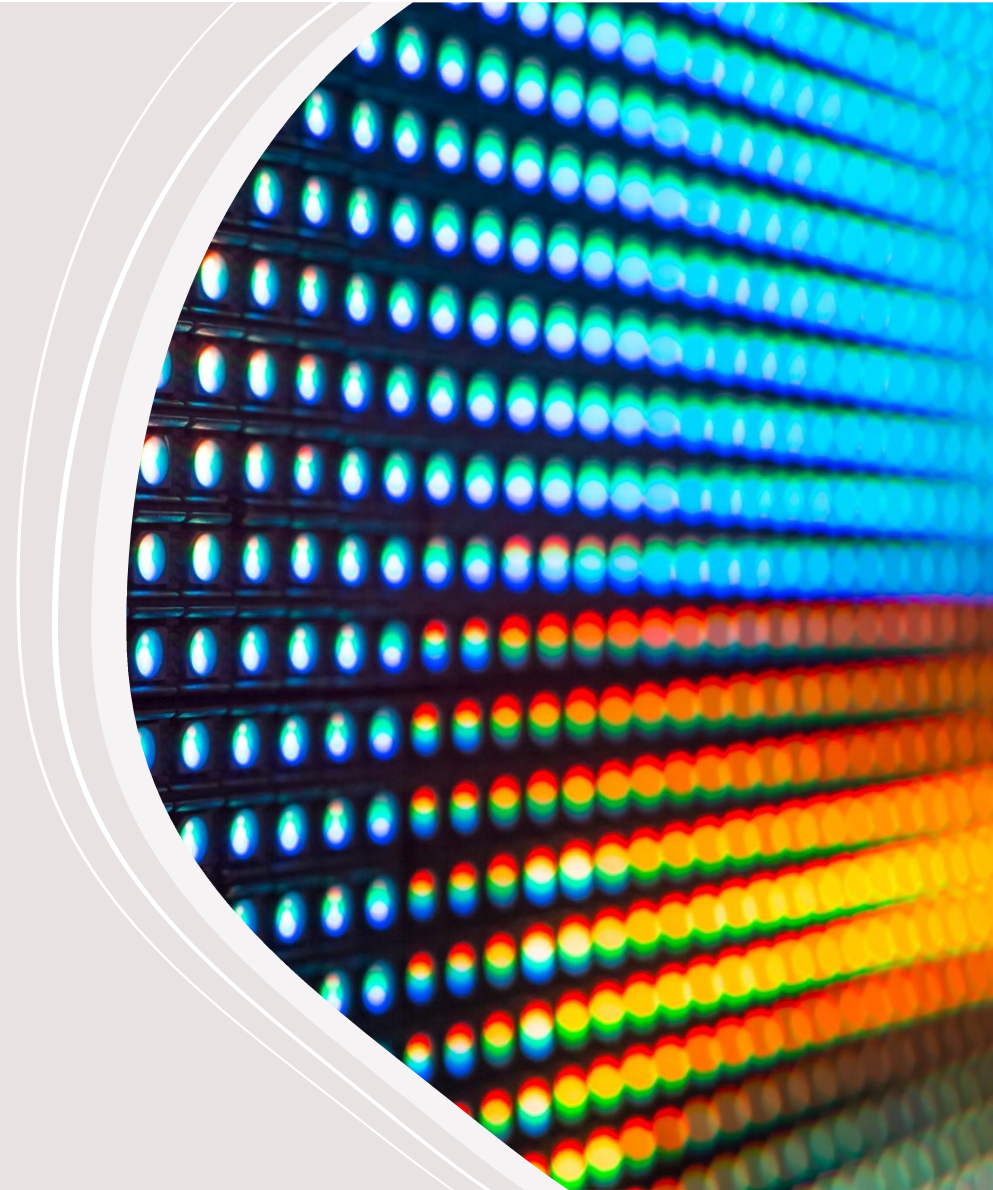


# MuSE Public Matrix Roadmap for Engagement

Thoughts from Mara Palm, Regina  
Greer Smith & Sally Crowe



# Issue 1: When is it important to involve the public?

---

- **At the beginning** – “if you are not at the table at the beginning then where are you in the process?”
- To **‘set the tone’** for the guideline development process – early decisions about process, people and products are usually important and long lasting
- To **address potential barriers** to involvement – such as recognition (\$\$ or other), support and training
- To **build relationships and trust** in the guideline development group – we think that this will make it easier down the line.



## Issue 2: Observations about ‘the public’

---

- **We agree** the MuSE definition;  
*‘general population excluding patients with the condition of interest and health professionals’*
- Empower them to **self declare how they see themselves** in relation to the guidance and topic.
- Please always consider how the use of the guidance will **advance/impact equity and inclusion of historically marginalized communities**. Remain mindful of your responsibility engaging these communities.
- **Open-mindedness and respectfulness of strengths of your public members** who may have relevant skills and insights that they want to put to use in the process

## Issue 3: How much to involve the public?

---

- Focus involvement effort for where **key decisions are being made** e.g. guideline development group set up, priority setting, outcomes decisions – we have prioritised these in our matrix
- **Less important** for the public to be involved in administration, logistics and operational work
- Some tasks such as PICO work, peer review will need **more feedback** than decision making – that's OK.
- **Be prepared to be pragmatic** – prioritise where you think the public add most value to this guideline



- When working with the public some thought about **terminology** e.g. Dissemination – sharing. Phrases such as user testing, relatability can be more understandable...
- Don't underestimate the **power of acknowledgement of contribution** e.g. certificates of participation can be very helpful in some communities
- Beware the **burden of public involvement** on the public e.g. working across time zones, internet availability, timelines for feedback etc

## Some final thoughts...

Interesting things that came up in our preparation work for today!



**Finally...this process is very 'processy'!**

---

**I'VE LEARNED THAT  
PEOPLE WILL FORGET  
WHAT YOU SAID,  
PEOPLE WILL FORGET  
WHAT YOU DID, BUT  
PEOPLE WILL NEVER  
FORGET HOW YOU  
MADE THEM FEEL.**

