Patient Information Forum

Co-production matters

To create the best possible health information and meet people's needs, involve users at all stages of production.

Step up levels of user involvement/partnership[1]

Engage

Invite users to give views.

Co-design

Plan and design information together.

Co-produce

Plan, design, create and review information with users as equal members of the team.

> Involve users in a meaningful way. Embrace the process – it's easier than you think. Starting small is better than not involving users at all.

Plan engagement

- Plan user involvement throughout your project
- Describe users' roles and responsibilities
- Ensure users match your audience – include those with lower health literacy[2] and disadvantaged people[3]
- Include budget to pay people for their time[4], but be aware of the impact on Universal Credit payments[5]
- Consider safeguarding[6]

Use the right method for the task/stage

- Steering groups
- Focus groups
- Engagement events and development workshops
- Surveys and interviews

Run sessions effectively

- Use plain language in all materials
- Choose an independent facilitator who understands the user group
- Run sessions in familiar, accessible settings[7]
- Set objectives for each engagement
- Be flexible, new issues may emerge
- Thank users, show how you have acted on their insights

> Co-produce health information whenever you can.

User testing/feedback

- Test with users not involved in the development
- Invite feedback on live projects

Work with users – make health information easy to use, accessible and relevant.

1. pifonline.org.uk/resources/how-to-guides/involving-users 2. library.nhs.uk/wp-content/uploads/sites/4/2023/06/Health-Literacy-Toolkit.pdf
3. pifonline.org.uk/resources/publications/health-literacy-matters-infographic 4. nice.org.uk/get-involved/our-committees/what-lay-members-do/
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