



THE NETWORK
TOWARDS UNITY FOR HEALTH



Facultad de Medicina



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VIRTUAL CONFERENCE

"PRIMARY HEALTH CARE: A PATH
TOWARDS SOCIAL JUSTICE"

SYSTEMS AND COMMUNITY BASED
RESPONSES TO COVID-19

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TUFH 2020 Abstracts

Title	Building the Culture of Social Accountability: Formalizing Structures and Guiding Process
Type	Oral Presentation <i>Building the Capacity of Future Leaders in a Socially Accountable World</i>
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Content

Memorial University of Newfoundland's (MUN) Faculty of Medicine has made a deep commitment to incorporating Social Accountability (SA) into education, service and research through its strategic plan, Destination Excellence, and facilitating an institutional culture shift. While SA has been evident in action at our medical school, until the implementation of the strategic plan there was no coordinated oversight or cohesion to the efforts. Objectives: The Social Accountability Project Team was charged with finding ways to inform and guide all units towards establishing and monitoring SA activities. Our team aimed to develop a leadership strategy to promote a culture change. Results: The project team began by developing our own definition of SA and adopting four hallmarks: equity and justice; sustainability and cost effectiveness; partnerships and collaboration; respectful learning environment. Working groups developed a governance structure, established measurement processes, indicators and templates for story collection, and conducted a scoping review to provide guidance on best practice approaches to community engagement. Progress reports were shared with Destination Excellence Implementation Steering Team (DEIST) to ensure support across the faculty. This process led to creation of an Office of Social Accountability to be led by an Assistant Dean. Conclusion: Institutionalizing SA requires formal, visible support from administration and careful planning and inclusive processes that ensure all units within the faculty find relevance and resonance for SA in their work. Finally, explicitly including language around and a commitment to SA in a school's strategic plan can elevate and formalize its importance across the entire school.