

Involvement and Engagement Toolkit

A guide to involving patients, public, and stakeholders

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Purpose of the toolkit

The purpose of this toolkit is to:

- Describe the different ways to involve and engage patients and public.
- Support commissioners on key ways to involve the community when commissioning services.
- Describe the need to prioritise the needs of those who experience the worst health outcomes.
- Offer support to commissioners and CCG staff to engage with patients and public.

It outlines to staff the importance of patient and public involvement and engagement, and describes the serious consequences of not taking account of the views of patients and the public.

There are many benefits of involving and engaging with the public, including:-

- It helps to improve two way communication between patients and staff;
- The public, patients, carers and families have a better understanding about the health services;
- The public, patients, carers and families can have an input on planning and delivery decisions;
- Improves decision making by taking into account different views.

Remember - Communication and Engagement plans must be embedded and clearly evidenced throughout commissioning, operational or other published plans, which demonstrate how the public have or will be involved.

This toolkit has been developed in-line with the new [NHS England Statutory Guidance](#). The Guidance includes 10 principles of participation, as follows:

1. Reach out to people rather than expecting them to come to you and ask them how they want to be involved, avoiding assumptions.
2. Promote equality and diversity and encourage and respect different beliefs and opinions.
3. Proactively seek participation from people who experience health inequalities and poor health outcomes.
4. Value people's lived experience and use all the strengths and talents that people bring to the table, working towards shared goals and aiming for constructive and productive conversations.
5. Provide clear and easy to understand information and seek to facilitate involvement by all, recognising that everyone has different needs. This includes working with advocacy services and other partners where necessary.
6. Take time to plan and budget for participation and start involving people as early as possible.
7. Be open, honest and transparent in the way you work; tell people about the evidence base for decisions, and be clear about resource limitations and other relevant constraints. Where information has to be kept confidential, explain why.
8. Invest in partnerships, have an ongoing dialogue and avoid tokenism; provide information, support, training and the right kind of leadership so everyone can work, learn and improve together.
9. Review experience (positive and negative) and learn from it to continuously improve how people are involved.
10. Recognise, record and celebrate people's contributions and give feedback on the results of involvement; show people how they are valued.

Legal duty to involve and engage

NHS Act 2006

It is a legal duty under section 242 (1B) and Section 244 that NHS bodies involve users in the following matters:-

- Planning the provision of services;
- The development and consideration of proposals for changes in the way services are provided;
- Decisions to be made by that body affecting the operation of those services;

The NHS Constitution

This sets out rights for patients, public and staff. It outlines NHS commitments and the responsibilities that the public, patients and staff owe to one another to ensure that the NHS operates fairly and effectively. All NHS bodies and private and third sector providers supplying NHS services are required by law to take account of the constitution in their decisions and actions.

The constitution sets out a commitment for government to produce an up-to-date statement of NHS accountability to explain how decision-making works in the NHS. This is included in the 'Guide to the Healthcare System in England'.

The Gunning principles

1. Proposals are still at a formative stage

- A final decision has not yet been made, or predetermined, by the decision makers

2. There is sufficient information to give 'intelligent consideration'

- The information provided must relate to the consultation and must be available, accessible, and easily interpretable for consultees to provide an informed response

3. There is adequate time for consideration and response

- There must be sufficient opportunity and time for consultees to participate in the consultation.

4. 'Conscientious consideration' must be given to the consultation responses before a decision is made

- Decision-makers should be able to provide evidence that they took consultation responses into account

Principles of involving and engaging

Reach out to people and ask how they want to be involved rather than expecting them to come to you

Promote equality and diversity. Encourage and respect different beliefs and opinions.

Start involving people as early as possible. Allow time and budget for participation.

Proactively involve people who experience health inequalities and poor health outcomes.

Review how things went and learn from it to improve how you engage next time.

Value people's lived experience and use all the strengths and talents that people bring to the table, working towards shared goals.

Recognise people's contributions and give feedback on the results of involvement; show people how they are valued.

Provide clear and easy to understand information and seek to involve everyone, recognising that people may have different needs.

Think of creative and varied ways to involve and engage people, and to feedback.

Think about how you can make your activity accessible to lots of people.

Be open, honest and transparent. Share information and evidence, or explain why something has to remain confidential.

Invest in partnerships. Provide information, support, and training so everyone can work, learn and improve together.

Things to think through

What

Determine what the purpose of the project is and what information you need

Why

Why do you need to engage? What are you trying to achieve? Why are you making changes?

Who

Who will be affected? Think about staff, stakeholders, equality & diversity, and health inequalities.

How

How will you engaging and what methods will you use?
Remember to plan and budget

When

When will you need information by? Work backwards from this date and leave time to plan.

Where

If you hold an event in the community, make sure venues are accessible for all.

Planning your activities

- You will need a project team including clinical leads / rep(s).
- Remember, the Involvement and Engagement Team are here to support you.

Prepare your team and communicate plans

Questions to consider...

- What are the project aims & objectives?
- What are the engagement aims & objectives?
- How will this engagement contribute towards decision making?

- What information do you need in detail?
- What information do you already have?
- What else have you found out from insight work? (NHS Choices, Health Watch, patient stories, CCG's quality team, etc.)

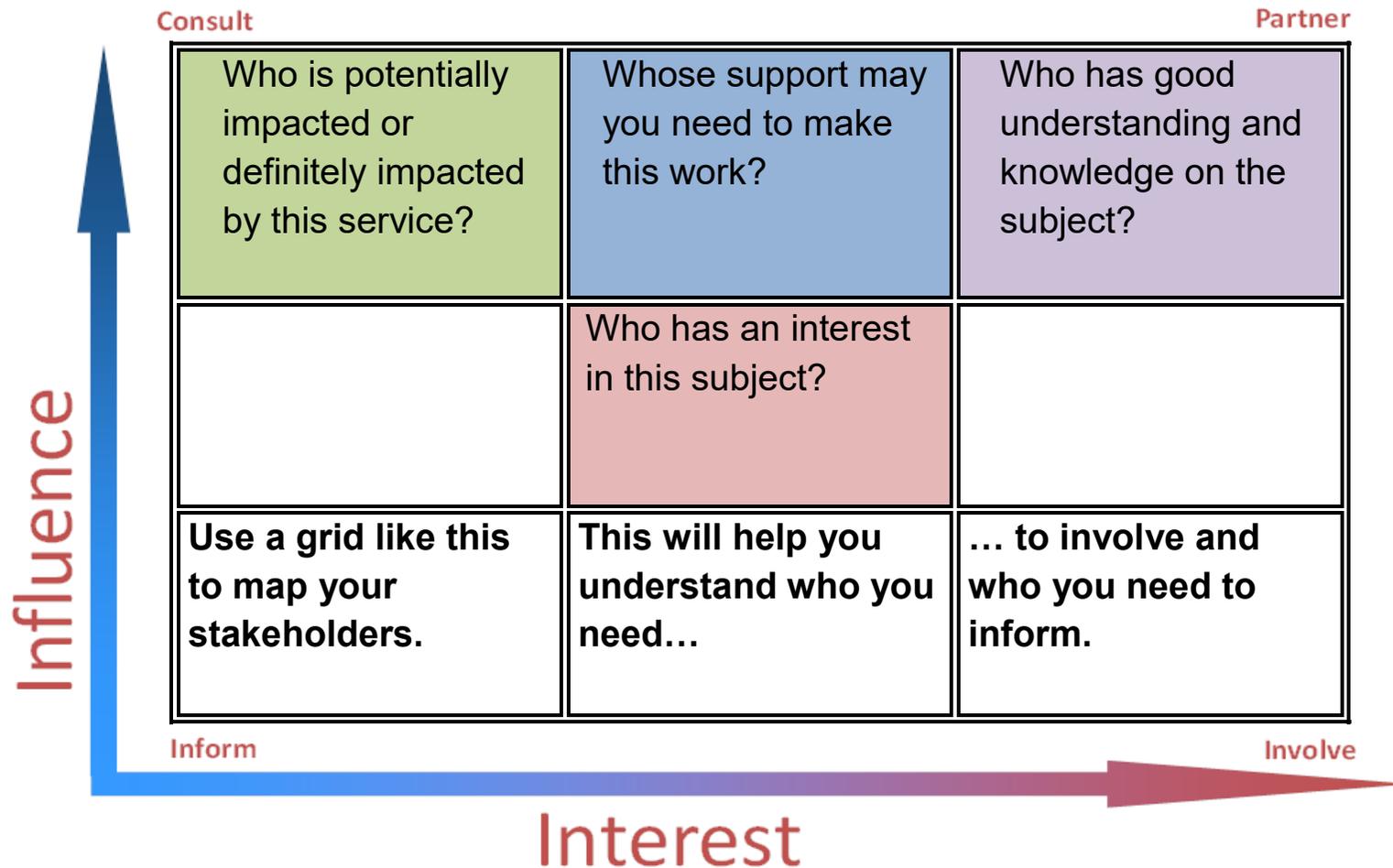
What information will you need?

Choose the right approach

- What engagement methods will you use?
- How will you consider health inequalities?
- How will you consider equality and diversity?
- How will you make your activity accessible?
- How will you feedback?

Map your stakeholders

Ask yourself these questions when stakeholder mapping:



Equality and Diversity

When identifying stakeholders for engagement, you should remember to think about people from protected characteristics groups.

The CCG also routinely thinks about carer's responsibilities and armed forces in addition to the nine protected characteristic groups.

The Equality Act 2010 gives us a duty to take into account the need to:

- Eliminate discrimination, harassment and victimisation
- Advance equality of opportunity
- Foster good relations between different parts of the community

More information can be found at: <https://www.gov.uk/government/organisations/department-of-health/about/equality-and-diversity>

Remember: We have some standardised questions you can use for your engagement activities, including an easy read version: <https://www.sunderlandccg.nhs.uk/corporate/equality-and-diversity/mapping-who-we-engage-with/>

Age	Disability	Gender reassignment
Marriage or civil partnership	Pregnancy and maternity	Race
Religion or belief	Sex	Sexual orientation

EDS2 and Equality Impact Assessments

There is lots of useful information on the CCG website to support you:

<https://www.sunderlandccg.nhs.uk/corporate/equality-and-diversity/equality-diversity-and-health-inequalities-information/>

- **Equality Strategy** - An Equality Impact Assessment (EIA) is a process of analysing a new or existing service, policy or process. The aim is to identify what is the likely effect of implementation for different groups, including patients, public and staff.
- **Equality Strategy 2016-2020** – The strategy identifies how the CCG are committed to ensuring equality and human rights are taken into account in everything we do.
- **EDS2** – Implementation of the Equality Delivery System (EDS2) is a requirement on both NHS commissioners and NHS providers. This is a link to the EDS2 Summary report, which should be completed and uploaded on the CCG website: <https://www.england.nhs.uk/wp-content/uploads/2015/04/eds2-summ-rep-temp-mar15.pdf>

Reaching stakeholders

There are many ways to reach out to people to be involved in your engagement activity. Listed below are a few ideas. These can also be used as methods to engage.

MyNHS – database of people who said they want us to keep in touch

Patient Participation Groups (PPGs)

Equality, Diversity, and Inclusion Network

Voluntary community sector organisations (VCSOs)

The CCG newsletter to GPs and stakeholders

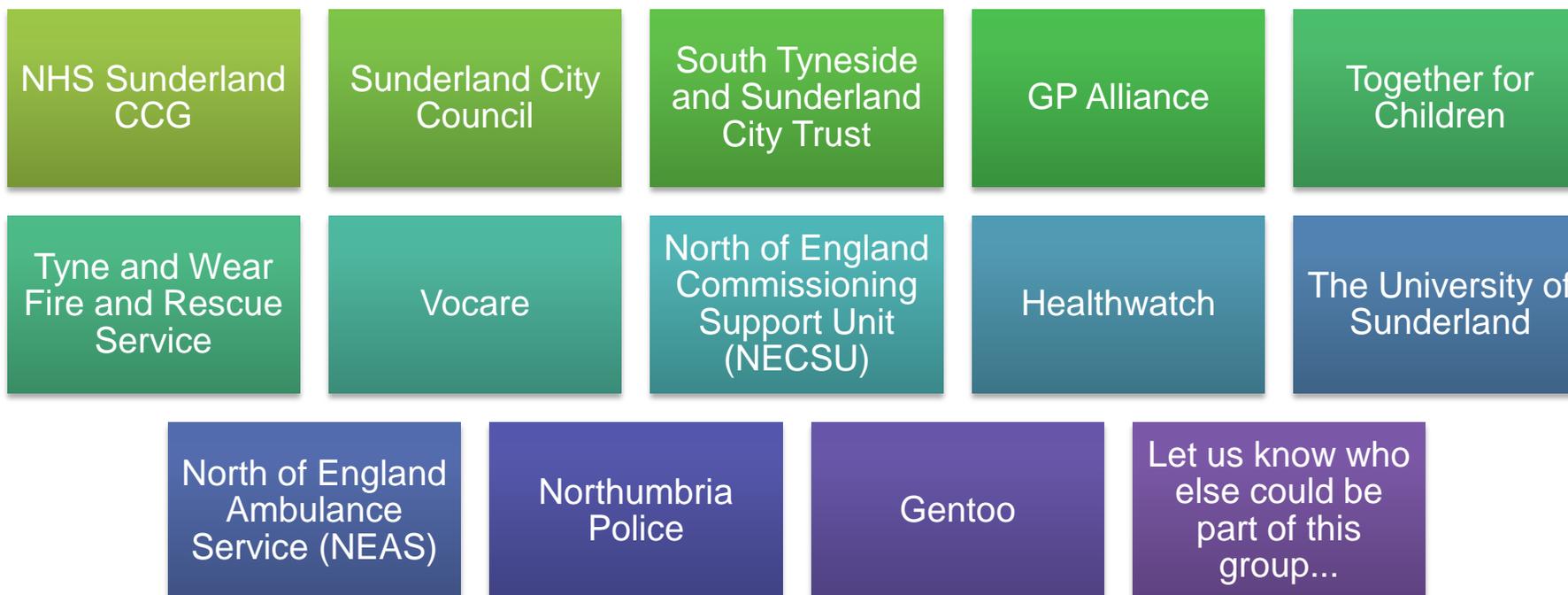
Social media, such as Facebook, Twitter, and Instagram

GP information screens

Local community / council meetings
www.sunderland.gov.uk/committees/CMI_S5/Meetings.aspx

Work in Partnership

The CCG are proud to be part of the **Sunderland Involvement Partnership** group. This group brings together local organisations in Sunderland. The group is still growing, but currently include:



Tools to involve and engage

You should try to use a number of different methods to engage with the public and stakeholders, and not just one or two. Remember, help is available to offer advice and support, and to provide a list of external providers who can help support research activities, by contacting the Involvement and Engagement Team.

Surveys:	<p>These can be paper, online, telephone & face to face.</p> <p>We have people to help you, and an online Survey Monkey Account.</p>
Focus groups / Interviews	<p>Useful for detailed information about feelings, thoughts, perceptions and opinions.</p> <p>These can be delivered by yourself or as by an expert within the community (asset based)</p>
Pop-up stalls	<p>Engage with people and distribute information at public venues, using pop up stalls. for example, at shopping centres.</p>
Better Health Events	<p>We link with partner organisations to attend their events, such as the Big Community Sports Festivals, Sunderland University Freshers Fair, and Pride.</p>
Co-production events	<p>These are a good opportunity to involve the public and stakeholders in developing service design</p>
Public meetings and events	<p>These can be used to share and collect information with a large number of people.</p>
Leaflets and posters	<p>These can be distributed to community venues, GP surgeries and pharmacies, at public events, or through on-street distribution methods</p>
Social media	<p>We have a Facebook and Twitter account.</p> <p>Great way to get information out to the public and encourages two-way dialogue.</p>

Think creatively and inclusively

However you decide to engage with people, remember to make your activities as accessible and creative as possible.

Stream your events live on facebook

Live question and answer sessions on social media

Use infographics on instagram

Use British Sign-language interpreter (including for online events)

Produce easy read documents, surveys, and results reports

Create animations

Hold feedback events to make sure you got things right

Go out to the community, rather than expecting them to come to you

Provide training and expenses

The CCG is committed to supporting people to be involved as much as possible. This includes covering expenses and providing training. We have an expense policy to help with travel costs to meetings and engagement activities. We also provide training regularly to Voluntary Community Sector Organisations (VCSO) to help them collect the thoughts and opinions from their service-users on behalf of the CCG through asset-based focus groups or interviews. An example of a toolkit designed to support stakeholder involvement activity can be found on the Path to Excellence website: <https://pathtoexcellence.org.uk/publications/focus-group-toolkit/>

Did you get it right?

Review the aims and objectives you first set at the start of the project. Ask yourself the following questions:

Remember – you need to review your involvement activity, including how effective it has been, and take action in response to what you have learnt.

By monitoring who you engage with, you can identify any gaps and people you still need to speak with. You can then put on additional activities to help speak with as many people as possible.

Do another stakeholder map to see who you engaged with to help identify any gaps:

<https://www.sunderlandccg.nhs.uk/corporate/equality-and-diversity/mapping-who-we-engage-with/>

Were the aims and objectives of the project achieved?

Was the method of engagement used successful?

Was the information gathered used to inform changes in services / planning?

What did you learn from the engagement exercise?

What can you do better in future patient public participation exercises?

Did you engage with as many protected characteristic groups as possible?

Did you involve and inform all your stakeholders in your stakeholder map

Feeding back

It is essential you feedback after any engagement activity. Your feedback should clearly tell people what you found out and how the CCG will use this information to influence decisions and services.

Telling people what will happen as a result of their engagement will reinforce public participation and also demonstrate the CCG's commitment to involving and engaging people.

Feedback is also the chance for a two-way dialogue. We don't stop listening at the end of an engagement activity, so use this as an opportunity to check you've got things right.

There are many ways to feedback. Remember to think creatively and to make your feedback accessible so everyone has an opportunity to be involved. You should use a number of methods to feedback. We also like to include feedback online: <https://www.sunderlandccg.nhs.uk/get-involved/listening-to-your-feedback/>

Written reports

Posters / leaflet

Newsletters / email bulletins

Online – 'You said, we did' feedback page

Through social media

Feedback events / meetings

Press releases

Letters or emails to participants

On-street kiosks / activities

Animations or videos

Through public meetings

GP screens

Pharmacy bags

Help and support...

[Annual Involvement and Engagement Plan](#) – Provides a detailed description of what public involvement activity has taken place in the past

[CCG Involvement Strategy](#) – This strategy provides an overview of the CCG's communication and engagement priorities, the approach and key actions that will be undertaken to help deliver this. It provides a clear commitment to working with the public, patients, carers and communities and their representatives, to ensure health and social care services are shaped around what the people need.

All Together Better Communications and Engagement Strategy – to follow

[Path to Excellence Communications and Engagement Strategy](#) - This document is an updated strategy for Path to Excellence – Phase 2. It has been developed further after endorsement and input from Path to Excellence NHS South Tyneside and Sunderland partners from the trust and clinical commissioning groups, stakeholder advisory panel and Healthwatch organisations. Clear tactical communications and engagement action plans underpin key elements of this strategy.