# End-user engagement plan – template

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| **Name of key audience for your research**  | **Potential level of engagement**\*The level of engagement is likely to change at the different stages of the research. | **Engagement method** |
| Organisation, group or individual | 1. Information giving
2. Information gathering
3. Consultation
4. Participation
5. Collaboration
 | 1. Newsletters, fact-sheets, website, publications, one-to-one communication via phone or email, education modules etc.
2. One-to-one interviews, questionnaires, focus group
3. Consultation papers, public meetings

d. Research participants, e. Advisory group, Research team, Steering committee  |
| **Design: Setting up the research** |
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| **Deliver: Running the research** |
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| **Disseminate: Translation of findings** |
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## Definitions:

1. **Information giving**
* *Purpose*: To provide people with information to keep them informed and/or to assist their understanding
* *Expectation*: That information given will be accurate, balanced and updated as necessary.
1. **Information gathering**
* *Purpose*: To collect information about attitudes, opinions and preferences that will assist the research teams’ understanding and decision making
* *Expectation*: That information gathered will be treated and used responsibly, and reported honestly.
1. **Consultation**
* *Purpose*: To obtain feedback on specific proposals, activities or policies
* *Expectation*: That feedback will be taken seriously, decisions will be influenced, and people will be informed of the influence they have had.
1. **Participation**
* *Purpose*: To involve people actively at all stages to ensure their concerns are understood and considered, and to give them some influence on and ownership of decisions. Participative processes differ from consultation processes in that they involve the participants more deeply, they tend to involve the same people through several stages, and the results are more transparent
* *Expectation*: That people will be able to shape the process, that it will be transparent throughout, and that they will have some influence over decisions.
1. **Collaboration**
* *Purpose*: To bring people into active partnership and agree sharing of resources and decision-making.
* *Expectation*: That decision making will be shared and some resources will be held in common.