

Engagement Specification

The HSCP recognises the importance of engaging with people and communities. This Engagement Specification is for HSCP managers and teams and provides guidance on the steps to be considered when planning effective engagement with citizens, partners and staff. This approach is outlined in the HSCP Engagement Framework and provides a recommended approach to engagement based on national requirements.



Title of Engagement Activity	
Lead Officer(s)	
Other staff involved	
Proposed date(s) and duration	

1.	Purpose: Why do I want to engage?	Are the aims of the engagement clearly explained? <i>Prompts:</i> <ul style="list-style-type: none"> Improving/changing access to services Understanding service experience Informing plans/strategies/policies Saving money/achieving financial balance

2.	Scale of Change: Is it Major? Oversight and guidance on this is provided by HIS Engage. Formal 3 month consultation required for Major Change	Major Service Change, see guidance at end. <i>Prompts:</i> <ul style="list-style-type: none"> Impact on patients and carers Change in accessibility of services Emergency or unscheduled care services Public or political concern Alignment with national policy or professional recommendations Change in method of service delivery Financial implications Consequences for other services

3.	Scale of Change: Is this classed as Service Change? Oversight and guidance on this is provided by HIS Engage	Additional steps are required for Service Change, see guidance at end. <i>Prompts:</i>

4.	Audience: Who do I want to engage with? (Stakeholders)	<i>Prompts:</i> <ul style="list-style-type: none"> ▪ The general public and people who use our services ▪ People who care for others ▪ Groups with special interests or characteristics (eg learning disabilities, LGBT, homeless/gypsy travellers etc.) ▪ Partner organisations ▪ Elected representatives ▪ Health and social care staff

5.	Level: What level of engagement will I use?	<i>Prompts:</i>	
		Inform	Provide information to assist people to understand an issue, alternatives, opportunities and/or solutions
		Consult	Seek feedback to inform development and/or improvement
		Involve	Engage people in the process, ensuring their concerns and aspirations are listened to, understood and considered
		Collaborate	Work in partnership with people, seeking their perspectives and encouraging their ideas and solutions to inform priorities and planning
		Empower	Involve stakeholders in shared decision making about strategic priorities and service developments, delivery and monitoring progress

6.	Approach: What methods will I use? (See HIS website below.)	<i>Prompts:</i>	
		Inform	Public meeting; website; newsletter; social media; press article; briefings; presentations; letters
		Consult	Surveys; online/paper questionnaires
		Involve	Conversation Café; focus groups
		Collaborate	Build up ongoing relationship with people and work with them as equal partners
		Empower	Community Representative/member on decision-making group

7.	Support: Have I utilised the expertise/support of others?	Is there expertise and support available to prepare and deliver engagement?	
		<i>Prompts:</i> <ul style="list-style-type: none"> Public Health Team Healthcare Improvement Scotland Engagement Team Critical friend/sense checking advice 	

8.	Approval: Who has given the go ahead for this work?	Are the governance arrangements clear?	
		<i>Prompts:</i> <ul style="list-style-type: none"> Senior level sign-off Links to agreed Committee or Head of Service How will the findings be agreed and used 	

9.	Prepared: Am I ready to engage?	Are all the requirements in place? <i>Prompts:</i> <ul style="list-style-type: none"> ▪ Timeline ▪ Agreed method ▪ Resources/funding/support ▪ Road testing/pilot approach ▪ Communication plan ▪ Approvals and use of the findings
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10.	Accessibility: How will I ensure everyone can participate?	Will there be any barriers that affect how people take part? <i>Prompts:</i> <ul style="list-style-type: none"> ▪ Materials written in plain English with no jargon/abbreviations ▪ Large font for printed materials ▪ Induction loop for people with hearing impairment ▪ Consideration given to people without access to online info ▪ Accessible building/location for face to face events ▪ Etc.
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11.	Feedback: What will I do next?	How will I share the findings? <i>Prompts:</i> <ul style="list-style-type: none"> ▪ With the people who gave their views – YOU SAID, WE DID or YOU SAD, WE WILL DO ▪ Business papers and reports
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12.	Decision Making: How will the findings be used?	How will I use the findings <i>Prompts:</i> <ul style="list-style-type: none"> Where will decisions be made about what will happen next How will this be communicated

TIMELINE		
WHAT	WHEN	WHO

Further Reading:

Argyll & Bute HSCP Engagement Framework – [Public engagement | NHS Highland \(scot.nhs.uk\)](#)

Healthcare Improvement Scotland guidance on engagement methods – [Participation Toolkit | HIS Engage](#)

Scottish Government Planning with People guidance updated May 2024 - [Health and social care - Planning with People: community engagement and participation guidance - updated 2024 - gov.scot \(www.gov.scot\)](#)

Major Service Change guidance - [identifying-major-service-change-guidance-mar23.pdf \(hisengage.scot\)](#)