

A guide to

# Personal and Public Involvement (PPI)



## Hard to Reach/Easy to Ignore Groups

A Hard to Reach/Easy to Ignore groups refers to those individuals or groups with whom it may require more time and resources to hear from, but who remain key in developing our services in response to COVID-19.

### Who might be considered 'Hard to Reach/Easy to Ignore?'

- People from Black, Asian and Minority Ethnic groups.
- People from the LGBTQ+ community.
- People with a disability, either physical, sensory or cognitive.
- People who provide a caring role and therefore find it difficult to engage with services.
- People of different religious beliefs or backgrounds.
- Older or younger groups.
- People who live in more rurally isolated communities.

### Things to consider when planning to involve Hard to Reach/Easy to Ignore groups

- Which groups will be most impacted by the change or reset to a service? Do you need to carry out Equality Screening or Rural Needs Impact Assessment?
- Are there any sources of training or support that could prove useful e.g. Equality and Diversity training or Visual/Deaf Awareness Training?
- If you are planning to involve those who do not have English as their primary language, will you need to access interpreting services?
- Think about health literacy and how clear your Involvement messages are to the general public
- Does your Trust have existing forums for engaging with Hard to Reach/Easy to Ignore groups, e.g. a Race Relations Forum?

KEY

Planning

Doing

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### Promoting opportunities to Hard to Reach/Easy to Ignore Groups

- Promote to Service Users and Carers who currently access your service.
- Use of social media can be effective for some groups, especially younger people e.g. Facebook, Twitter, Instagram. Link with your Trust Communications Team to explore getting messages out through these channels.
- Where appropriate, think about using local media such as newspapers to promote opportunities for Involvement.
- Engage with local Community and Voluntary Sector organisations who could help to promote opportunities for Service Users and Carers.
- Accessing local faith groups or churches can be helpful in promoting opportunities.
- Link with Trust colleagues who specifically work with Hard to Reach/Easy to Ignore groups, e.g. Traveller Community or Ethnic Minority support workers.

### Methods

- Use a variety of methods if possible such as online and postal questionnaires or the use of video conferencing tools.
- Face to face Involvement if possible during an appointment.
- Telephone surveys or interviews.
- Have options for materials to be made available in alternate formats, e.g. translations, Easy Read, video captioning.
- Carry out an evaluation of the Involvement and provide feedback to those who engaged with the work.

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

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