

# Maximising the impact of the NHS in tackling health inequalities

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People in Health  
West of England

Better involvement · Better research · Better health

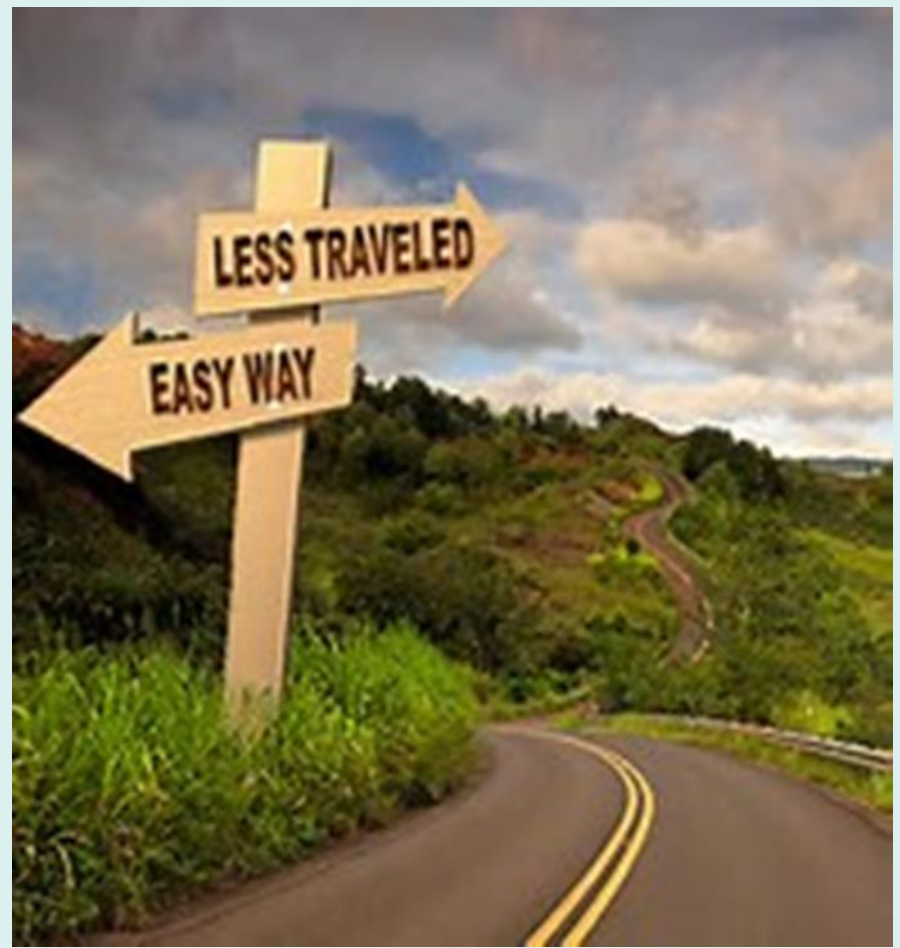
# Proactively engaging with patients and the public as equal partners in tackling health inequalities

- Some of the principles and concepts of working with the public and understanding terminology such as co-production, involvement, engagement.
- Methods of reaching out to seldom heard groups; the challenges and rewards

[www.phwe.org.uk](http://www.phwe.org.uk)

1. Accept going into the unknown

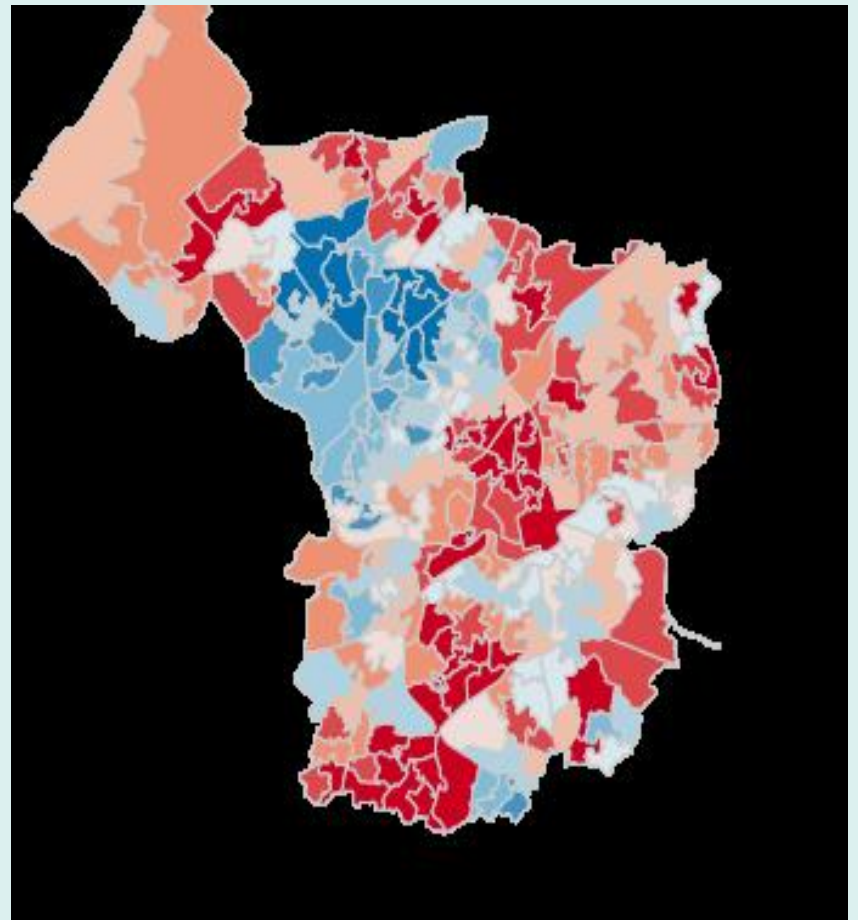
Expect the unexpected



[www.phwe.org.uk](http://www.phwe.org.uk)

## 2. Know your population

- Make friends with Public Health colleagues
- Prioritise



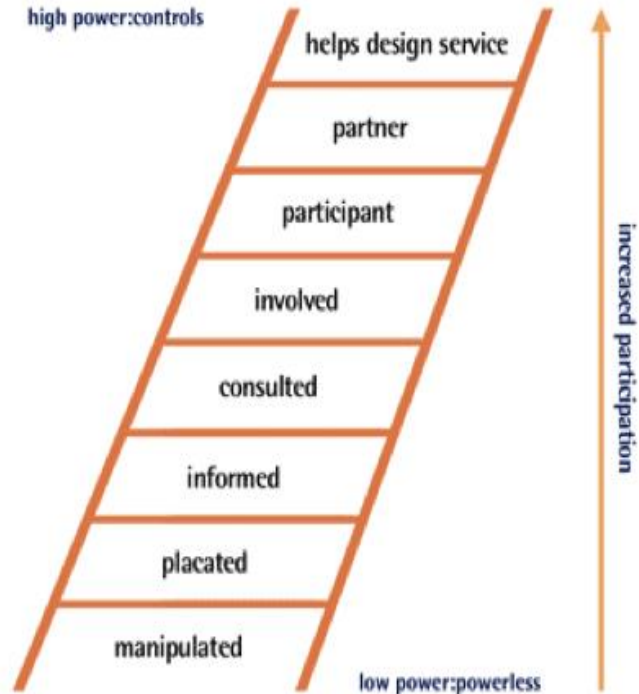
### 3. Decide the best way of getting what you need

What outcome do you want

- change of behaviour?
- ownership of managing health?
- What does co-production mean in practice – 5 top tips [www.phwe.org.uk](http://www.phwe.org.uk)

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### The ladder of participation



Thorburn, Lewis and Shemmings, 1995

[www.phwe.org.uk](http://www.phwe.org.uk)

## 4. Go to the people you want to work with and listen to

- Day centres
- Drop in centres
- Cafes
- Sports centres
- Shopping centres
- Parks



## 5. Give time to build relationships

- Plan for the long term
- No quick fixes
- Aim to work in partnership with community organisations

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