

Public and Patient Engagement Getting it Right



Principles of engagement

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www.qualitymk.nhs.uk/patient_public_engagement.htm

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Our vision is for the patients and public to drive the design and delivery of high-quality services.

To achieve this, every day, everyone working in the NHS needs to engage the patients and public in making decisions



*Helping the NHS Put Patients at the Heart of Care.
Department of Health, September 2009*

Introduction

NHS Milton Keynes is committed to this vision and it is our responsibility to make this a reality as we take the lead in turning the taxpayer's money into better health, fewer inequalities in health and access to high-quality services.

This short and practical guide to effective involvement has been developed by a partnership of health:mk, NHS Milton Keynes and LINK:MK through a series of workshops. Working together, staff and representatives of patients and the public considered the evidence from the work undertaken through Quality:MK over three years, learning what had gone well and what can done better.

I welcome this guidance and look to see it being used to good effect, day-by-day.



Dr Nicholas Hicks

Chief Executive and Director of Public Health
NHS Milton Keynes

Engagement begins at the earliest possible stage

- Plan and initiate engagement at the earliest possible stage.
- Including lay 'reps' from the outset builds shared ownership and commitment.
- Early engagement brings a lay perspective to setting the objectives and terms of reference.
- It assists the development of good working relationships and promotes the 'team'.

People bring different perspectives

- **Think about the different perspectives the public and patients can bring:**
 - The individual's experience as a user or carer.
 - The collective expertise of groups who support users and carers.
 - The individual citizen as a potential service user.
 - The individual as a participant in local democracy and as a taxpayer.

Who to engage with?



- **Identify public and patient representatives or groups.**
 - Decide what sort of experiences might best suit your purpose.
 - Approach LINK:MK to nominate suitable representatives.
 - Consult the NHS Milton Keynes Communications and Engagement team for advice on engaging with whole groups.
- **Always ensure there is more than one person;** this takes the pressure off individuals, enables wider engagement and brings additional skills to the work.

Valuing patients and members of the public

Lay representatives expect to be active participants and take a share of the work. Engagement works best where people feel valued and part of a team effort.

- **Take time early on to explain the purpose.**
 - Explain the process and how they can help.
 - Conduct a general briefing on aspects of commissioning, working with evidence and decision-making in the NHS.
 - Specifically brief on the goals and how this work will affect local services.
 - Help participants to understand the context, the issue and terminology.
 - Introduce people: use badges and name plates. Share biographies.
- **Get meeting papers out in good time.** Bear in mind that not everyone has easy access to IT and printing can be expensive. Lay members will welcome the provision of longer documents in hard copy posted to them in good time.

Engagement is a shared responsibility

- **Engagement is a shared experience and shared responsibility.** You need to ensure that your lay members are regularly briefed and as well-informed as their professional colleagues.
- **Explain arrangements** for travel and parking, expenses claims etc.
- **Confidentiality:** 'Ground rules' about openness and transparency help to keep more items in the open. Acknowledge that there may be topics that are difficult to talk about at open meetings.
- **Where lay participants are not engaging effectively:**
 - Reflect on the approaches used and the way meetings are conducted.
 - Consider a buddy system whereby a lay person is supported by someone in the project group who can 'translate' and provide a listening ear.
 - If things are not working out, don't leave it; go back to the LINK:MK office. It may be that an individual is not the right match for the project.

What sort of engagement activity to choose?

- **Review the data available** on public experience and the range of activities needed to validate and complement this.
- **The purpose of the work should drive the choice of methods.** You may need to engage with a whole group or community. Both LINK:MK and the NHS Milton Keynes Communications and Engagement team will be able to advise you on the best approach. Use the Patient and Public Engagement Toolkit for World Class Commissioning.



- **Plan ahead;** take account of holiday periods and cultural events that might make it difficult for patients and the public to participate. Consider whether key groups will be excluded by restricting engagement activities to office hours.

How will we know if we got it right?

- Reflect on the impact of engagement on the process, and the outcomes.
- De-brief participants on the experience.
- For large-scale projects always hold a 'lessons learned' session.

What next? - Following up on engagement

- **Feedback:** share findings, results, decisions made, what happened next. Use LINK:MK, local patient participation groups, and other public and professional networks and communications. People are more likely to engage again when they receive feedback.
- **Thank everyone** for their contribution.



LINK:MK

Our Milton Keynes Local Involvement Network

LINK:MK is our local involvement network of groups and individuals. It supports patient and public engagement by giving a voice to the community of Milton Keynes, so that people can say what they think about local health and social care services.

LINK:MK helps the NHS by:

- Nominating appropriate people to get involved in the work.
- Supporting patients and the public who are involved.
- Effective communications; reaching out to patients, carers, patient participation groups, voluntary organisations and the general public via a range of communications including surveys, events, visits, focus groups.

Contact the LINK manager: Carol Duffy at
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Find out more about Engaging with the Public



A stronger voice for better care

LINK:MK

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01908 266696

www.miltonkeyneslink.co.uk

NHS Milton Keynes

Communications and Engagement Team

01908 278801

http://www.qualitymk.nhs.uk/patient_public_engagement.htm

Helpful Resources on the Web

Patient and Public Engagement Toolkit for World Class Commissioning

<http://www.institute.nhs.uk/images/documents/wcc/PCT%20portal/PPETOOLKITwithlinksFINAL.pdf>

Public and Patient Experience and Engagement: Department of Health

<http://www.dh.gov.uk/en/Managingyourorganisation/PatientAndPublicinvolvement/index.htm>

Public and patient experience and engagement

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▸ Management resources

- Workforce
- Health reform
- Equality, diversity and human rights
- Finance and planning
- Commissioning
- Joint Strategic Needs Assessment
- Complaints and consent
- Health and safety
- Emergency planning
- Information policy
- Estates and facilities management

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Public and patient experience and engagement

Over the last few years, the NHS has made great strides towards fully engaging people in the foundation trusts.

All major policy drivers make it clear that we must carry on embedding this good practice in

Our challenge now is to make the engagement and empowerment of people and community partners on the health and well being agenda and work with local people to tackle health in

The Department of Health's Public and Patient Experience and Engagement division provid

What's new in experience and engagement

Latest news and policy developments published by the public and patient experience and e

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Publications

▸ [Experience and engagement publications](#)

Further information

Translations, Braille and audiotape

Upon request, we have access to interpreters who can speak other languages. This leaflet can also be made available in large print, Braille, different languages or on audiotape. Please contact 01908 278801.

For general health information and more about the NHS, including the complaints procedure, call **NHS Direct** (calls are free on 0845 4647), or go to www.nhs.uk

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**These “golden rules”
were developed
in discussion with
patients, members
of the public and
NHS staff involved in
Quality:MK**

www.qualitymk.nhs.uk

*Quality***:MK**

Evidence Based • Primary Care Led • Patient Centred