

# What helps people say “yes” to health research

Insights from **18** community groups who hosted conversations with **236** people across Somerset

## What helps



**Relevant:** connects to their life, health or community



**Clear:** understand what it's for, who's doing it & what happens next



**Trusted:** comes through familiar people or places



**Human:** real conversations, not just forms



**Flexible:** low-pressure, can decide in their own time



**Followed up:** get feedback and hear what has changed

## What doesn't



**Unclear purpose:** feels vague or pointless



**Trust concerns:** “Who's asking? What happens to my data?”



**Too much info:** overwhelming or confusing



**Digital-only:** not accessible or not trusted



**Time & travel:** life is busy. There are other priorities



**Feeling it won't matter:** “What's the point? Nothing ever changes”

## What this means in practice



Start with **why it matters** to people



Work through **trusted people & places**



Keep it **clear, simple & human**



Offer **flexible ways to take part**



Make it easy to say “**maybe later**”



Share **what's changed**

## What people said



*Must be done in a respectful way.*

“Feeling like it matters, the chance to be a part of something bigger. Knowing the potential impact it will have and who might benefit from it”

*Want to be asked by someone I trust.*

“Tell me how my input will help me and others”

*Thank you!*

- ARK at Egwood
- Chard Community Hub
- Chard Town Council
- Chatty Chums
- Glastonbury Health Centre
- Millbrook Surgery

- Mingle Bridgwater
- Radio Ninesprings
- Sedgemoor Community Connector
- Sing2Breathe (Healthwatch)
- Solutions for Health Education and Wellbeing
- Somerset African Caribbean Network

- South Somerset Senior Social Group
- The Parish of Three Saints TPOTS
- WATCH CIO
- Yeovil ABC
- Yeovil Disability (Yeovil Diversity Project)
- Yeovil LGBT+ (Yeovil Diversity Project)

