Using Deliberative Methods to Engage the Public: Facilitating a Deliberative Session
Agency for Healthcare Research and Quality Community Forum
June 13

Purpose and Objectives
- Purpose:
  - Provide practical guidance on facilitating deliberative sessions
  - Explore how these facilitation skills can be used in your work
- At the end of the session you should be able to:
  - Identify facilitation skills unique to deliberation
  - Develop exercises for guiding group discussion
  - Understand how to use facilitation tools to prepare for your groups

Presenter Introductions
- Dierdre Gilmore, MA, Senior Researcher, American Institutes for Research (AIR)
- Marge Ginsburg, MPH, Director, Center for Healthcare Decisions
- Ela Pathak-Sen, Director, Commotion

Image: A photograph of each speaker

Community Forum Description
- Agency for Healthcare Research and Quality’s initiative called Community Forum
- Led by the American Institutes for Research (AIR) with key partners
- Major part of this project is to:
  - Advance the use of deliberative methods for obtaining input from members of the public on a health research topic

Agenda
- Welcome
- What is a deliberative process and what is a deliberative question?
- Facilitation techniques
- Managing the discussion
- Group exercises
- Managing participant behavior
- Facilitation tools
- Facilitator training
- Q&A

What is a deliberative process?
- Asks the public to be a problem-solver
  - Problem is policy-oriented, complex, multi-faceted
  - Requires accurate, unbiased facts
  - Has multiple solutions, each with trade-offs
  - Requires interactive discussion/debate
Decisions grounded in personal/societal values

Slide 7
The overuse of antibiotics: focus group
- Question: How can doctors better communicate with patients about the risk?
- What researchers will learn:
  - Views about personal right to decide
  - What doctors need to say to patients
  - What information might be useful to convey to the public about the risk of overusing antibiotics

Slide 8
The overuse of antibiotics: deliberative session
- Question: should there be more specific limits on how doctors use antibiotics?
- What researchers will learn:
  - Concerns about loss of patient/doctor authority
  - How people balance the tension between personal choice and societal protection
  - If there are acceptable strategies for maintaining clinical autonomy while reducing harm to others

Slide 9
Be consistent with features of the session
- Facilitator takes into account...
  - Complexity of the topic
  - The time allocated for the process
  - The number of participants
  - Maintain principles of facilitation
    - Neutrality
    - Active talking by participants
    - Dialogue among participants

Slide 10
Continuum of engagement
Image: This is a steps model, which encompasses an arrow pointing diagonally northeast, with the word “power” inscribed in it. Starting from the lowest step to fifth highest step, are the words: Passive Participation, Consultation Participation, Functional, Interactive Participation, Self-mobilization.” Surrounding the steps are the questions:
- “What’s the question?”
- “How much time have you got?”
- “Who is participating?”
- “What happens with the outcomes?”

Slide 11
Some facilitator tips to using this model
- Key behaviors at each level include:
  - Passive participation: Information giving so that participants understand processes
Consultation participation: obtain and consider opinions, tell participants how their views will be heard

Functional participation: the participants work to help the sponsor achieve project goals and consultation occurs after major decisions have been made

Interactive participation: Participation is seen as a ‘right.’ Participants feel they have a stake in the issues, they provide multiple perspectives, they are in learning mode

Self-mobilization participation: Participants control the process, they decide the agenda and resources


Slide 12
Implementing the continuum
- Build trust
  - Icebreakers & energizers
  - Ground rules
- Give information


Slide 13
Implementing the continuum
- Organize the flow of discussion
  - Active listening
  - Stacking
  - Signposting


Slide 14
Implementing the continuum
- Broaden participation
  - EMU (encourage, moderate, use the clock)
  - Use the ‘Hats’ exercise

Slide 15
Implementing the continuum
- Help folks make their point
  - Active listening, draw folks out
  - Give permission to disagree


Slide 16
Implementing the continuum
- Manage divergent perspectives
  - Sequence
  - Mind map

**Slide 17**

**Self-mobilization**
- Move to self management
  - Open Space


**Slide 18**

**Why, why, why, why –BUT WHY?**

Image: Photograph of red onions

**Slide 19**

**5 Whys**
- Borrowed from LEAN Six Sigma theory as a way of problem solving – getting to the root cause
- Prepare participants for this – it can come across as rude
- Onion theory – but gets to values and core judgments
- Let’s try it.....

**Slide 20**

**Trying out the 5 Whys**
- We need 3 participants plus the facilitator
- The facilitator and one other participant agrees to be the ‘questioner”
- The two participants who are in the role of ‘responder’ may choose one statement each from the list below
- The first round is between the Facilitator and one of the participants
- The second round is between the remaining two participants
- Each round lasts 3 minutes max!

**Slide 21**

**Choose one of the following statements or use one of your own**
- Our school system has failed young people.
- With rights come responsibilities.
- There is no such thing as a free lunch!
- Charity begins at home.

**Slide 22**

**Managing participant behavior**
- Establish ground rules
- Think about how to respond to....
  - Those that dominate
  - Lengthy and off-topic monologues
  - Snarky comments to others
    - Don’t forget: you are in charge

**Slide 23**

**Facilitation tools: Facilitator Guide**
Structured Facilitator Guide
  - Activity, objective, time, lead, example script
Image: There is a screenshot of the Community Forum Facilitator’s Guide.

Slide 24
Facilitation tools: Facilitator Guide
  - Structured Facilitator Guide
    - Helps facilitators anticipate how the session will look and feel
    - Serves as a training manual
    - Remains flexible

Slide 25
Facilitation tools: Ice breakers
  - Ice breakers
    - Stage 1: Getting to know you
    - Stage 2: Understanding the process
    - Stage 3: Creating a community

Image: There is a 4 pane comic strip divided into two.

Slide 26
Facilitation tools: Ice breakers
  - Ice breakers
    - Stage 1: Getting to know you

Image: There is a photograph of a deliberation session.

Slide 27
Facilitation tools: Ice breakers
  - Ice breakers
    - Stage 2: Understanding the process

Image: There is clipart of a group of singers.

Slide 28
Facilitation tools: Ice breakers
  - Ice breakers
    - Stage 3: Creating a community

Slide 29
Training: Practicing your skills
  - Become familiar with the material
  - Conduct an informal group
  - Hold a mock session
  - Get feedback
  - Visualize the room
  - Continue practicing!

Slide 30
Thank you!