

School of Primary, Community and Social Care Patient and Public Involvement and Engagement

Recruitment Plan

January 2019

Introduction

We recognise that people access information through different sources, so we will be guided by our RUG Steering Group in using a range of approaches to reach different audiences in order to advertise opportunities for public involvement.

Approach	How
RUG Steering Group	Our RUG Steering Group will distribute leaflets to their own professional and social networks including U3A's (Universities and Colleges of the Third Age), PPG's (Patient and Participation Group's) and our GP practices linked to Keele.
Faculty of Health and Medicine	We will link with staff and students here to help us introduce more diversity into the RUG membership. When appropriate we will share opportunities with the Institute for Primary Care and Health Sciences (IPCHS) newsletter and put fliers on the kitchen notice boards and within staff pigeonholes.
Digital and social media	We will use our dedicated Twitter account (@KeelePPIE,) our implementation twitter account (@KeeleIAU) and our general twitter account (@pcsciences), the IPCHS Facebook page (@KeelePCSciences) and our website (www.keele.ac.uk/ppie/). We continue to actively increase the reach of our digital social networks.
	We will advertise opportunities to our existing RUG membership via our RUG mailing list (email and post)
Printed materials	The PPIE team, Research teams and RUG members will distribute leaflets in healthcare or community locations (GP surgeries, hospital, community centres)
Face to face engagement	PPIE team and RUG members will appear at open days in GP surgeries, hospital, community centres, and talks to patient and community groups (e.g. Patient Participation Groups). They will also use local radio, local newspapers and local magazines such as Newcastle Life when appropriate.
	We will participate in other public and community engagement activities and campaigns, such as NIHR's 'I am Research', World Arthritis Day, local health Awareness weeks.
Partner organisations	We will share information about public involvement opportunities through our links with other national and regional partner organisations – for example, NIHR People in Research website (www.peopleinresearch.org), NIHR School for Primary Care Research, the West Midlands regional network for Public Involvement (PILAR - Public Involvement and Lay Accountability in Research), the Research Design Service, and Keele University's Faculty of Health and Medicine User and Carer Liaison Group, charities such as Versus Arthritis, other Third Sector groups including Mental Health organisations and via RUG members' own professional and social networks.
Existing research studies	We will explore opportunities to contact people who have taken part in research studies at the Research Institute about future opportunities for public involvement. This may be through the informed consent process on enrolment to studies and/or end-of-study information letter sent to participants