A guide to

Personal and Public Involvement (PPI)

How to recruit Service Users and Carers to get involved in your Involvement opportunity

This guide has been developed to support you in recruiting Service Users and Carers, to become involved in your Involvement activity. This guide can be used across all levels of Involvement from one-off Involvement projects to wider strategic Involvement work. Service Users and Carers are one of the most valuable resources within the HSC system. It is a Statutory Duty and policy responsibility to involve Service Users and Carers in service planning, change and commissioning of services. Therefore, getting the recruitment of Service Users and Carers right is a key step to meaningful Involvement.

Step 1: Background planning:
Before you start to recruit Service Users and Cares it is important that you have a clear rationale for involving Service Users and Carers. You may want to consider the following:

- Is this an open regional Involvement process?
- Is it targeted/specific to a particular service e.g. maternity services or learning disability?
- What support system and designated person(s) do you have in place to assist Service Users and Carer once they get involved?
- What level of Involvement are you asking Service Users and Carers to get involved at?
- What role will the Service User and Carer play in your Involvement opportunity?
- For how long and what commitment level are you asking of the Service User and Carer?
- What do you expect from the Service Users and Carers?
- What can the Service User and Carer expect from you?
- You must take into account the need to reimburse those involved for out of pocket expenses and depending on the level of involvement, consider if you should offer recognition payments to Service Users and Carers.

Step 2: Role description and skill set:
- Have a clear role description and Terms of Reference for the Service Users and Carers you are trying to recruit.
- Does your Involvement opportunity need a Service User and Carer to have a particular skill set?
- Ideally, what specific behaviours and knowledge do they need?

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http://engage.hscni.net

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Step 3A: Recruitment methods: (Local)

There are multiple ways to recruit Service Users and Carers to become involved and depending on the Involvement opportunities it will require different methods. It is important that you try to advertise and promote the Involvement opportunity in a fair and open way. You may want to consider the following:

- What Service Users and Carers do you already know that would be suitable for this Involvement opportunity? i.e. a Foster parent/Children(s) for a Foster Carer Involvement opportunity.
- Social media platforms.
- Posters.
- Inform staff at a team meeting about the Involvement opportunity coming up and when they are engaging with Service Users and Carers they could let them know.
- Newsletters.
- Phone calls.
- Make the process as simple as possible.

Step 3B: Recruitment methods: (Regional)

To recruit Service Users and Carers for regional strategic pieces of Involvement work, you may want to consider the following:

- Use your organisations social media platforms.
- Identify and ask key stakeholders to promote your Involvement opportunity for you.
- What Service Users and Carers do you already know that would be suitable for this Involvement opportunity?
- Engage with already established Service Users and Carer groups about your Involvement opportunity.
- Link in with the Patient Client Council and ask them to promote the Involvement opportunity across its membership, newsletters and website.
- Ask the PHA PPI Team to advertise this Involvement opportunity on the Engage website (https://engage.hscni.net/get-involved/current-opportunities/).
- Make the process as simple as possible.

Step 4: Your Involvement opportunity recruitment message:

Regardless of the recruitment methods you may want to use, getting your message right is key. Please consider the following:

- Clearly explain what your Involvement opportunity wants to achieve.
- Explain why you need Service Users and Carers to help you.
- Keep your message, short, simple and jargon free.
- Do not use abbreviations.
- Point out the benefits of being involved.
- Have a clear contact person, email address and phone number to allow people to register.

Example:

The Belfast Health and Social Care Trust have a Service User and Carer Involvement opportunity for Adult Mental Health Services.

Our aim is to find out how we can improve the experience for people who use our mental health services.

Your Involvement can help our organisation understand how to provide better mental health service to the local community.

We are asking people who are Service Users and Carers within Mental Health setting to sit on a focus group and have their voice heard so we can improve how we deliver our service.

If you would like to find out more or get involved please contact John Smith (example) j.smith@bhsct.org.uk or phone 0751386XXXX.

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Step 5: Communicating expectations:

Service Users and Carers get involved as they are passionate people. They bring a wealth of lived experience and understanding that helps the HSC system become a more person-centred service. It is important that you manage the expectations of individuals once they become involved. It is best that you do this at the earliest stage possible. It is also important that the designated person(s) is available to offer support to Service Users and Carers with regularly checks-in with them throughout their Involvement journey.

Step 6: Conclusion:

Getting the recruitment process right is key and at times can be challenging. When you have your Service Users and Carers involved the process becomes easier. By involving Service Users and Carers you are evidencing your compliance with the Statutory Duty for Involvement but also enhancing your service/ organisations reputation within the community.

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

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