

PUBLIC AND PATIENT INVOLVEMENT IN APPLIED PSYCHOLOGY RESEARCH

Engaging communities
for impactful
psychology studies



INTRODUCTION TO PPI IN APPLIED PSYCHOLOGY



DEFINITION AND IMPORTANCE OF PPI

Definition of PPI

PPI means research conducted with or by the public, not just about or for them, ensuring active involvement.

Enhancing Research Relevance

PPI improves research relevance and quality by integrating experiences and perspectives from diverse public contributors.

Ethical and Trustworthy Research

Active public involvement fosters ethical research practices, transparency, trust, and respect for participant concerns.

PPI vs Participation

PPI involves contributors shaping research, unlike participation which involves subjects taking part in studies.

INTEGRATION OF PPI IN RESEARCH STAGES



Early Stage Prioritisation

PPI focuses research on community priorities during identification and prioritisation phases.

Inclusive Study Design

Public contributors ensure research methods are appropriate and inclusive during design.

Enhanced Data Collection

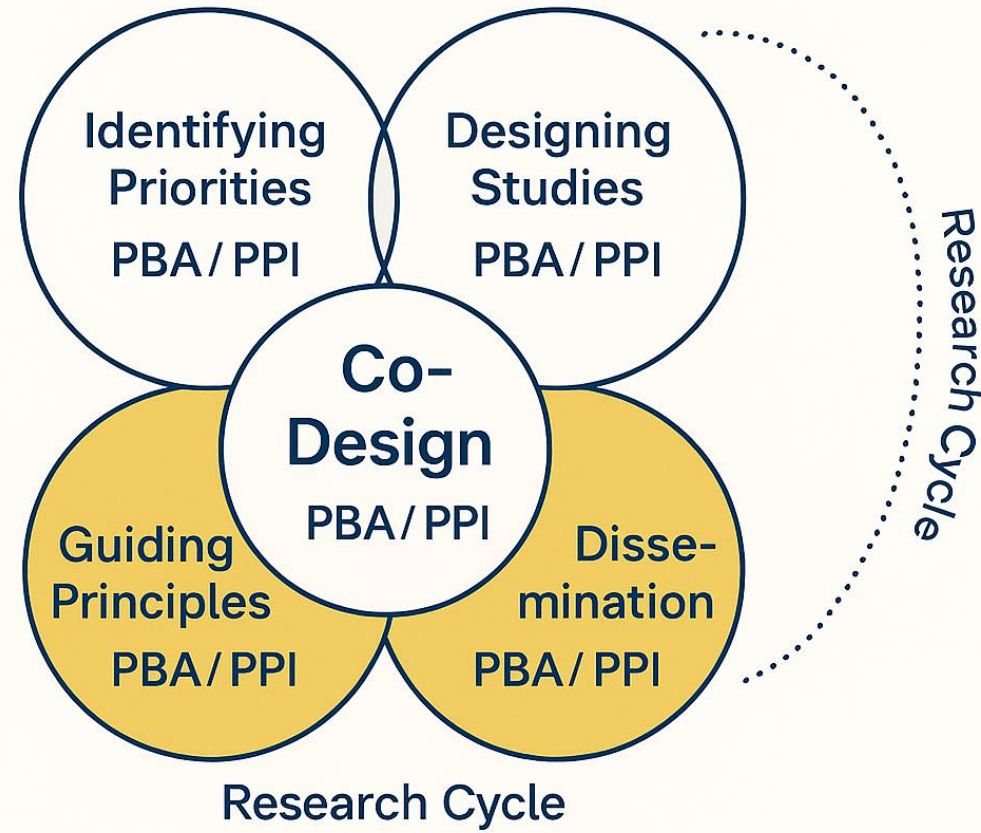
PPI improves participant recruitment and retention by making studies more accessible and engaging.

Effective Dissemination and Impact

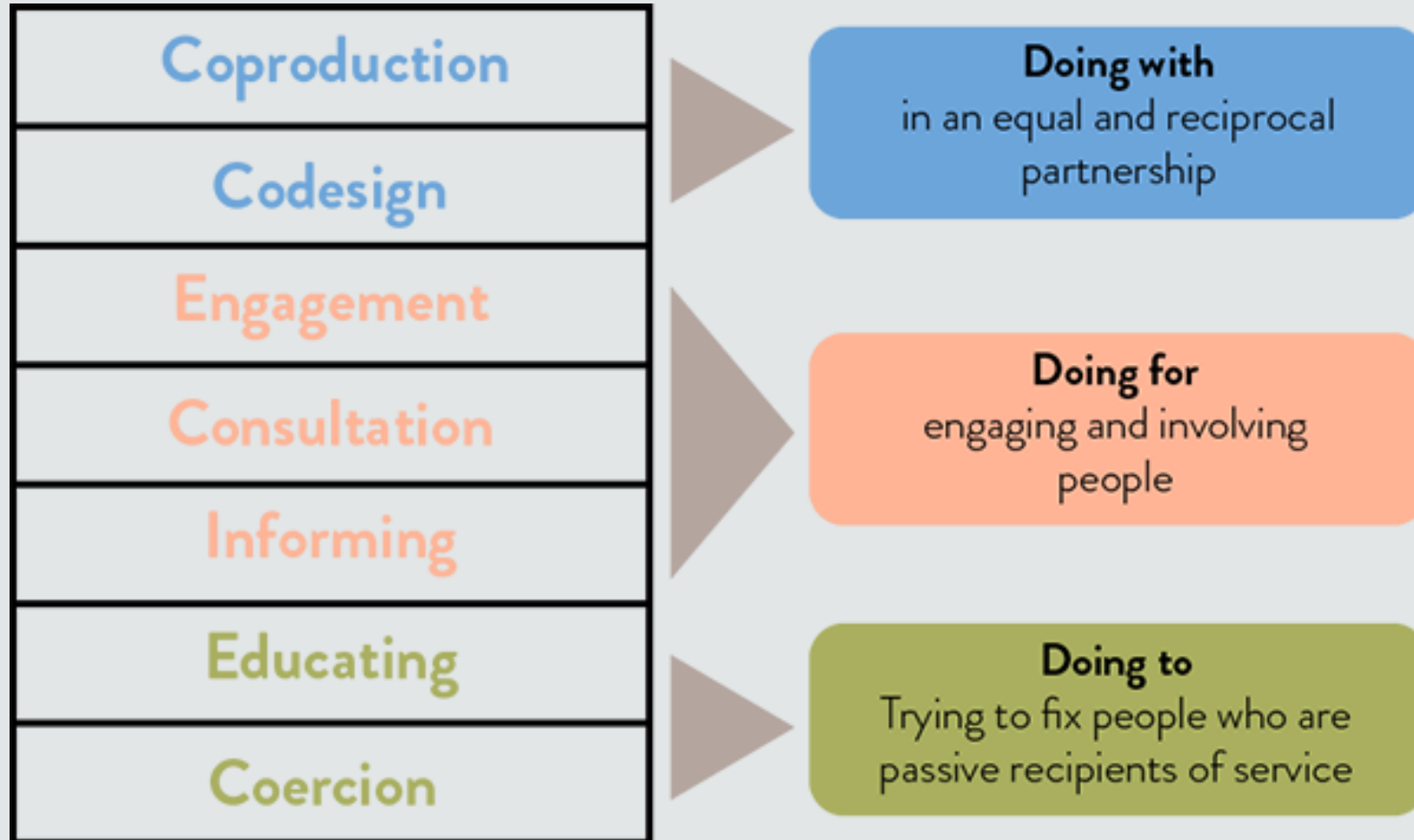
Public involvement ensures findings reach diverse audiences and guides future research impact.

PPI ACROSS THE RESEARCH CYCLE

Person-Based Approach and Public and Patient Involvement



INVOLVING PEOPLE IN RESEARCH



INVOLVING PEOPLE IN RESEARCH

Patient & Public Involvement in Research (PPI)

https://www.diabetes.org.uk/resources-s3/2017-10/0983_PPI%20resource_guidance-document_DL_v5.p

involve people affected by diabetes in their research.

Participation, engagement or involvement

There is a difference between patient and public **involvement**, **participation** and **engagement** in research.

1. **Involvement** refers to people with a health condition inputting into stages of a research proposal. It **doesn't** refer to researchers raising awareness of their research, sharing knowledge or engaging with the public. It also **doesn't** refer to the recruitment of patients as participants in research. However, these different activities – involvement, engagement and participation – can complement each other.

Examples of involvement

- Commenting on and helping with the development of the grant application.
- Involvement in identifying research priorities relevant to the health condition.

2. **Participation** means recruiting people to take part in your study – this **isn't** patient and public involvement.

Examples of participation

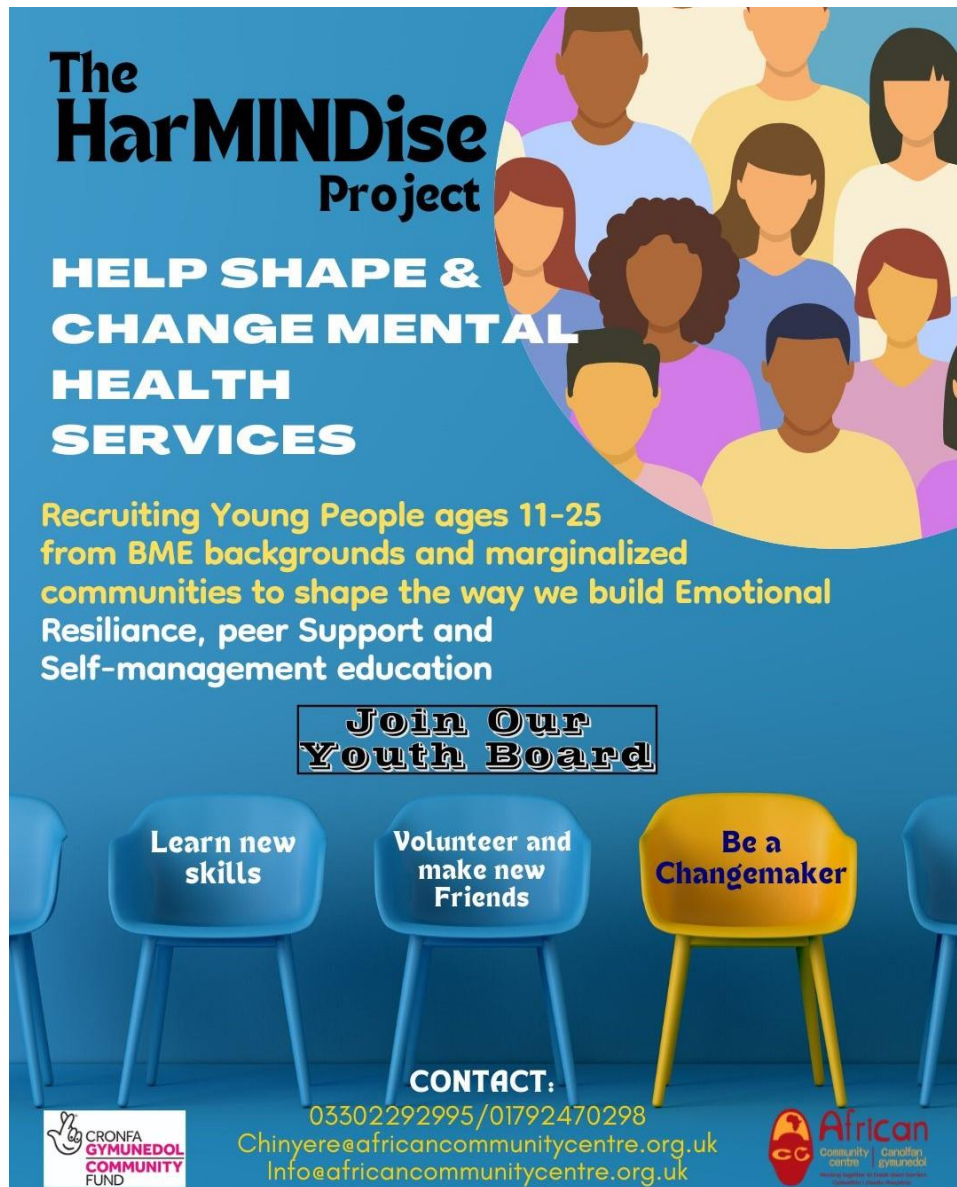
- People being recruited to a clinical trial, or volunteering in observational, intervention or other research as study participants.
- Completing a questionnaire or participating in a focus group as part of a research study.

3. **Engagement** is sharing information and knowledge about your research which is important for demonstrating the importance of research to both the general public and individuals affected by the health condition. Engagement also builds confidence in your research by the people affected by the condition. Engagement **isn't** patient and public involvement.

Examples of engagement

- Attending local diabetes groups and/or presenting your research at an event or conference.
- Raising awareness of research through the media such as social media or television.
- Dissemination of your research findings to research participants, colleagues or members of the public.

RESEARCH CASE STUDIES

The poster features a blue background with a circular graphic of diverse people's faces in the upper right. At the bottom, there are four chairs: three blue and one yellow. The blue chairs have text on their backs: 'Learn new skills', 'Volunteer and make new Friends', and 'Be a Changemaker'. The yellow chair is empty. The text 'The HarMINDise Project' is at the top left, followed by 'HELP SHAPE & CHANGE MENTAL HEALTH SERVICES'. Below that, it says 'Recruiting Young People ages 11-25 from BME backgrounds and marginalized communities to shape the way we build Emotional Resilience, peer Support and Self-management education'. A box in the center says 'Join Our Youth Board'. At the bottom, contact information is provided: '03302292995/01792470298', 'Chinyere@africancommunitycentre.org.uk', and 'Info@africancommunitycentre.org.uk'. Logos for 'CRONFA GYMUNEDOL COMMUNITY FUND' and 'African Community Centre' are at the bottom corners.

The HarMINDise Project

HELP SHAPE & CHANGE MENTAL HEALTH SERVICES

Recruiting Young People ages 11-25 from BME backgrounds and marginalized communities to shape the way we build Emotional Resilience, peer Support and Self-management education

Join Our Youth Board

Learn new skills

Volunteer and make new Friends

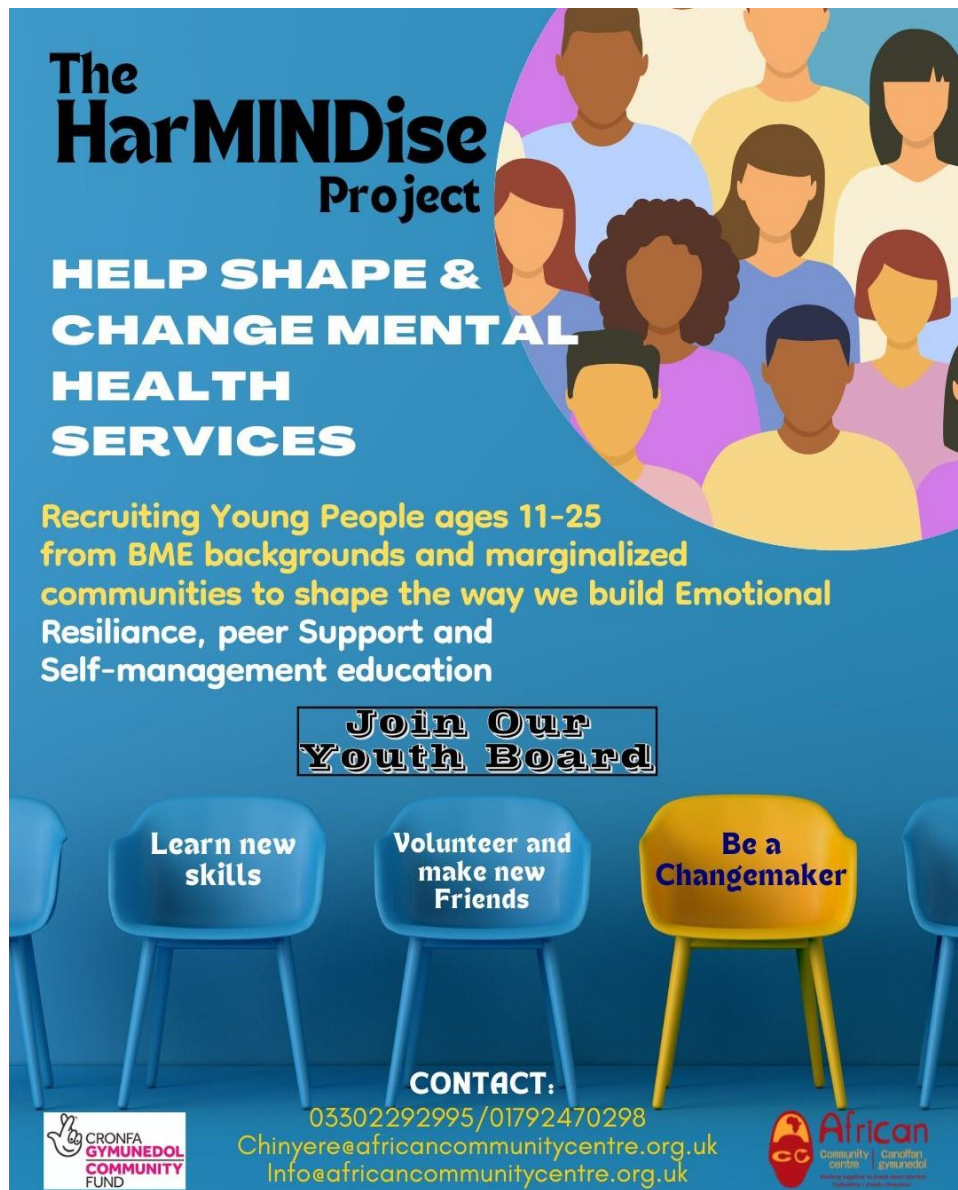
Be a Changemaker

CONTACT:
03302292995/01792470298
Chinyere@africancommunitycentre.org.uk
Info@africancommunitycentre.org.uk

CRONFA GYMUNEDOL COMMUNITY FUND

African Community Centre

- How will you know if the project is going well?
- What information you will gather to monitor and evaluate your project?
- How you will gather it, and how often?
- Who you will share your learning with and why?



The HarMINDise Project

HELP SHAPE & CHANGE MENTAL HEALTH SERVICES

Recruiting Young People ages 11-25 from BME backgrounds and marginalized communities to shape the way we build Emotional Resilience, peer Support and Self-management education

Join Our Youth Board

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- Evidence that your activities/services improve mental health and resilience for young people, using a standard validated measure such as SDQ or SWEMWS where relevant (see Evaluation Guidance for validated measurement tools). This can be sent in a separate file or appended to this report.
- Demographic information about who you are reaching and how you are increasing inclusion or addressing EDI aspects. Further, are you engaging people who might not usually engage with mental health services?
- How you are engaging in co-production with young people, how you are empowering them, and how you are working in partnership.

What are the Big Lottery looking for?	How will we provide this?
Annual Project Evaluation Report	End of First Year Evaluation Approach
<u>Evidence</u> that your activities/services improve mental health and resilience for young people, using a standard validated measure such as SDQ or SWEMWS where relevant (see Evaluation Guidance for validated measurement tools).	Online survey to the members of the Harmindise Youth Panel via Qualtrics to include validated measures on two occasions. Time 1 Early Sept 2023 Time 2 – End Dec 2023
Demographic information about <u>who you are reaching</u> and how you are increasing inclusion or addressing EDI aspects. Further, are you engaging people who might not usually engage with mental health services?	Online survey will capture: Demographics Previous/current engagement/awareness of mental health services Focus Groups We will also explore previous knowledge/awareness/engagement through two focus groups to be held in October/Nov.
How you are engaging in co-production with young people, how you are empowering them, and how you are working in partnership.	Focus Groups We will explore the extent to which your ACC activities have had an impact on empowerment and how well the partnership model is working through the focus groups
Speak to the people participating in your activity to find out what matters to them and what they think of what's happened over the year.	Online survey Focus Groups
Identify a Theory of Change for the project and how we would seek to report against outcomes etc.	We will use this initial evaluation data to suggest an appropriate theory of change to inform the main evaluation, mapped against appropriate outcomes



Theory of Change - YouTube

C:Evolve

Online counselling



Start counselling session

Avatar creator

Contact us

Log out



The Person-Based Approach For Developing Health Interventions

The internationally recognised Person-Based Approach (PBA) is a set of methods and tools for developing effective interventions that people will find easy to use and engaging. It describes methods for planning, optimising, evaluating and implementing behavioural health interventions that can successfully engage diverse users and support better health-related outcomes.

The PBA offers practical methods of carrying out many of the key intervention development activities recommended by the new MRC and INDEX guidance for developing interventions, such as identifying stakeholders, understanding context, and developing a programme theory.

What is the Person-Based Approach (PBA)?

The PBA combines stakeholder and PPI co-production with in-depth qualitative and mixed methods research with a diverse range of people. Using the PBA will enable you to:

THE PERSON BASED APPROACH

<https://personbasedapproach.org/>

Co-production and the Person-based approach

- **sharing of power** – the research is jointly owned and people work together to achieve a joint understanding
- **including all perspectives and skills** – make sure the research team includes all those who can make a contribution
- **respecting and valuing the knowledge of all those working together on the research** – everyone is of equal importance
- **reciprocity** – everybody benefits from working together
- **building and maintaining relationships** – an emphasis on relationships is key to sharing power

[NIHR Guidance on co-producing a research project](#)

HOW THE PBA ENHANCES PPI

Deepens User Insight

PBA uses **iterative qualitative research** (e.g., interviews, think-aloud studies) to understand how people interact with interventions.

This goes beyond consultation—capturing nuanced barriers, motivations, and preferences that might be missed in traditional PPI.

HOW THE PBA ENHANCES PPI

Creates Guiding Principles

These are design objectives derived from user data that guide the development of interventions.

They ensure that interventions are **tailored to real-world contexts**, aligning with the goals of meaningful PPI.

HOW THE PBA ENHANCES PPI

Promotes Co-Design

PBA encourages **user-centered design**, where interventions are shaped by and for the people who will use them.

This aligns with PPI's emphasis on **co-production** and shared decision-making.

HOW THE PBA ENHANCES PPI

Improves Acceptability and Engagement

By focusing on what makes an intervention **usable and engaging**, PBA helps ensure that PPI leads to **practical outcomes**—not just theoretical involvement.

HOW PBA ENHANCES PPI

Supports Inclusive Research

PBA is particularly valuable in **diverse or underserved communities**, where standard approaches may not capture lived realities.

It helps researchers **adapt interventions** to cultural, social, and psychological contexts, reinforcing inclusive PPI.



Lived Experience in Innovation Design:

The Walking in Our Shoes Project

Ceri Phelps & Barrie Evans



Co-production workshops: Heath Community Centre, Cardiff



Benefit to project

Authenticity and Relevance

Enhanced Empathy and Understanding

Tailored Support and Empowerment

Increased Engagement

Credibility and Trust

Lived Experience Impact

- Empowerment and Validation
- Opportunity to Make a Difference
- Personal Growth and Reflection
- Skill Development
- Recognition and Respect
- Sense of Community and Belonging
- Improved Self-Esteem
- Therapeutic Value of Sharing Experiences



PRINCIPLES AND BEST PRACTICES



ETHICAL AND INCLUSIVE PPI

Principles of Effective PPI

Effective PPI requires inclusivity, respect, transparency, and accountability to foster genuine collaboration.

Meaningful Engagement

Avoid tokenism by engaging contributors as equal partners and valuing their lived experiences.

Support and Adaptability

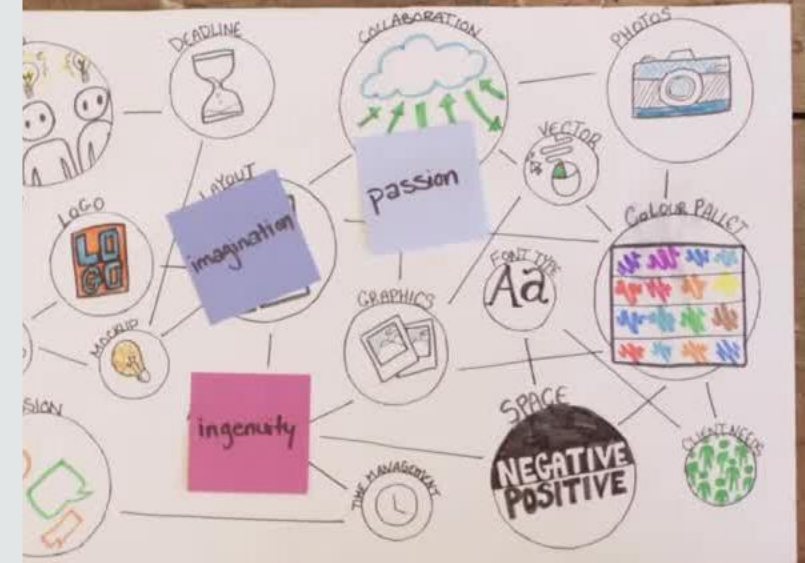
Providing training, feedback loops, and support accommodates diverse communication needs and sustains engagement.

Early and Sustained Involvement

Engaging contributors early through to dissemination ensures authentic input and meaningful impact.

APPLYING PPI PRINCIPLES: ACTIVITIES

- PPI Mapping Exercise
- Role-Play: Researcher vs. Public Contributor
- Design a PPI Recruitment Strategy
- Apply the Person-Based Approach (PBA)





SUMMARY AND DISCUSSION

Importance of PPI

Public and Patient Involvement enhances research relevance, quality, and transparency by including lived experiences.

Best Practices for PPI

Effective PPI involves early engagement, inclusivity, and accessibility adherence to improve research outcomes.

Encouraging Reflection and Discussion

You are encouraged to reflect on involving the public and improving accessibility in your own research projects.