Community Engagement – Service Change Team

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Things to Consider - Planning

Transparency Governance and Feedback

Stakeholders Barriers and Impacts

Scope and Case for Change

Planning Meaningful Community Engagement
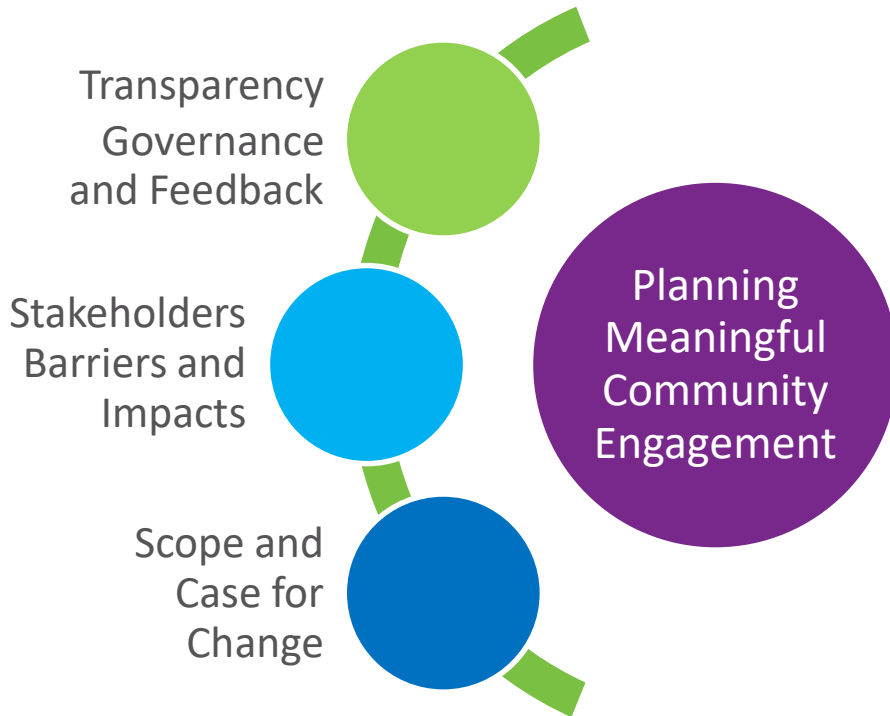
Duties and Guidance

Statutory Duties

- NHS Reform (Scotland) Act 2004
- Equality Act (2010)
- Community Empowerment (Scotland) Act 2015
- Fairer Scotland Duty (2016)

Guidance

- CEL4 (2010)
- Integration Planning Principles (2015)
- PANEL principles (2015)
- National Standards for Community Engagement (2016)

Principles for Engagement

- **Robust and Transparent -** evidence based information, and clear decision making process

- **Inclusive -** involving the people most affected and interested

- **Timely** - carried out at the outset – bring people with you when it means something to them

- **Proportionate -** when planning engagement - length of time / type of event - while being responsive to needs

Equality Impact Assessment considerations of process /proposals

Areas of focus for Process

- Stakeholder mapping/ make sure the right people are in the "room"
- Collaborative and Responsive approach to planning methods and events

Areas of focus for Proposals

- Identify any negative impacts or potential issues for access to services
- Mitigate/ Plan

Sharing practice: when things don't go to plan

MY DAY IS NOT GOING ACCORDING TO PLAN !

What are your thoughts or experience of good engagement?

Do you have any examples of when engagement didn't go to plan?

What did you learn?

Things to Consider - Delivery

Delivering Meaningful Community Engagement

Responsive Methods
Clear Communication

Active Listening and 2 way dialogue (Collaborative)

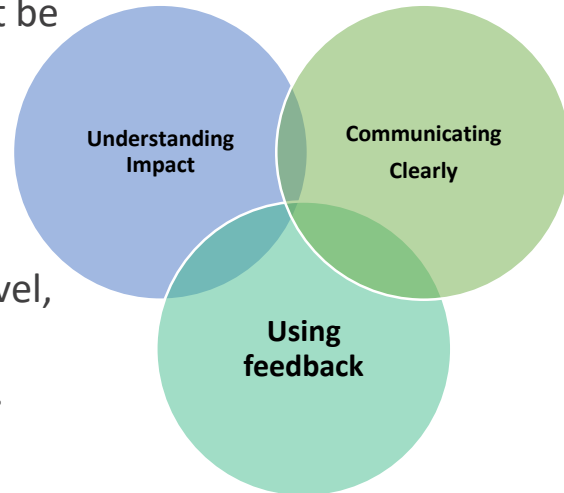Feedback and Relationships (Trust and Effectiveness)

Moving Forward – response to COVID-19

"As consideration is given to how some of these changes could be taken forward and what further changes are required to the way services are designed and delivered, it's imperative that there is meaningful and inclusive engagement with the people and communities using these services".
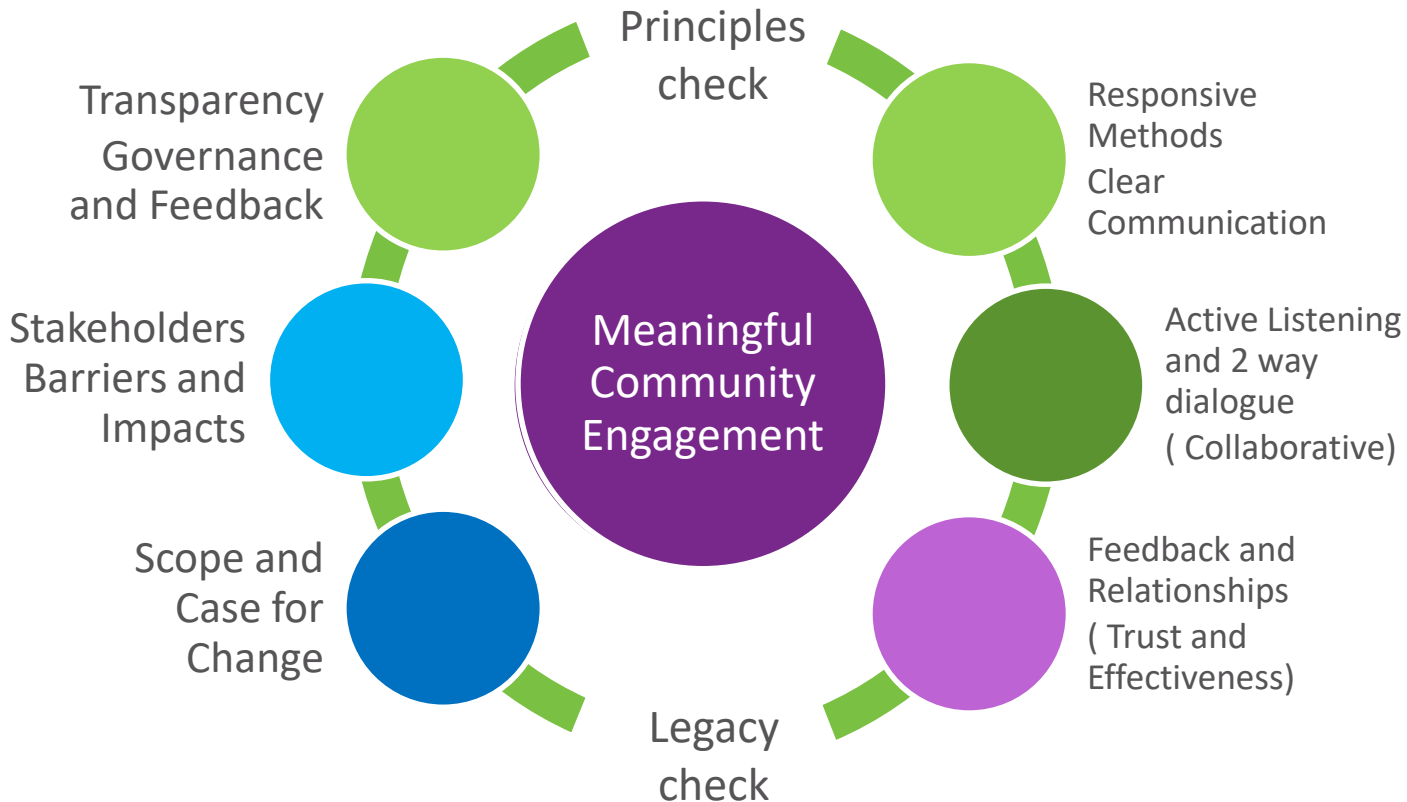
Lynsey Cleland, Director, Healthcare Improvement Scotland- Community Engagement

Key Considerations for "New Normal"

- **Understanding impact:** Consider the potential impact interim and urgent changes may have and how adverse impacts might be mitigated.

- **Communicating clearly:** Ensure that communications are clear, transparent, accessible and include information on travel, how to access services and the support available to people remotely or in person.

- **Using feedback:** Seek feedback from patients, service users and communities on the interim and urgent changes and consider how this can be used to inform current practice and future service design

Planning and Delivering

Principles check

Transparency Governance and Feedback

Responsive Methods Clear Communication

Stakeholders Barriers and Impacts

Meaningful Community Engagement

Active Listening and 2 way dialogue (Collaborative)

Scope and Case for Change

Feedback and Relationships (Trust and Effectiveness)

Legacy check

Evaluate to improve

- Consider if process met outcomes
- Improvement for future engagement – relationship building
- Build on what worked well
- Can use informal and formal methods

See our Evaluation Toolkit
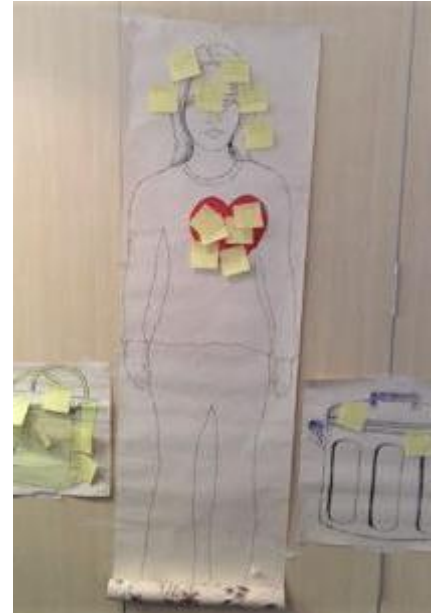
Summary /Discussion Points

- Planning – remember duties and guidance

- Process should be Robust, Inclusive, Timely and Transparent.

- EQIA - Supporting access to process and mitigating negative impact of proposals

- Think - what is my Legacy? Relationships, Proposals, Future Engagement.

Engagement Legacy

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Dr Maya Angelou

Thank You

You can contact us at:
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Find out more about what we do and resources we can offer at

www.hisengage.scot