Trust

Organisations can build trust by communicating clearly and effectively with the people and stakeholders. Being clear about expectations and outcomes helps minimise the "unknown" and the anxiety it might induce in participants.

Take time to set expectations clearly so participants know what to expect

Help participants understand what to expect, describing what the **engagement activity will look like, who is there, how long it will last, how their data will be used, and other information** to help minimise the "unknown" and the anxiety it might induce.

Also share engagement questions in advance in order to reduce participants' anxiety and specify if there is any preparation needed before coming to the session.

Use simple language to make it easier for participants to understand

Describe your project in clear and accessible language to strip out complex details and focus on what everyone needs to know in order to understand what is expected from them, how data is going to be collected, accessed or how you're using people's information.

> Write for a maximum reading age of 9, even if you are writing for a specialist audience.
> Run your content through readability software that uses an automated readability index. Can you score a Grade Level of 8 or lower?

Take time to properly welcome participants and ask for consent

Recap and outline what will happen during the session, reviewing information about expectations and outcomes.

Provide participants with options and ask for consent: allowing them to choose preferred ways of recording the conversation and whether they want to have video on or off (both for them and for the research team).

During the engagement

Capture notes visibly to reduce anxiety

Being the subject of an engagement activity can leave people feeling anxious and nervous about their contribution.

Reduce participant anxiety **by agreeing on note-taking and capturing your notes in a way the participant can see what you are recording**, so they feel more comfortable with your note-taking.

Also, if possible share the typed up notes to sense check and give participants an opportunity to correct them.

After the engagement

Continue updating participants on project progress

Let participants know how the project is progressing and how their expertise and experience has been used throughout the different phases of the project.

Continue sharing and sense-checking outputs with participants throughout the project if possible.