

Welcome to this week's  
Tuesday Topic

# Choosing Dialogue Methods

Chaired by Claire Fordyce



# Our perspective

**Consultation** [noun]  
...is the dynamic process of dialogue between individuals or groups, based upon a genuine exchange of views, with the objective of influencing decisions, policies or programmes of action



# When does one need to consult?

**Statutory requirement**

**Legitimate expectation**

**To ensure “*fairness*”**

# Rising expectations for public involvement

From physical presence to social media



# Legislative intentions ... then what

...

## what do Statutes envisage?



**Personal and Public Involvement (PPI) - DoH Guidance to HSC**

Date published: 03 December 2015  
 Topics: Safety and quality standards, Personal and Public Involvement (PPI)

DoH Guidance issued to Health and Social Care Organisation in relation to Personal and Public Involvement (PPI)

Documents

- HSC (SQSD) 03-12 - Guidance for HSC Organisations on Arrangements for Implementing effective Personal and Public Involvement Policy in the HSC PDF (308 KB)
- HSC (SQSD) 01-12 - Personal and Public Involvement –



**Health and Social Care (Reform) Act (Northern Ireland) 2009**

# Legal decisions in recent years

- There's a *legitimate expectation* that **those receiving a public benefit** should be consulted before it is removed (e.g. facility closures)
- **Over-reliance on online methods** may be unlawful
- Single-option consultations may be unlawful
- Not all *consultee* views carry equal weight
- Impacts of proposals must be published and given '*due regard*' as per Section 75, NIA 1998



# Methods & Stakeholders

Range of methods is vast...

- How to choose appropriate methods for stakeholders?
- Staff confidence to deliver



# Dialogue Methods

- **Feedback**
- **Surveys** (Mail, Telephone, Internet, Face2Face)
- **Documentary**
- **Focus Groups**
- **Discussion Forums**
- **Stakeholder 1to1s**
- **Seminars and Workshops**
- **Consultative Committees**
- **Deliberative events**
- **Citizens' Juries**
- **Citizens' Panels**
- **Public Meetings**
- **Public Exhibitions**
- **Social Networking**

**Mainly  
quantitative data  
gathering**

**Mainly  
qualitative data  
gathering**

**Mainly  
participative**

# Nine principles of...

...effective deliberative engagement:

1. The process makes a difference
2. The process is transparent
3. The process has integrity
4. The process is tailored to circumstances
5. The process involves the right number and types of people
6. The process treats participants with respect
7. The process gives priority to participants' discussions
8. The process is reviewed and evaluated to improve practice
9. Participants are kept informed

# Other Specialist Techniques

Appreciative  
Enquiry

Future  
Search

Participatory  
Appraisal

Samoaan  
Circles

World  
Café

# New Structures and Tools for Dialogue

Wikis  
Crowdsourcing  
ePetitions  
Video chat  
Apps  
AudioBoo and Weblogs  
Social media



# Key Decisions in Method Selection

- Objectives
- Suitability for audience
- Numbers and statistical rigour
- Informed vs. uninformed opinion
- The importance of participation itself
- Resources and timing
- Reputation and stakeholder expectations



# Using the Stakeholder Map...again

- Mapping helped with method selection
- Return to the map to ensure appropriate feedback methods to suit stakeholder preferences...especially those who are 'hard-to-reach' / 'difficult to hear'

# Case Study

## DoH Review of Urgent and Emergency Care

Anne O'Reilly  
Roisin Kelly



# Background

- Review commenced in late 2018.
- Established project structures to include service user and carer voices.
- Summit June 2019 – wide range of stakeholders – identified need for wider involvement and co-production.
- Involvement and co-production working group established and included in the Review structure.

# Enablers

- Timing of involvement/co-production – at the start and throughout
- Leadership
- Continued commitment
- Building relationships
- Respect, openness and transparency
- Consistency of approach, regular meetings etc
- Administrative support

# Considerations

## Who? What? How?

- Identifying audiences – Who?
  - Stakeholder mapping exercise
  - Identification frequent users
  - Wider involvement
- Identifying appropriate dialogue methods – What?
  - Purpose of the dialogue
  - Developing evidence to influence
  - Recording of issues raised
- Agreeing dialogue methods – How?
  - Logistical/practical issues, timescales, communication

# Value of Co-Production when choosing dialogue methods

- Diversity of expertise and experience
- Access to variety of resources and contacts
- Robust exploration of ideas and dialogue methods
- Regional and local perspective
- Challenge validity of assumptions
- Ensure dialogue methods are relevant for identified stakeholders and scope of the work

# Chosen Dialogue Methods

## Mixed approach included:

- Project Structures
- Stakeholder summit
- Unscheduled Care **Reference Group**.
- **Literature review** to explore what people had previously told us about their experiences of urgent and emergency care.
- Co-produced **survey** to identify attitudes and behaviours of people using urgent and emergency care, undertaken in 18 Emergency Department units over 1 week.
- Involvement **workshops** in urban and rural geographies to explore experiences and consider how people would like the service to look.

# Result

## Who we reached

- 154 stakeholders at Summit
- 12 members of the Unscheduled Care reference group.
- 536 x patients and carers using Urgent and Emergency Care Departments.
- 140 service user and carers direct interaction through workshops
- Approximately 12,000 voices of service users and carers within research

## What they told us

- Timely access to the correct service first time.
- Low levels of awareness of what Urgent and Emergency Care services are available and/or most appropriate to meet individual needs in a timely manner.
- Desire for a level of consistency across the region and at Trust level.

# What we learned

Factors in successfully choosing and implementing dialogue methods includes:

- Planning and consistency
- Collaboration
- Ambition and creative thinking
- Communication
- Flexibility (having a back up plan)
- Working within resources and skills available
- Report findings / feedback
- Remaining calm

# Why choosing the right dialogue methods mattered?

- Produced evidence to support better informed consultation.
- Influence decision making and policy development.
- Built respect and trust in the process of involvement.
- Create model for continuous engagement which is supporting HSC Rebuild.

# Questions and answer session

