

## Event organisation Guide

### 1. Aim of the event

GP practices are of different sizes and cover a wide patient population that consist of different ages, ethnicities, disabilities and health conditions. **Be clear** of your project's aims and the outcomes you want to achieve. These should be explored with the GP practice to ensure the aims and outcomes are relevant and of benefit to the patients of the practice.

**Be specific** about the outcomes and be sure they are realistic and achievable and the target audience is clearly defined. For example, you might want to target patients who have just been diagnosed with hypertension, or the biggest non-English speaking patient group in the practice. These decisions will impact your messages, methods of communication and how the event should be organised.

**Make every contact count;** the aim of the event should also include publicising your PPG, demonstrating the role of PPGs, the type of activities it can hold and a way to recruit members. Carrying out an activity can help to build working relationship between PPG members and between the practice and PPG.

This project does not have to be a one off event, so be sure you gather views so you can plan for the future.

### 2. Types of activities (some examples)

- a) Open day – promoting self care/specific health topic
- b) Drop in sessions – could be on a particular subject
- c) Talks by specialists or clinicians on a health topic or service
- d) Information – of services in and around the practice, borough or London wide
- e) Health checks
- f) Taster sessions – patients to try out different things, maybe exercise, cooking sessions
- g) Local walks around the area
- h) Self care patient survey

### 3. Preparation/things to consider:

- 3.1. Target patient group – it can be a particular patient population (younger), a health condition or a particular life style (exercise). The practices can provide very helpful input and it is important to work towards their priorities, as well as those identified by patients.
- 3.2. Time of event – this should be in line with your target patient group.
- 3.3. Venue – many GP practices do not have a big area to hold events, so you can explore using tenants' hall, community centres, sheltered housing meeting rooms, church halls and taking into consideration accessibility and size required.
- 3.4. Accessibility – is the building accessible for disabled people? Can you provide alternative communication

to ensure people with hearing and visual impairment can participate or benefit from the information.

- 3.5. Refreshment – depending on the time of day and length of your activity, you might want to provide some light refreshments.
- 3.6. Tasks allocation – make sure everyone understand their roles on the day.
- 3.7. Taking photos is important to show case your activity. You need to make sure you get permission to take and use the photographs/videos.

#### 4. Publicity

- 4.1. Publicity should be sent out as early as possible, giving no less than 4- 6 weeks' notice.
- 4.2. Publicity material needs to attract people's attention, so pay attention to font sizes and the message you want to deliver. Avoid wordy poster; go for clear and bold messages and place in the waiting area where patients will see them.
- 4.3. Put messages on notice boards, text, tv screen, website, email, handed out by the GPs/reception staff and in the Network's newsletter.
- 4.4. Wider distribution - posters at different places, local supermarkets, pharmacies and community places.

#### 5. Make every contact count

- 5.1. Publicise your PPG – have leaflets about your PPG and sign up forms ready.
- 5.2. Use the opportunity to gather the patient's views.

#### 6. Evaluation/feedback/photos

It is always important and good practice to collect evaluation and feedback from participants. These will help the PPG to review and reflect. It will give important insight to the next event, help build relationships between PPG members and partnership working with the practice. Positive feedback can be very inspirational to existing members and the practice.

Evaluation/feedback form should not be long but be specific and use open questions like “How”, “What” “Why” with space for people to write their comments.

## Remember: the PPG Network is here to support

#### Some useful links

<http://www.selfcareforum.org/resources/>

<http://www.selfcareforum.org/wp-content/uploads/2012/08/A4PrintPosterNonBranded.pdf>

On-line symptom checker that is available on NHS Choices on your GP practice website

<http://www.nhs.uk/pages/home.aspx>

## Potential partner

Name of organisation:

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Contact details:

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Possible activities

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