

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.

Guides to virtual involvement have been developed to complement existing guides available on Engage website:

<http://engage.hscni.net>

Need support?

KEY

Planning

Doing

Reviewing

