



Good Practice Principles

for consultations on possible service changes



1. Set out clearly why you believe change is needed.
2. Involve people from the beginning, to develop solutions jointly.
3. Use plain language. No jargon.
4. Make your engagement and communication tailored to the needs of each audience. (Ask people what will work best for them.)
5. Give particular attention to seeking the views of people and communities who experience the greatest health inequalities and the poorest health outcomes. Make it easier for people to take part. Identify barriers and remove them.
6. Be honest, transparent and open about what's possible and what's not (including how and to what extent people can influence decisions).
7. Welcome different views and perspectives. Don't be defensive.
8. Give people equality and respect (including patients and the public having an equal voice to clinicians and professionals).
9. Allow enough time for people to receive information, question it, understand it and respond to it.
10. Allocate sufficient resources and support so that engagement and communication can be effective.
11. Arrange for independent recording, analysis and evaluation of people's feedback. Publish it, together with an account of how it has influenced decision-making.