PERIPrem Bundle Engagement & Co-Production Strategy

# 1. Purpose:

# 2. Background and Context:

## • Overview

## • Approach and Methodology

## • Case for Stakeholder Involvement:

### 1. Defining stakeholder engagement & Co-Production in the context of PERIPrem:

Stakeholders can be defined as any person or group of people who have an interest in perinatal services provided, or who receive or may be affected by perinatal services.

Engagement describes the process and methods, by which the PERIPrem Project Team will listen, communicate with, co-produce, and involve people and organisations.

Stakeholder Engagement is the process by which the PERIPrem Project team will build relationships with clinical and patient and family stakeholders through communication, listening to views and experiences and involving them in the design and development of the PERIPrem Bundle.

Co-Production is the method whereby clinicians, patients and public, work in partnership at different stages of the quality improvement process, including planning, design, delivery and evaluation. By participating in the design and delivery of the PERIPrem Bundle, it is intended that, where achievable, the design of bundle elements will be influenced, responsive and intuitive to the identified needs of the clinical champions, patients and their families.

### 2. PERIPrem Stakeholder Engagement Aims:

In order to optimise the design and delivery of evidence based, preterm neuroprotection care bundle that has the potential to reduce severe preterm brain injury and death, it is essential to work alongside and be responsive to the needs and experiences of clinical and patient and family stakeholders. This can be described by the following aims:

1. TO ENGAGE: To engage and build relationships with the regional and national clinical community alongside patient, family and external stakeholders.
2. TO COMMUNICATE: To ensure that all stakeholders are informed on the approach to perinatal improvement and that there are clear communication channels in place to listen to stakeholders.
3. TO INVOLVE: To involve all stakeholders at the appropriate level of the PERIPrem bundle, and to listen and learn from what stakeholders have to contribute before and during the implementation of improvements.
4. TO CO-PRODUCE: To develop a collaborative approach to the design and implementation of those bundle elements that lend themselves to co-production with patient and family stakeholders. To facilitate a regional clinical community owned approach to the design and development of the PERIPrem Bundle. This shall be achieved by:

• Actively involving people equally

People need to have an equal chance of being able to fully participate in the process in a way that best suits their needs. This will ensure that those who are seldom heard are included and this will enrich the outcome.

• Building on people’s strengths

Co-production relies on the principle that everyone has skills, abilities and experience to contribute to the process, and no one person or group is more important than others are. Everyone involved should feel that they have made a difference and see the impact of their efforts – though this does not mean getting everything they originally thought they wanted.

• Being open and inclusive throughout

This involves starting the conversation before there is a fixed idea in mind; working together with people when understanding the issue, planning how to address it, in any quality improvement and when delivering and evaluating a service.

# 3. PERIPrem Stakeholder Mapping:

For the purpose of this programme of work, stakeholders have been grouped by characteristic and proximity to the design and implementation of PERIPrem. These categories are:

* Regional clinical stakeholders:
* External clinical stakeholders:
* Patients and family stakeholders:
* External stakeholders:

Stakeholder Map:

This is a non-exhaustive map of the categories of stakeholders needed to inform, engage, involve and co-produce with to develop and implement PERIPrem in an intuitive and authentic method.

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| **High Power** | **INFORM, ENGAGE** | **INFORM, INVOLVE, CO-PRODUCE, ENGAGE** |
| **Low Power** | **INFORM** | **INFORM, INVOLVE, CO-PRODUCE, ENGAGE, EMPOWER** |
|  | **Low Impact / Stakeholder** | **High Impact / Stakeholder** |

# 4. PERIPrem Stakeholder Approach:

The PERIPrem bundle will take a two level approach to involving and co-producing with parents and external stakeholders and a co – production approach to working with internal clinical stakeholders.

## 1. Clinical Co-Production & Engagement:

Summary of Proposed Resources for Regional Clinical (PERIPrem Cohort) Co -Production and Engagement:

| **Communication Method / Engagement Opportunity** | **Description / content** | **Purpose** | **Owners** |
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## 2. Patient and Family Co-Production & Engagement:

The PERIPrem Bundle will involve, inform, engage and co-produce patient and family stakeholders via two approaches:

* Level 1: Co-production
* Level 2: Inform, engage and Involve:

Summary of Proposed Resources for Patient and Family Co -Production and Engagement:

| **Communication Method / Engagement Opportunity** | **Description / content** | **Purpose** | **Owners** |
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