

# Personal and Public Involvement (PPI)



## What Involvement methods to consider when supporting Service Users and Carers through your Involvement activity

This guide will assist you in considering what Involvement method to use when supporting Service Users and Carers through your Involvement activity. By devoting some attention to your Involvement methods will reap positive rewards in the overall outcome. Getting this process right at the formative stage will help to ensure that Service Users and Carers needs are respected; they will feel motivated and remain committed during their Involvement experience. We have outlined below the different types of methods you could consider and the advantages and disadvantages each of them.

### Top Tip:

We would suggest that you ask your Service Users and Carers about the top 2-3 Involvement methods that work best for them at the Pre-planning stage. Once identified it will help focus how you engage with them and keep everyone involved.

Involvement Method:	Advantages:	Disadvantages:
Questionnaires	<ul style="list-style-type: none"><li>• Cost, time and admin effective.</li><li>• Give you a wide scope of responses.</li><li>• Quick results back.</li></ul>	<ul style="list-style-type: none"><li>• Individuals can skip past questions they do not understand or like.</li><li>• May not be suitable for children or young people.</li><li>• The responses can lack detail.</li></ul>
Public / Community Meetings	<ul style="list-style-type: none"><li>• Can problem solve together.</li><li>• Can make everyone feel included.</li><li>• Can engage with large audience in one setting.</li></ul>	<ul style="list-style-type: none"><li>• Sometimes the loudest individual in the room can dominate the conversation.</li><li>• A lot of planning and preparation time involved.</li><li>• Can be difficult to record everyone's opinion.</li></ul>

KEY

Planning

Doing

Reviewing

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Involvement Method:	Advantages:	Disadvantages:
<b>Telephone conversations</b>	<ul style="list-style-type: none"> <li>Remove the need to travel.</li> <li>Cost and time effective.</li> <li>Immediate response and clarification.</li> </ul>	<ul style="list-style-type: none"> <li>You cannot see the person body language or facial expressions.</li> <li>Rural connectivity can cause problems.</li> <li>Meaning can be lost in translation.</li> </ul>
<b>Face: face interactions</b>	<ul style="list-style-type: none"> <li>You can read and respond to a person's body language.</li> <li>Promotes trust and transparency.</li> <li>Conversation flows more naturally.</li> </ul>	<ul style="list-style-type: none"> <li>Finding the appropriate time and venue that suits everyone.</li> <li>Can take up a lot of time and resources.</li> <li>Not appropriate for large meetings.</li> </ul>
<b>Focus groups</b>	<ul style="list-style-type: none"> <li>Time saving opportunity as you can engage with targeted groups at one time.</li> <li>Can create idea sharing opportunities.</li> <li>Immediate reactions.</li> </ul>	<ul style="list-style-type: none"> <li>Can be difficult to get depth into a particular situations or issues.</li> <li>Takes a lot of organising and preparation time.</li> <li>Participants may not disclose their true or honest opinion to the group or facilitator.</li> </ul>
<b>Social media</b>	<ul style="list-style-type: none"> <li>Open and accessible 24/7.</li> <li>Posts can be shared and liked.</li> <li>Flexible and instant.</li> </ul>	<ul style="list-style-type: none"> <li>Not everyone is online or has a social media account.</li> <li>Can be difficult to verify the source of the response.</li> <li>Your social media platform can be trolled.</li> </ul>
<b>Online engagement platforms</b>	<ul style="list-style-type: none"> <li>Accessible 24/7.</li> <li>Allows people who would not speak in person a voice online.</li> <li>Instant responses and reactions.</li> </ul>	<ul style="list-style-type: none"> <li>Can be difficult to verify the source of the response.</li> <li>Large responses to a post or topic can be difficult to respond to everyone.</li> <li>Can be difficult to build trust or transparency with your audience.</li> </ul>
<b>Online meeting/online focus group</b>	<ul style="list-style-type: none"> <li>Saves time and resources.</li> <li>Easy access for most.</li> <li>Increases attendance.</li> </ul>	<ul style="list-style-type: none"> <li>Decrease personal contact.</li> <li>Requires good internet speed and connection.</li> <li>Not everyone is online.</li> </ul>
<b>Service Users and Carers group</b>	<ul style="list-style-type: none"> <li>You can benefit from the Service Users and Carer wisdom, knowledge and lived experience.</li> <li>More honest and authentic response to ideas or suggestions.</li> <li>Members of the group are more comfortable in expressing an opinion.</li> </ul>	<ul style="list-style-type: none"> <li>Can cause conflict if members of the group have different views or opinions.</li> <li>The views and opinions of the groups may not reflect the entire service they use.</li> <li>You may get a collective response rather than individual responses.</li> </ul>

For more information on Involvement, Co-Production and Partnership Working please visit the Engage website  
<http://engage.hscni.net>

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