

## Sutton Engagement Plan

Please complete this engagement plan in conjunction with the [Sutton engagement guide](#) which offers more detailed information for all the steps.

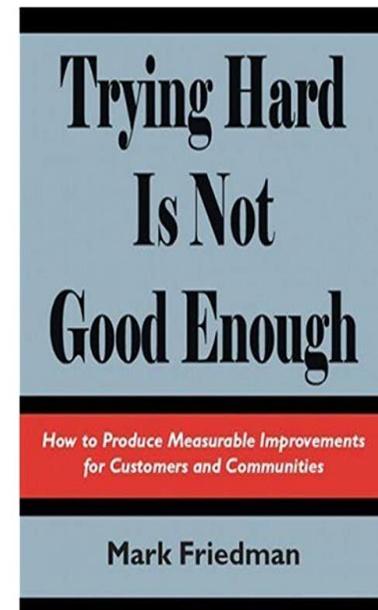
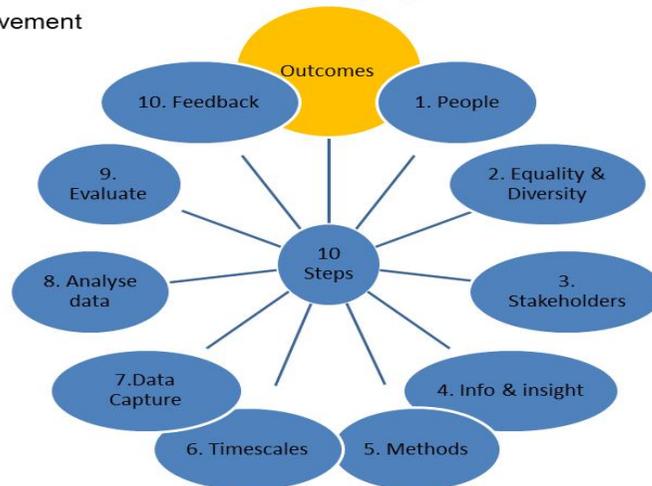
The plan has been developed based on the NHS England guidance to “[10 Steps to Even Better Public Engagement \(appendix 10.8\)](#)” as shown in the diagram below This engagement guide will be based on an [outcome based accountability \(OBA\) model](#), developed by Mark Friedman and is based on his book called “Trying Hard is Not Good Enough”. The OBA is an approach that places greater focus on **outcomes** rather than just effort and effect. OBA starts with the desired outcomes and works backwards to get there. The model focuses on answering 3 key questions to measure performance:

1. How much did we do? EFFORT
2. How well did we do it? EFFECT
3. What difference did we make? IMPACT

**OBA= EFFORT + EFFECT = IMPACT**

### 10 Steps to Even Better Public Engagement

NHS England and NHS Improvement



## 1 - Purpose of Engagement

**Title:** *What is the title of your plan / proposal / commissioning activity?*

**Key Objectives:** *Provide a brief overview including key objectives.*

- 1.
- 2.
- 3.

**Engagement Outcomes:** *What are the aims and objectives of engagement? Ensure outcomes are SMART.*

- 1.
- 2.
- 3.

**Data Insight:** *What do you already know? Consider –*

- *JSNA/ Insight from previous engagement /What do you not know and need to know in more detail?*

## 2 - Planning Your Engagement

**Time:** Give yourself minimum two months to plan and executive your engagement depending on the level of engagement you require (remember the Gunning Principles!).

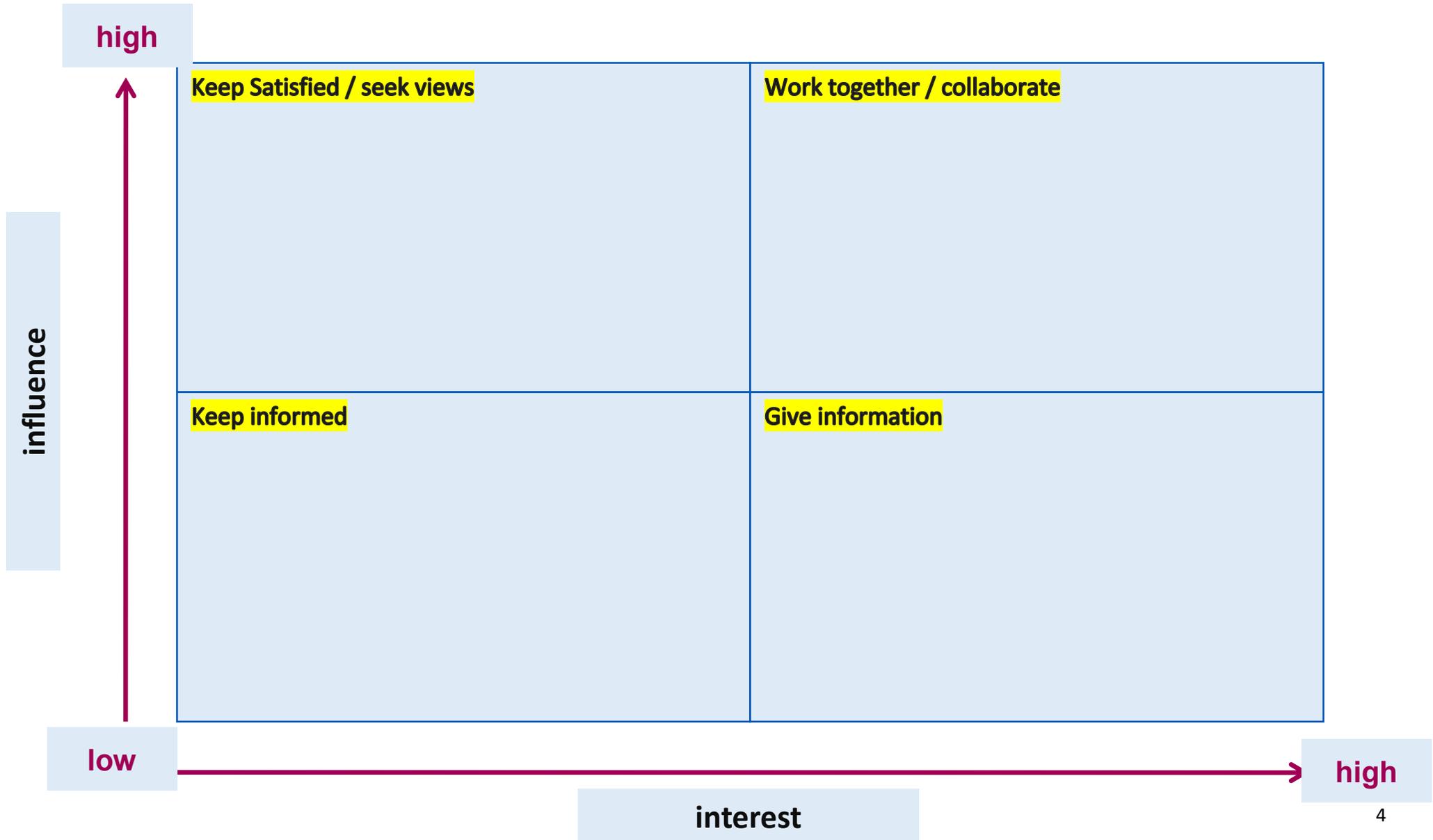
**Resources:** Ensure you have a project team, including Clinical leads if the engagement activity will have a huge impact on patients' healthcare experience.

**Commissioning Cycle:** Refer to section 3.1 of the Engagement Guide to ensure the right level of engagement is conducted dependant on the commissioning cycle (analyse, plan, do, review).

**Engagement Assurance:** Seek advice from the EESG group and provide updates on your engagement as part of your business reporting to the Quality Committee.

Please ensure you book your slot on the EESG agenda or discuss with PPE Lead who can assist

### 3 – Identifying and reaching stakeholders



## 4 – Engagement Tools

Which engagement tools will you use?

Why will you use these engagement tools? Describe the benefits

Please ensure you complete an [Equality Monitoring Form \(appendix 10.7\)](#) when conducting the engagement activity to ensure data capture of participants demographics.

## 5 – Analysing the Engagement

What does the data tell you?

What's missing?

Did we meet our objectives?

Did we reach all the people we needed to?

## 6 – Reporting and Feedback after Engagement

Please provide a brief report outlining how views have been considered and how they have impacted ( or not) on the commissioning activity.

## Engagement Log

This document is the full record of all the engagement activity, meetings and outreach events that were undertaken in the run up to and throughout the engagement activity.

Engagement Log							
Area of Work	Date of engagement event	Lead/Category	Participants	How were participants recruited	Engagement Methodology	Purpose (outcomes)	Key Themes Identified