Appendix 2- Recruitment and Partner Mapping Guide

Recruitment

Recruiting the right people to a co-production group is key to its success. It is important to think through who will be able to contribute and how you will target the invitation to make it accessible to them (see stakeholder mapping below). This might involve conversations with partners via groups like the Community Involvement Group or the Health and Care Engagement Forum, or colleagues with prior experience of this kind of work.

Recruitment needs to be carried out at the right time when there is clarity on what is expected of the co-production project. There is no 'one size fits all' way to do co-production so allowing enough time for reflection and learning as you go along is important.

Depending on the project, you might want to take a more or less formal approach to recruitment. Some co-production group roles are advertised like paid jobs and include a role description and selection criteria.

Broadly, an invitation to take part should make it clear what is expected of participants and include:

- A brief introduction with some background information – the context for the project.
- A summary of the project including what the co-production group will be deciding.
- An indicative timeline for the project.
- Clear information about who you are looking for to be part of the group e.g. people with lived experience of a particular condition, or circumstance relating to the project.
- Motivational language that is friendly and lets people know what they might gain from taking part, and the kind of support they can expect, e.g. assistance with technology, pre-meetings or someone to ask questions of.
- Clarity about the amount of time they will be expected to give and whether they will be compensated for any expenses.
- An indication of the personal qualities and skills that will enable people to contribute.
- Clear information about how to apply or find out more about the role.

Advertising the role

You should consider the channels available to you to advertise the opportunity, such as:

- NHS and Local Authority venues
- Community venues and locations
- Relevant websites
- Social media feeds (hyper-local can be more valuable)
- Partner networks
- Frontline service workers
- Community champions
- Wider reach can be achieved by involving Durham County Council's Comms team. Note budget may be needed.

Partner mapping

A partner mapping exercise is a good way to make sure the right people are involved in decisions about your project or initiative. It will help you think about those who use services or currently find it difficult to access them; as well as their families and other professionals who might also be affected.

1. Who is directly impacted by this decision?
2. Who is indirectly impacted by the decision?
3. Who is potentially impacted by the decision?
4. Whose help is needed to make the decision work?
5. Who knows about the subject?
6. Who will have an interest in the subject? (eg due to a past experience, links to their area of work)

Co-production values and principles strongly advocate equality, diversity and inclusivity so it is important to consider how you will make sure people are not restricted from taking part. The illustration below reminds us that some people need more support than others to overcome the barriers and challenges they experience.
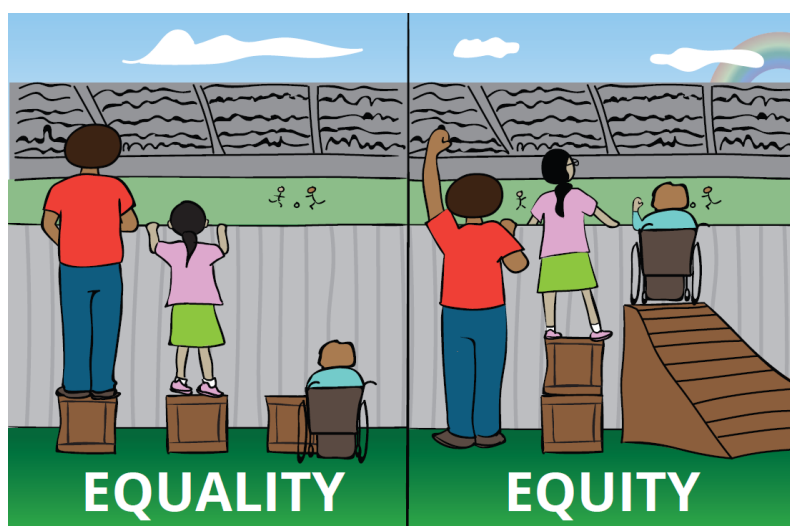
Remember to consider issues like people's literacy levels, their access to digital technology and their understanding of the professional language that is often used, but difficult to understand.

1. Has the material been coproduced with the intended audience?
2. Would someone who has no prior knowledge of the subject understand it? (think about or test on someone you know)
3. Is it written in plain English and without jargon?
4. Do the images used match up with the text?
5. Does the colour scheme work across all formats?

6. Is all the text legible?
7. If there is a lot of information has it been "chunked up", so only one topic is covered at a time.
8. If it is a document, is it clearly set out with a content page and headings, so that the information is easy to find?

Stakeholder Recruitment Mapping Table

Using a table can help you map your stakeholders and think through how best to involve them. Set up a table with the following headings:

- Name / description of stakeholder
- What would you like them to do?
- How will you contact them?
- Who will make that contact?
- How might they get involved in activities?
- Do they need any support or resources?