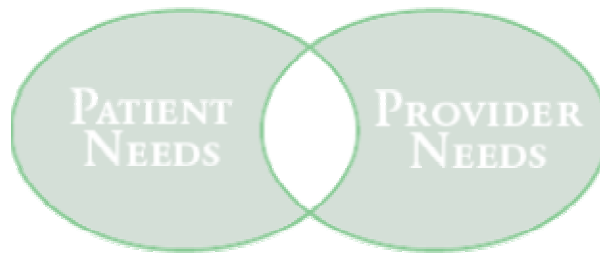


4^{Ps}

educational programmes for people delivering healthcare

Preparing Professionals in Yorkshire Cancer Network for Partnership with the Public - *the essence*



Why involve? why partnership?

Society: the world has changed and is changing.

Policy: the Government is pushing towards consumerism.

Partnership: is better for staff satisfaction and patient experience.

Involvement: means sharing decision making.

Information sharing

Information and systems

- for truly informed consent
- to facilitate shared decision taking.

Creating and acting on feedback

Achieving a more responsive service.

Boosting staff morale.

Informal and formal ways of working that effect and publicise improvements.

Involving the wider community

Individuals and groups as a resource.

Constructive use of patient and public representatives in decision taking forums.