NHS South East London CCG Principles for Engagement

General principles for patient and public engagement

The following principles should be seen as applying to all engagement:

- Ensure engagement purpose is clear and that this clarity helps identify the methods of engagement to be used e.g. information sharing, actively seeking feedback and input, ideas generation, co-production
- Engage through the commissioning cycle, including setting priorities and formulating ideas
- Plan and budget for engagement, based on involving people early
- Have a variety of digital and non-digital mechanisms to use, which should be complementary to each other recognising that one method does not suit all engagement activity and
    - ensure that similar timeframes exist for both digital and non-digital engagement and they 'hit the streets at the same time' so that no-one is disadvantaged
    - ensure the consistency of message and purpose of engagement across all channels of engagement
- Build on existing information, patient and care insight and understanding
- Value and recognise people's experience, contribution and input enabling all engagement activities to contribute to positive, ongoing relationship building between the CCG and its public/partners
- Promote equality, diversity and inclusion as part of all engagement activities
- Reach out and engage with the diverse communities across south east London, including those representing Black, Asian and minority ethnic backgrounds, people who are seldom heard and those who experience health inequalities and poor health outcomes
- Provide clear, easy to understand and culturally sensitive information, including the use of visual aids and infographics
- Listen, be ready to feed back and be responsive to what people have said and be open, honest and transparent
- Invest in engagement, have on-going dialogues and provide training and support
- Work in partnership with other organisations, including the voluntary and community sector to reach people
- Ensure effective links between engagement at a south east London level with borough engagement activity ensuring local feedback, intelligence and outreach can feed into regional understanding
- Review and evaluate engagement activity and methodology including experience of engagement
- Record and monitor demographics of those who we engage

It is also worth noting here the five principles set out in the National Voices (June 2020) report for the next phase of the Covid-19 response, the first three of which are addressed by this paper (the last two refer to direct care and support):

- Actively engage with those most impacted by the change
- Make everyone matter, leave no one behind
- Confront inequality head on
- Recognise people, not categories, by strengthening personalised care
- Value health, care and support equally

Principles for engagement – digital

The following principles have been developed to apply specifically to digital engagement:

Digital engagement needs to:

- Be easy to use
- Be accessible
- Be sustainable and reliable
- Be able to be used on smart phones, tablets and computers
- Be secure
- Offer a range of approaches facilitating take up amongst different user profiles
- Be available to people without requiring them to download software or systems
- Not incur costs for local people to use

Principles for engagement – non-digital

The following principles have been developed to apply specifically to non-digital engagement:

- Use methods which people are familiar with and which are easy to use and are reliable
- Be aware of timeliness and time sensitivity of printed information
- Offer a range of approaches including fun and light-hearted activities

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