

## Key Principles of Effective Patient and Public Involvement (PPI)

These principles have been developed to help demonstrate how NHS organisations can better engage with patients and the public. Working in collaboration with the Healthcare Commission we hope these will provide a foundation for shaping our future work in research, organisational development and learning. They also serve as the core of the forthcoming Centre publication which sets out guidance to help NHS organisations improve the way they engage and consult with staff and local people, and ensure that these processes are built into normal practice.

Our aim is to support NHS staff and organisations do high quality PPI that has an impact on improving the quality of the services.

- **Be clear about what involvement means**
  - People in all parts of the organisation need to have a shared understanding of what is meant by involvement and its purpose. Be clear about the difference between working *for* and working *with* patients and the public
  - Be clear about the different possible purposes of *collective* involvement
  - Make sure there are adequate resources including money, time and people - skilled staff, engaged and informed patients and the public
  
- **Focus on improvement**
  - Involvement is a means of improving services, not a problem to be solved
  - Organisations need not only to engage with patients and the public but also to demonstrate change as a result of that engagement
  - Embed a systematic approach to involvement that links corporate decision-making to the community
  - Ensure commitment and leadership from the Board, the Chair, the Chief Executive, directors and clinical leaders
  - Support staff and equip them with the necessary skills
  
- **Be clear about why you are involving patients and the public**
  - Be clear about the objectives of the work, its rationale, relevance and connection to organisational priorities
  - Be honest about what can change, what is not negotiable – and the reasons why
  - Find out and use what is already known about people's views and experiences

- **Identify and understand your stakeholders**

- Define who needs to be involved, who needs to be informed and who is likely to be affected by the issue under consideration
- Make sure all stakeholders are appropriately involved and ensure that your involvement activity is relevant to your stakeholders' interests
- Consider who is likely to be affected by the implications of the matter in hand

- **Involving people**

- Promote opportunities for people to be involved. Find out how people prefer to be involved. Make sure your methods suit the purpose of the involvement exercise
- Make special efforts to reach out to people whose voices are seldom heard
- Share the information and knowledge you have so people can understand the issues
- Make it clear to people what you are doing and why, including what you can and cannot change
- Be clear to people that their views will feed into decision-making processes
- Provide feedback to people about what you have learned from them and what action you intend to take in response
- Ensure patients and the public have the support they need to get involved