

Version 4. October 2024

**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.

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

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| **1.** | **Purpose:**Why do I want to engage? | Are the aims of the engagement clearly explained?*Prompts:* * Improving/changing access to services
* Understanding service experience
* Informing plans/strategies/policies
* Saving money/achieving financial balance
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| **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.*Prompts:** 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
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| **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.*Prompts:*  |
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| **4.** | **Audience:**Who do I want to engage with?(Stakeholders) | *Prompts:** 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
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| **5.** | **Level:**What level of engagement will I use? | *Prompts:*  |
| **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 |
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| **6.** | **Approach:**What methods will I use?(See HIS website below.) | *Prompts:* |
| **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  |
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| **7.** | **Support:**Have I utilised the expertise/support of others? | Is there expertise and support available to prepare and deliver engagement?*Prompts:* * Public Health Team
* Healthcare Improvement Scotland Engagement Team
* Critical friend/sense checking advice
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| **8.** | **Approval:**Who has given the go ahead for this work? | Are the governance arrangements clear?*Prompts:* * Senior level sign-off
* Links to agreed Committee or Head of Service
* How will the findings be agreed and used
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| **9.** | **Prepared:**Am I ready to engage? | Are all the requirements in place?*Prompts:* * 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?*Prompts:* * 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?*Prompts:* * 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*Prompts:* * Where will decisions be made about what will happen next
* How will this be communicated
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| **TIMELINE** |
| WHAT | WHEN | WHO |
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**Further Reading:**

Argyll & Bute HSCP Engagement Framework – [Public engagement | NHS Highland (scot.nhs.uk)](https://www.nhshighland.scot.nhs.uk/about/argyll-and-bute-health-and-social-care-partnership/argyll-and-bute-hscp-publications/public-engagement/)

Healthcare Improvement Scotland guidance on engagement methods – [Participation Toolkit | HIS Engage](https://www.hisengage.scot/equipping-professionals/participation-toolkit/)

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)](https://www.gov.scot/publications/planning-people-community-engagement-participation-guidance-updated-2024/)

Major Service Change guidance - [identifying-major-service-change-guidance-mar23.pdf (hisengage.scot)](https://www.hisengage.scot/media/2234/identifying-major-service-change-guidance-mar23.pdf)