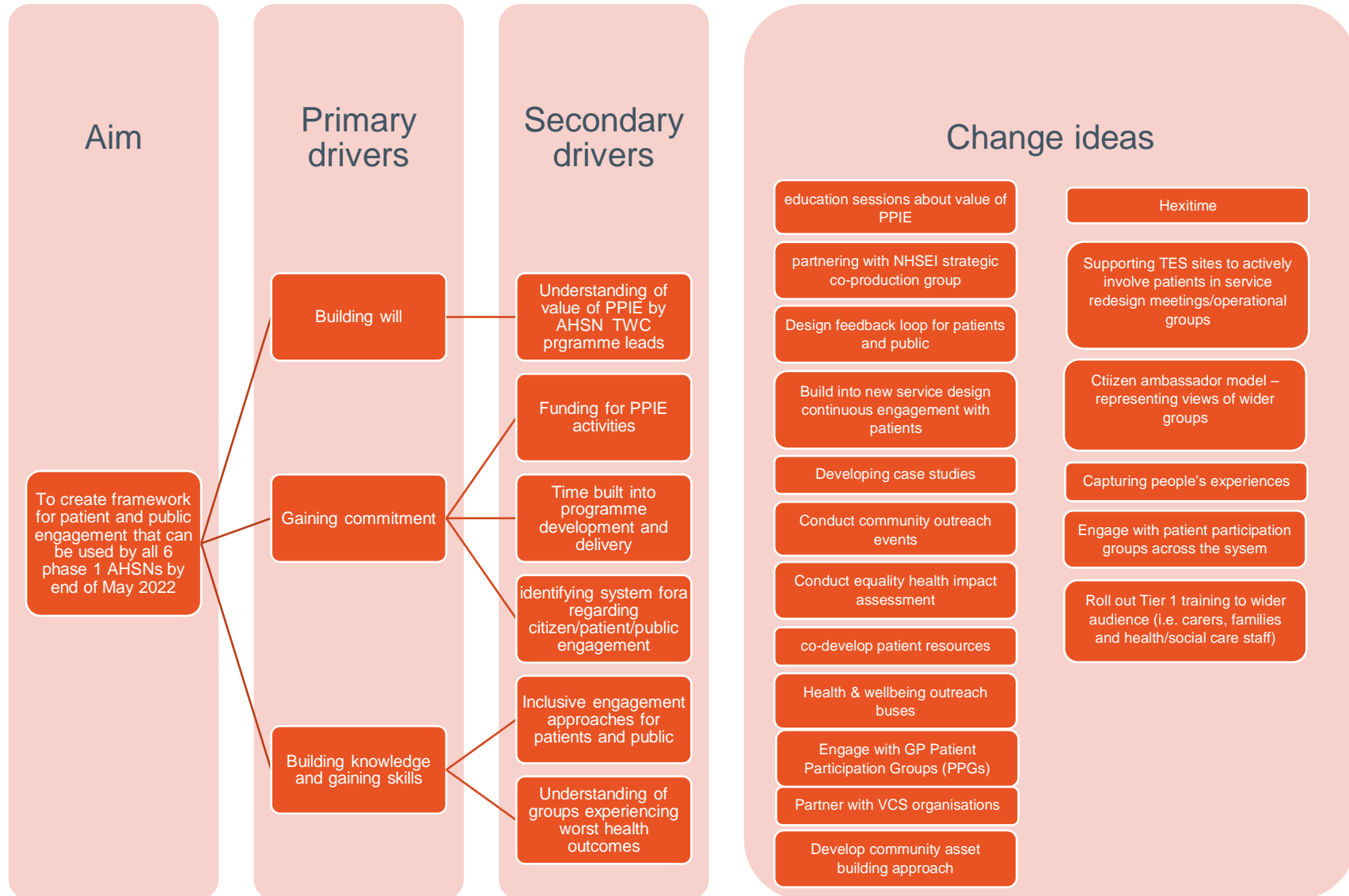


# PPIE Driver diagram



## PPIE principles

- Proactively engage with groups who are seldom heard from
- Think from viewpoint of people who are neglected by NHS and don't trust the system
- Focus on building trust with communities that are seldom heard from
- Remunerate people to show value for their time and to enable more diverse groups to participate
- Use health inequalities data to target groups experiencing worse health outcomes
- Listen to formal and informal carers
- Build mutually beneficial relationships offering information as well as asking for information
- Bring people along the journey of improving services
- Build on shared-decision making principles
- Develop resources that are accessible for people from wide range of backgrounds including in terms of language, format (digital and physical copy) and availability

