

# Paper 9 – Description of Deliverable 3 – Approach to customer engagement

Public Health Reform Programme Board – 26<sup>th</sup> June 2018

Public health reform



**A Scotland where everybody thrives**

## Public Health Reform

### Product Description

**Commission / Project:** Protecting Health/ Improving Health/ Improving Services/ Underpinning data and intelligence

**Deliverable / Product 3:** Documentation outlining an approach to customer engagement

#### 1. Purpose

The customer engagement approach document will outline the who, what, when, how, resources and costs associated with the customer engagement activity for that commission.

#### 2. Product

The approach to setting out the customer engagement document will be decided by the author.

#### 3. Contents

The product will contain the following sections:

##### Who

A list of stakeholders / customers that are to be engaged.

##### What

The thematic groupings and proposed questions that will help shape the engagement process and an indication of whether the questions have been designed to focus on:

- 1) developing outline thinking to shape some end state options or
- 2) are more specifically targeted at narrowing down existing thinking within the project team to allow more detailed planning work to take place.

##### When

A timeline for when related engagements activities are planned to take place and a milestone date for the delivery of a final report to the PB programme board.

##### How

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The format that the engagement approach will take eg workshops, surveys, questionnaires etc and details of the materials that will be prepared to support the engagement approach.

### **Resource**

A description of all the resources needed to deliver a final stakeholder position to the PHR programme board. This should include a named lead for stakeholder/ customer engagement.

### **Cost**

The cost for resources or any other costs that would arise in undertaking the engagement work.

## 4. **Governance**

The approach to customer engagement for each project will be produced by the commission project team. The product will be reviewed and approved by the PHR Programme Board.

### **Distribution**

Email to the PHR Programme Team.