, and values of the PAC influence ICES' research and the way ICES researchers use data to improve and evaluate healthcare.

For more information on the ICES Public Advisory Council,
contact us at public@ices.on.ca

