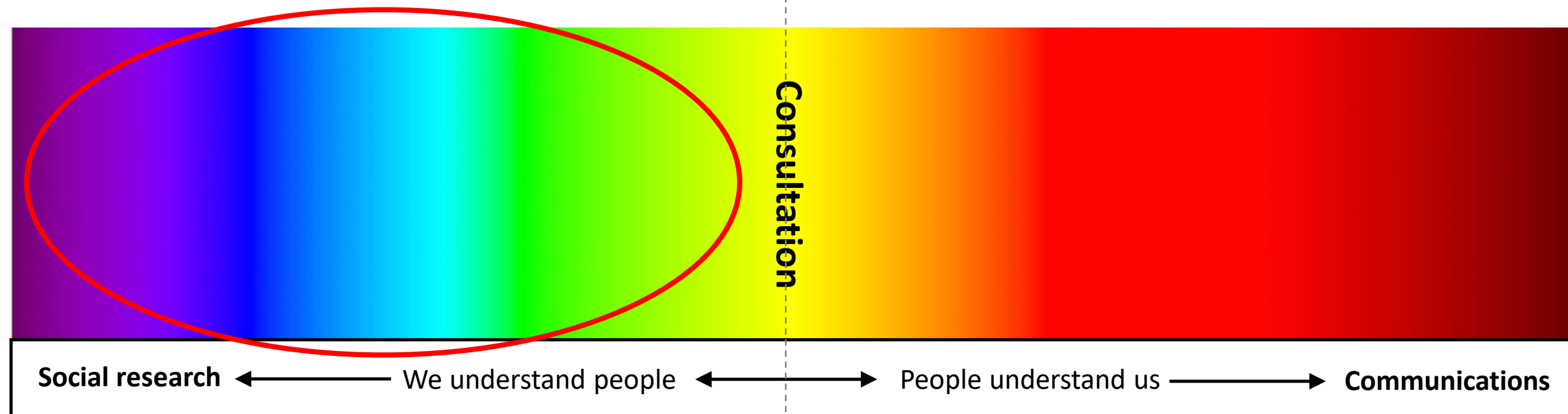


# The Engagement Spectrum

*"I'm planning a new service and I need to know how to people might use it so I can make it effective"*

*"I'm involved in delivering a service and I need to know how to get people to use it"*



1. "I want to set up a new service or change an existing one which I want to co-produce with users"
2. "I undertake robust research and co-design so I can build in users' experience to my design"
3. "I analyse the data thoroughly to ensure that my findings reflect users' experience"
4. "I make changes to the service based on the data that I have gathered"
5. "I consult with stakeholders on the new service / changes to the service"

6. "I make changes based on the consultation results or I respond explaining why I have decided not to make changes "
7. **"I use evidence from my research and co-design to design a effective communications campaign that I know will resonate with the audience"**
8. "I officially launch the service and communicate with the population about it"