



Healthcare  
Improvement  
Scotland

Community  
Engagement

# Planning Engagement

## Why, What, Who, When, Where, How?

Richard Kennedy-McCrea

# Engagement in GP practices

Survey across Scotland published October 2019

Survey of 944 practices – 40% response rate



**54%**

of practices purposefully engage with people



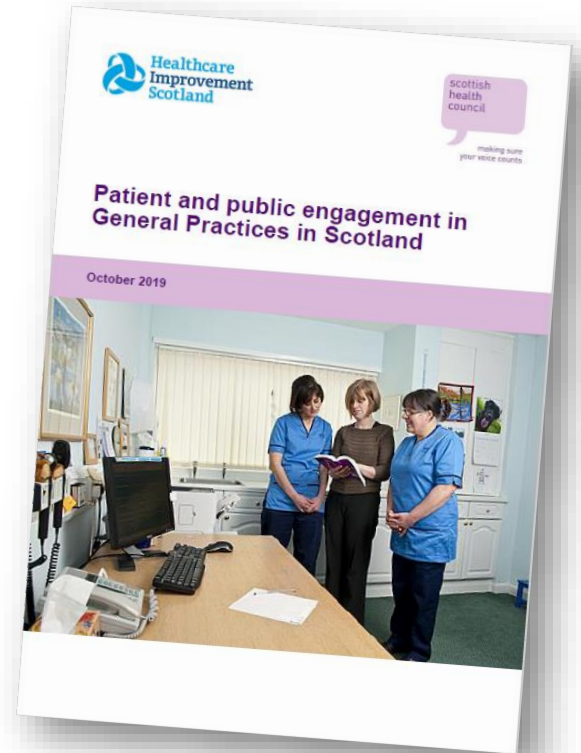
**84%**

discussed practice or service issues



**75%**

discussed patient experience

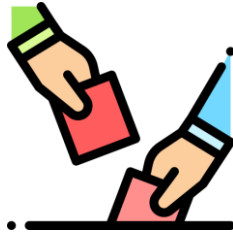


# Engagement in GP practices



**82%**

use practice website



**76%**

use feedback  
box or board



**73%**

use letters



**40%**

use surveys



**37%**

use social media



**32%**

use a Patient  
Participation Group



**13%**

use virtual patient  
group

Don't just jump straight in



Photo by [Rupert Britton](#) on [Unsplash](#)

# Beware the same old, same old



# Setting the agenda: top-down vs. grassroots



Photo by [CHUTERSNAP](#) on [Unsplash](#)

# Planning your engagement



# Why?

- Why are you engaging with people?
- **What do you want to achieve?**
  - help people manage their own health and care
  - redesign or improve services
  - influence policy
  - review what you are doing and find out how you could do it better



**Why?**



# What?

- What do you want to know?
- Quantitative **data**, or **stories** and **experiences**?
  - numbers, text, images, videos, sounds...
- Do you need ethical approval?
- **Contact HIS Community Engagement for advice**



**What?**

# Who?

- Who needs to be involved?
- How many?
- What **needs or requirements** do participants have?
- How do you know you've included everyone?
- **Carry out an EQIA**



**Who?**

# When?

- How **soon** can you involve people?
- How **often** should they be involved?
  - one-off, ongoing
- When is the **best time** for participants to get involved?



**When?**

# Where?

- Where is the best place to involve people?
- Online, offline, or both?
- **Remember: go to where the people are**



**Where?**

# How?

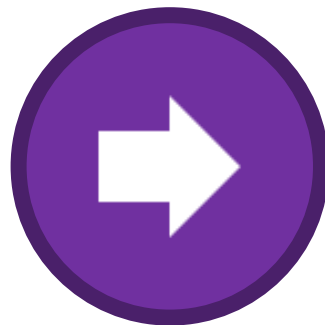
- What are the best way(s) to engage with people?
  - [Participation Toolkit](#)
- What constraints are there?
- Will the method(s) exclude anyone?
- **Does the approach need to be adapted?**



**How?**

# What next?

- **Analyse** the feedback received
- **Close the loop** with participants: how did they make a difference?
- **Evaluate** your work: what worked well? What could have been better?
  - [Evaluation Toolkit](#)
- **Share** your learning



**What next?**

# More information

## Planning your engagement

- [www.hisengage.scot/how-to-engage](http://www.hisengage.scot/how-to-engage)

## Participation Toolkit

- [www.hisengage.scot/toolkit](http://www.hisengage.scot/toolkit)

## Community Engagement offices

- [www.hisengage.scot/offices](http://www.hisengage.scot/offices)



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[@HISengage](https://twitter.com/HISengage)



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