



Health and care: What is the value of working with people and communities?

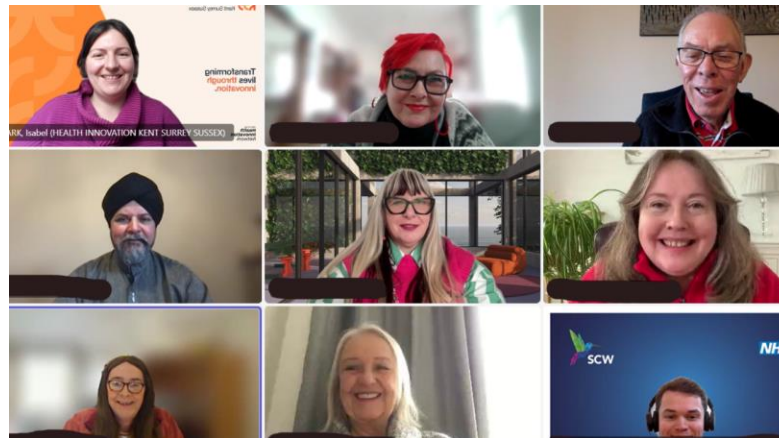
We champion the active involvement of the public, patients, carers and staff in shaping research and innovation. We have the expertise to support you!

As a dedicated team of **involvement specialists**, we bring expertise in embedding **community insights** and **lived experience** at every stage of the research and innovation journey. Our knowledge of the statutory duties in Working with People and Communities, enables partners to fulfil their **legal**, **social** and **moral** obligations for genuine community involvement.

Through strong partnerships across Kent, Surrey and Sussex we support our partners to **co-produce inclusive, meaningful** and **community-led** research and innovation that benefits all.



NHS Sussex Digital and Data People's Panel



NHS Kent, Medway and Sussex Secure Data Environment
Public and Patient Advisory Group

"I found it very encouraging how our group moved in the same direction while debating a complex topic. It's almost fluid how the ideas and concepts evolve. I've been in groups in other environments, and it's got confrontational at times" - **Public Member**



Health and care

By listening to insights from people and communities, we help health and care partners to:

- Make **better decisions** about service changes and how **money is spent**, based around people's needs, leading to **better health outcomes**, improved **quality of care** and reduction in **health inequalities**.
- Deliver the **NHS 10 Year Plan** by focusing on what matters to people - moving from analogue to digital, sickness to prevention, and hospital to community care, while managing **risks** that could hinder progress.
- Fulfil the NHS public involvement **legal duty** to involve the public in shaping the NHS.

We do this by:

- Actively seeking, and embedding **insight from communities** – particularly people with **lived experience** - into the design, redesign, procurement and transformation of NHS services.
- Facilitating **difficult conversations** with the public whilst maintaining meaningful relationships with communities by working in an equal way through **co-production, co-design** and **deliberative engagement** practices.
- Reaching and hearing from communities who **experience health inequalities**, and are **marginalised** through close collaborative working with the **Voluntary, Community and Social Enterprise** sector.

Case study: Driving data decisions with community voices

Challenge: The public have **concerns** about how their **data** is used. NHS Kent & Medway wanted to ensure that local communities informed decision making on data, to build public trust.

What we did:

- Partnered with NHS South, West & Central CSU and NHS Kent & Medway to co-design data use principles for the Kent and Medway Integrated Care System.
- Recruited, and trained Digital Citizens, and established the [NHS Kent and Medway Digital and Data Involvement Group](#).
- Led **deliberative engagement** with **diverse** groups, including people with physical and mental health conditions, ethnically diverse communities, carers, Healthwatch, VCSE, and system leaders.
- Facilitated **complex, trust-based discussions** to shape data decisions.
- Undertook an **insight review**, a public **survey**, and **targeted involvement** with marginalised communities.



Impact:

- **Better decisions:** By co-designing data principles with communities, we began to build **public trust, confidence, and consent** - enabling health and care partners to design and deliver services that **reflect real needs** based on data - leading to better health **outcomes**, higher **quality** care, reduced **inequalities**, and smarter **spending**.
- **Deliver the NHS 10 Year Health Plan:** The publication of *"Our Data, for Our Good"* – an insight driven **co-designed** commitment on data - **supports the NHS left shift** from analogue to digital and from sickness to prevention by using data responsibly and effectively, aligning with NHS ambitions.
- **Fulfil legal duty:** By involving the public in shaping how data is used, NHS Kent and Medway met its **legal duty**, built public trust, and reduced the risk of people opting out



Contact us

We encourage anyone who wants to involve people and communities in research and innovation to contact the team today.

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