Constructive Conversations

Involving people in the design and delivery of services

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The Ladder of Participation

Co-production: It's a long-term relationship!

Co-production is an equal relationship between people who use services and the people responsible for services. They work together, from design to delivery, sharing strategic decision-making about policies as well as decisions about the best way to deliver services.

Co-design

People who use services are involved in designing services, based on their experiences and ideas. They have genuine influence but have not been involved in “seeing it through”.

Engagement

Compared to the consultation step below, people who use services are given more opportunities to express their views and may be able to influence some decisions, but this depends on what the people responsible for services will allow.

Consultation

People who use services may be asked to fill in surveys or attend meetings; however this step may be considered tokenistic if they do not have the power to influence or affect change.

Informing

The people responsible for services inform people about the services and explain how they work. This may include telling people what decisions have been made and why.

Educating

The people who use services are helped to understand the service design and delivery so that they gain relevant knowledge about it. That is all that is done at this stage.

Coercion

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Ten top tips for co-production

What is co-production?
The term co-production refers to a way of working whereby everybody works together on an equal basis to create a service or come to a decision which works for them all. It is built on the principle that those who use a service are best placed to help design it.

What is great about co-production?
* Everybody is equal.
* The outcomes are meaningful and positive.
* People who use your services, carers and families are seen and recognised as assets.
* Your service will improve.
* It is a fun and productive way of working together.
* You have the opportunity to see different perspectives that may differ from your own.

What is important for co-production?

10 Top Tips
1. Co-production must start as an idea that blossoms with everybody involved having an equal voice.
2. Come to the table with a blank agenda and build it with people who use your service, their carers and families.
3. Involve people who use services, carers and their families in all aspects of a service – the planning, development and delivery.
4. In order to achieve meaningful, positive outcomes, everybody involved must have the same vision, from front line staff to management/board members.
5. Start small and build up to bigger projects, letting people lead, not professionals.
6. Acknowledge that a range of skills are needed for co-production.
7. Recruit the right people that support co-production.
8. People who use services, carers and families should be clear about what their expectations are and be fully engaged in the process.
9. People who use services and their carers know what works, so you can’t get it right without them.
10. Don’t take responsibility for solving every problem—allow the group to find collective solutions.

How can you support co-production?
* Ensure appropriate and adequate resources are available to support co-production (participation fees, expenses, easy read documents and access needs).
* Ensure frontline staff have everything they need to do co-production, including time and flexibility.
* Ensure no one group or person is more important than anyone else. Everyone can contribute given the right support.
* It is important to have good facilitation and listening skills, and to reflect and act upon what is heard.
* Acknowledge and respect what people who use services, their carers and families say.
* Ensure everything in the co-production process is accessible to everyone taking part.
* Before you start the work, decide together how you are going to work and what will make it successful, then stick to it.
* Accept that sharing power means taking risks. Take a chance.
* Learn to share power. Doing things differently means we can work across a whole range of issues that confront us.
* Work with the group to support a clear set of identified values with a collective sense of direction.
* Don’t use jargon or acronyms, plain English is better for everybody.
* Create the expectation that people who use services, carers and families will be involved in every aspect of service planning, design/development and delivery at every level.
Coalition for Collaborative Care: A co-production model

• What is co-production?
Co-production is a way of working that involves people who use health & care services, carers & communities in equal partnership; & which engages groups of people at the earliest stages of service design, development and evaluation.
Co-production: Five values

Ownership, understanding and support of co-production by all
A culture of openness and honesty
A commitment to sharing power and decisions with citizens
Clear communication in plain English
A culture in which people are valued and respected
Seven practical steps to make co-production happen in reality

1. Get agreement from senior leaders to champion co-production.
2. Use open & fair approaches to recruit a range of people who use health and care services, carers and communities, taking positive steps to include under-represented groups.
3. Put systems in place that reward and recognise the contributions people make.
4. Identify areas of work where co-production can have a genuine impact, and involve citizens in the very earliest stages of project design.
5. Build co-production into your work programmes until it becomes ‘how you work’.
6. Train and develop staff and citizens, so that everyone understands what co-production is and how to make it happen.
7. Regularly review and report back on progress. Aim to move from “You said, we did,” to “We said, we did.”
Stronger partnerships for better outcomes