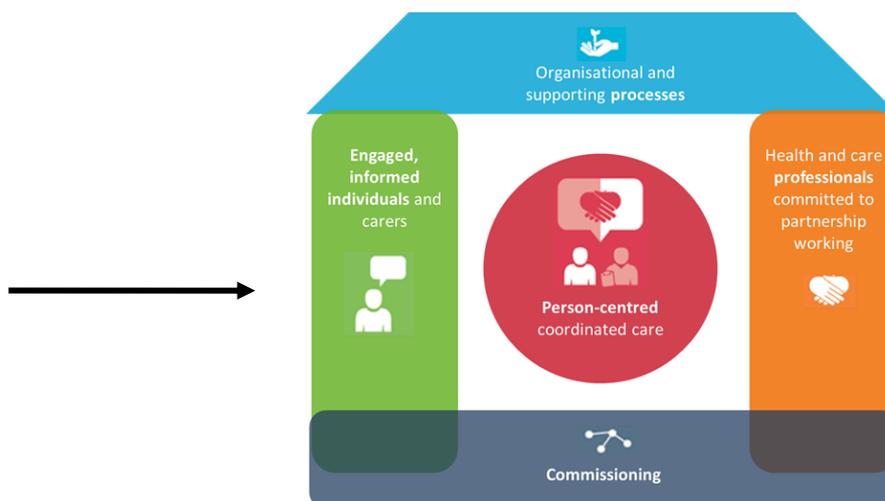


# How to Measure the Impact of Engagement on the Ground

Workshop pre-reading and preparatory tasks



## Introduction

Publishing evidence of 'patient and public voice' activity and the impact that this has made on health and social care services is now a central feature of the new commissioning landscape, as well as being a legal requirement under the 2012 Health and Social Care Act.

This workshop is designed to provide a practical hands-on review of assessing the impact of public engagement within the health system, and to provide commissioners and other health professionals with the confidence to design their own impact assessment frameworks. Using a series of practical exercises and case studies the workshop will consider the strategic as well as practical issues associated with assessing the impact of public engagement and will provide participants with an opportunity to create their own assessment framework.

## Who is this course for?

*Commissioners* – Transforming Participation in Health and Care sets out a series of obligations on commissioners to publish evidence of the public engagement activity they have undertaken and the impact that this has had on the services that are provided. This workshop will provide commissioners with a series of tools to help them plan and deliver an effective assessment of any public engagement activity that is undertaken. There will also be an opportunity to practice the application of planning tools either to an existing engagement project or to a case study example through a series of practical exercises during the workshop.

*Engagement Leads* – Many health organisations already publish details of public engagement activity that is undertaken but fall short in terms of demonstrating the impact that this has had on services and commissioning decisions. This course is designed to support public engagement leads to think about how their organisation can better demonstrate the impact of public engagement activity and to provide participants with the skills to undertake impact assessments directly as part of the public engagement process. With decreasing numbers of engagement staff and an increasing demand for public engagement, this course will demonstrate how a set of practical planning tools can be used directly by commissioners to plan and deliver an impact assessment rather than relying on the central engagement team for this activity.

*Governing Body/Lay members/PPG reps* – Holding commissioning bodies to account in terms of the impact of which public engagement has delivered requires Governing Body and Lay Members to have sufficient knowledge on impact assessment is planned and delivered. This course has been designed to provide participants with an overview of the planning process for impact assessment, as well as the strategic issues that need to be considered as part of effective design

and delivery. This workshop should enable Governing Body and Lay members to ask the right questions and critically review of any impact assessment that is proposed.

## Workshop aims

The workshop will review the key elements of an effective impact assessment, starting with a discussion about the role and purpose of impact assessment before moving on to consider the importance of engagement objectives and audience definition as part of an effective assessment process. We then consider how to develop an assessment rationale, and conclude with a review of other practical considerations such as how to provide effective feedback and deliver a credible assessment using in-house resources.

This workshop uses a practical, hands-on approach to enable participants to learn by application, and requires some pre-workshop preparation to ensure that participants are able to get the most out of the individual and small group exercises.

***Please note that the pre-course reading and preparation activities are essential for this course. You need to have completed these in advance of attending the workshop to gain the most value as possible from the activities on the day.***

## Learning Outcomes

- Develop an understanding of the benefits of impact assessment for public engagement and the risks of not undertaking such an assessment;
- Understand the need to plan engagement with a view to assessing its impact;
- Build knowledge on how to design an effective impact assessment framework as part of a public engagement exercise;
- Create a better understanding of critical factors behind an effective impact assessment and possible data sources which can be used;
- Know where to find other support and resources to support impact assessment.

## Essential pre-course reading

Please read the following before attending the workshop:

1. NHS Transforming Participation in Health and Care – Executive Summary (pgs 1-10)  
<http://www.england.nhs.uk/wp-content/uploads/2013/09/trans-part-hc-guid1.pdf>
2. NHS Commissioning Board, Everyone Counts: Planning for Patients 2013/14 (pgs 5-9)  
<http://www.england.nhs.uk/everyonecounts/>
3. Your own organisation's engagement strategy or plan (if available?) *Please download a copy, read it and bring it with you to the workshop.*
4. The NHS Outcomes Framework (summary)  
[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/256457/At\\_a\\_glance\\_NHS\\_OF.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/256457/At_a_glance_NHS_OF.pdf)
5. Outcomes Benchmarking Support Pack for your organisation – eg LA Level CCG Outcome Indicators or the NHS Outcome Indicators for your area of interest  
*Please see your local CCG website or NHS Indicators on [www.gov.uk](http://www.gov.uk)*

## Pre-course tasks

We have designed two pre-course activities to ensure that you get the most out of the workshop.

Please complete these activities ahead of attending the workshop as it will enable you to play a more active role in the discussions and get the most out of the time we have together.

**Task 1:**

Please identify a recent public engagement activity that you have either been involved in or are able to research within your organization.

How relevant do you believe this has been to meeting the health needs of the local population and improving health outcomes for your organisation?

*Please write your thoughts in the table overleaf – the prompts are designed to help identify where recent public engagement activity undertaken is aligned to identified local requirements.*

**Task 1: How relevant has this recent public engagement activity been to addressing a specific need your organisation has identified?**

*Please describe in outline the recent public engagement activity undertaken by your organisation?*

*What do you believe were the objectives for this public engagement programme?*

*And what might change as a result of this public engagement?*

**Task 2:**

This task is designed to explore how regularly your CCG provides feedback to participants of public engagement and so meets the requirements set out in Transforming Participation in Health and Care (pg 4).

**Task 2: What are you aware of that has worked well in terms of providing feedback to patients and the public?**

Are there any examples of your organisation providing feedback to participants of a public engagement programme?

What approach to giving this feedback has worked most effectively?

Are there examples of public engagement undertaken by your organisation where participant feedback was not provided?

Are you aware why feedback was not given?

Finally, please think about what you most want to achieve at the workshop and bring this idea with you to the workshop – you will be asked to write down the most important aspect you want to get out of the workshop!

**What I most want to achieve at the workshop:**

We look forward to welcoming you at the workshop.

## Further Reading

In addition to the essential pre-course reading there are a wide range of additional materials and texts which provide advice and guidance on undertaking impact assessments, however many do not refer specifically to assessing the impact of public engagement. Here we have included a series of useful references that are more specifically focused on the evaluation and assessment of public engagement.

### 1. Making the case for Public Engagement (Involve and Customer Focus)

This resource focuses primarily on the development of a fully costed business case in support of public engagement.

The document is accessible, and provides a number of self-completion questionnaires and tools which will guide you through the development of a financially based impact and cost assessment of a public engagement programme. The analysis tools are useful both in terms of creating financial and non-financial estimates of the benefits obtained from public engagement programmes, and how to create indicators.

[www.involve.org.uk/wp-content/uploads/2011/07/Making-the-Case-for-Public-Engagement.pdf](http://www.involve.org.uk/wp-content/uploads/2011/07/Making-the-Case-for-Public-Engagement.pdf)

### 2. Making a Difference: A Guide to evaluating public participation in central government (Involve and DCA)

Although this guide focuses specifically on evaluation of public participation programmes for central government, however it does contain a number of examples and tools for identifying the indicators and measures of success from public participation programmes.

A number of the handouts used during the practical planning session are taken from this document.

[www.sharedpractice.org.uk/Downloads/Making\\_a\\_difference.pdf](http://www.sharedpractice.org.uk/Downloads/Making_a_difference.pdf)

### **3. The Public Involvement Impact Assessment Framework (PiiAF)**

PiiAF is a framework which has been developed specifically to support researchers in their assessment of the impacts of involving members of the public in health and social care research.

Further details on the overall programme can be found at: [www.piaf.org.uk/index.php](http://www.piaf.org.uk/index.php)

In addition there is a framework and toolkit which can be downloaded at:

[www.piaf.org.uk/documents/exec-summary-0114.pdf](http://www.piaf.org.uk/documents/exec-summary-0114.pdf)

The framework outlined within PiiAF has been used as the basis of the planning grid that we have used in this training programme.

### **4. Exploring the Impact of Public Involvement on the Quality of Research: case study examples (Involve and National Institute for Health Research)**

This reference provides a series of case studies on the impact which public involvement has had on the quality of research undertaken. It provides some useful context and examples of how public engagement can impact on the outcomes which are achieved.

[www.invo.org.uk/wp-content/uploads/2013/08/invoNETexamples2013.pdf](http://www.invo.org.uk/wp-content/uploads/2013/08/invoNETexamples2013.pdf)

### **5. HMG Impact Assessment Toolkit**

The official Government toolkit on impact assessment may be helpful, however this toolkit focuses primarily on assessing the impact of policy rather than public engagement. We have included it here for completeness.

[www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/31608/11-1112-impact-assessment-toolkit.pdf](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/31608/11-1112-impact-assessment-toolkit.pdf)