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## Pre-publication abstract of 2006 Event Report

### The Misconceptions of "hard to reach"

for Dr Lorna Warren at the University of Sheffield

At a recent Event held by Action for Involvement (AFI), a community-based consumer action group that wants to see people in our communities take initiatives to raise standards of service delivery in the Public Private Partnership, Ashley Sweetland maintained the Government's concept of "hard to reach" needs to be far more focussed on achieving quality results to draw in and involve people in these groups.

Ashley also believes it is all very well setting arbitrary targets but the emphasis has to be on the quality of the engagement which is only likely to be actualised with greater time and resource commitments.

Magda and Wendy both held that the difficulty for BME communities and disabled people alike, is more probably due to an apparent inability of Public, Private and Not for Profit services providers to offer accessible, transparent facilities rather than, for example, say poor research practice.

Magda's specific concerns for BME communities is that the indigenous population make it difficult to reach people in these communities who would rather not be classed as BME and, as such, feel they can not say many things publicly which they can say to people not involved in the community and vice versa.

The consensus was we must think far more creatively and laterally to find new ways of reaching out to and involving people in these groups bearing in mind that democracy is only one method to achieve involvement and participation.