

PUBLIC ENGAGEMENT GUIDANCE

Introduction

NHS Dorset Clinical Commissioning Group (CCG) is committed to involving local people in the design and development of local services.

National guidance and duty to involve

The CCG works in accordance with the NHS England National Guidance "Patient and public participation in commissioning health and care: Statutory guidance for clinical commissioning groups", 2017.

<https://www.england.nhs.uk/wp-content/uploads/2017/05/patient-and-public-participation-guidance.pdf>

Toolkit

NHS England has produced a toolkit for communications and engagement. It is not statutory guidance but provides a useful checklist and a set of resources and examples.

<https://improvement.nhs.uk/uploads/documents/10473-NHSI-Toolkit-INTERACTIVE-04.pdf>

Our engagement process

When reviewing, designing and planning services, all directorates must follow a number of steps to ensure that meaningful engagement and communications take place and the views of local people inform every change.

Follow these steps...



Step 1. Engagement assessment and planning

Complete an engagement assessment and planning form (<http://bit.ly/eng-ap-form>). This is required for national reporting and assurance, and to request advice and support from the Engagement and Communications team.



Step 2. Audience analysis

Who to inform and involve. Complete an audience analysis template.



Step 3. Gathering insight

Consider what we already know from local and national feedback. Seek current views – what is good/could be better?



Step 4. Using views to inform plans

Use existing insight and current views to inform plans. Designing plans with local people, e.g. through a reference group, events and/or ongoing representation.



Step 5. Further engagement

Further engagement and/or consultation with local people will depend on the proposals for service change.

Communications

Effective and timely communications are essential at all stages to ensure people are informed and involved. Communications should follow the Accessible Information Standard.

Other useful resources can be found here:

<https://www.england.nhs.uk/participation/resources/docs/>