

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
- Sing2Breath (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)

