

PPG Recruitment

helpful tips



Getting more PPG members

Encouraging people to join a PPG can be a real struggle; they may feel that they don't have time, or think it's simply not for them. How can your GP Surgery and Patient Participation Group work together to encourage patients to get involved?

These are some of the things you can try which may encourage more people to take part:

Make a poster and recruitment literature for your PPG - give this some real thought. It is your best opportunity to recruit patients into your PPG, so it's important that you get it right. The poster should briefly but clearly explain what your PPG does and why. Does it pass the '*does what it says on the tin*' test? Show your draft promotional material to someone who doesn't know anything about PPGs and ask them to explain what it's for. If they have got the message, then you're half way there.

It is just as important that your promotional material does not make people feel excluded. Is the language used clear? If you have used images do they reflect your patient community? Is it obvious what you are asking of people and does the promotional material give the potential PPG member an idea of the time commitment of the role and what is being asked of them?

Advertise – once you are happy with your promotional material get it out there - the waiting room of your GP Surgery, community notice boards, local libraries and schools, community centres, council offices and local businesses. Use your electronic message board in your GP surgery if they have one.

Local Press - write a short article for your local paper and your local parish magazine. Don't forget Network News goes out to every PPG and GP Surgery in Mansfield and Ashfield - contact Sarah Taylor at Ashfield Voluntary Action ☎ 01623 555 551 to discuss your article.

Word of Mouth - ask GP Surgery staff and patients to spread the word.

word of
mouth

Freebies - use incentives to get people to meetings such as free refreshments. You can also use this as an opportunity to 'practice' something you may want to trial later at a health event; a demonstration on making healthy smoothies, a talk on first aid, blood pressure checks, a session on healthy eating, the dementia awareness session (which can be provided by Mansfield CVS and Ashfield Voluntary Action) or even a tour of the surgery.

Meeting Times - consider holding PPG meetings at different times of the day so that they are accessible for everyone.

Get the Word Out There - visit local community group meetings to talk about your PPG, the work it does and how people can get involved.

Piggyback Practice Events - use your practice clinics to hold a 'recruitment roadshow' i.e. 'flu' clinics, well woman or man clinics and carers groups.

On The Web - ask your practice if you can have a PPG page on the practice website, but make sure that the information is easy to find and kept up-to-date.

Patient Registration - ask your GP Surgery if they can add a section on the PPG on their patient registration form, or give out information about the PPG at the same time as they give out the forms.

Taking Notice - ask your practice for a PPG noticeboard area, but change the display regularly to maintain interest.

Being Representative - making sure that membership is representative of the local population is a challenge, but even if the PPG members do not reflect their local community it doesn't mean that they can't try to get the views of all patients. A good PPG will:

- Be proactive about getting out into the community to canvass opinions.
- If you are not getting the views of a certain group within your local population then make a special effort to find ways to reach them. Mansfield CVS and Ashfield Voluntary Action should be able to advise on ways of accessing different groups within your local community.
- Think about setting up a virtual PPG.

