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# CO-CREATION MASTERCLASS

***LET'S MAKE CO-CREATION TRUSTWORTHY***

November 23, 2022

14:00-16:00 CET

## Episode 1: Starting Right

HEALTH CASCADE
EVIDENCE BASED CO-CREATION

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# Welcome – Aims of the Session

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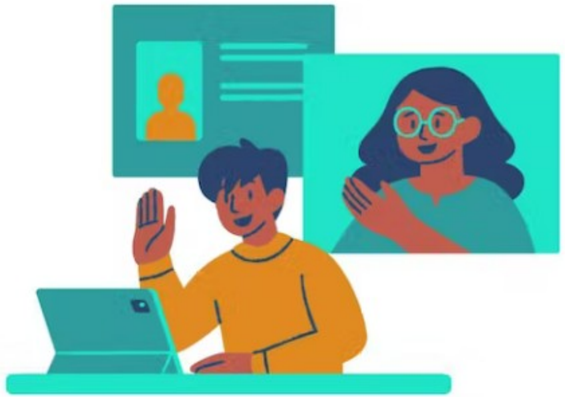
EVIDENCE BASED CO-CREATION FOR PUBLIC HEALTH

1. Sharing knowledge and tools that make co-creation trustworthy
2. Walking you step by steps on getting the basics down



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# Today's Format

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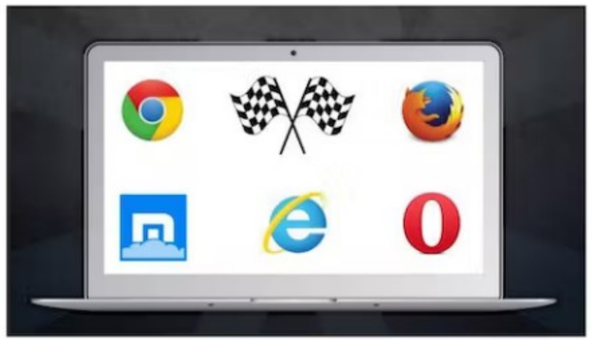
HEALTH CASCADE

EVIDENCE BASED CO-CREATION FOR PUBLIC HEALTH

- Introduction to Health Cascade
- Learn about our audience
- Co-creation tools and resources
- Step-by-step game going through our co-creation planning tool



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# Who are we?

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GHENT UNIVERSITY

GCU Glasgow Caledonian University
University for the Common Good

Amsterdam UMC
University Medical Centers

Blanquerna
UNIVERSITAT RAMON LLULL

JACOBS UNIVERSITY

UMEÅ UNIVERSITY

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# Who we work with

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# Benefits and Dangers

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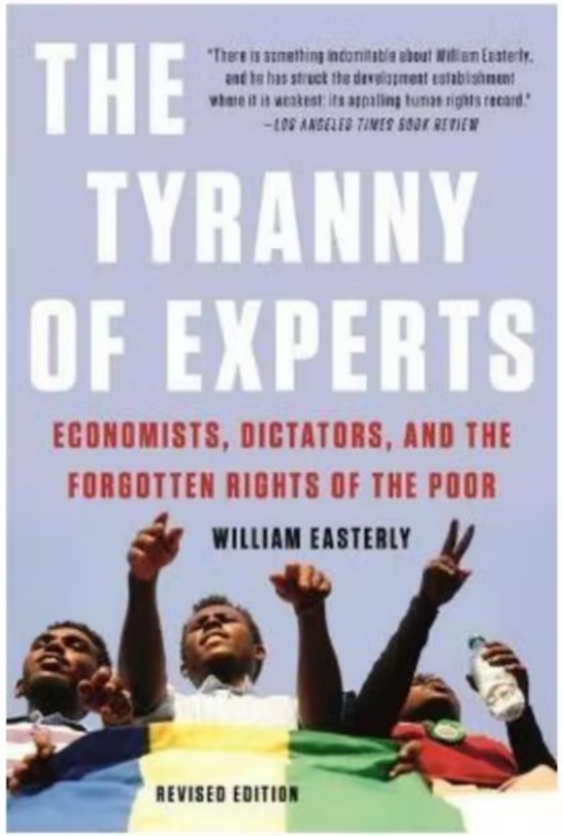

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# Make Co-creation Trustworthy

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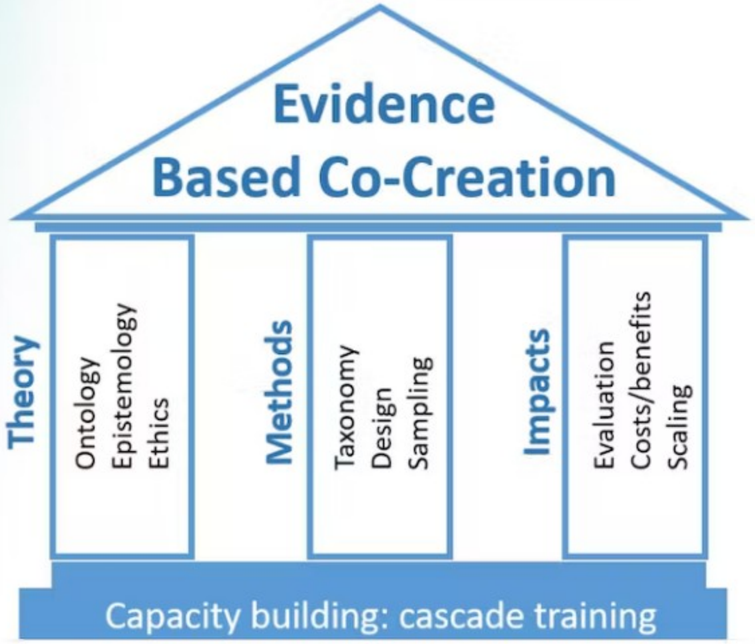
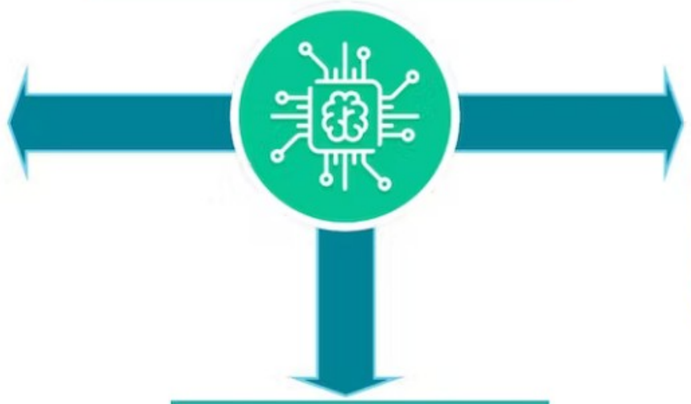
Methodological enquiry

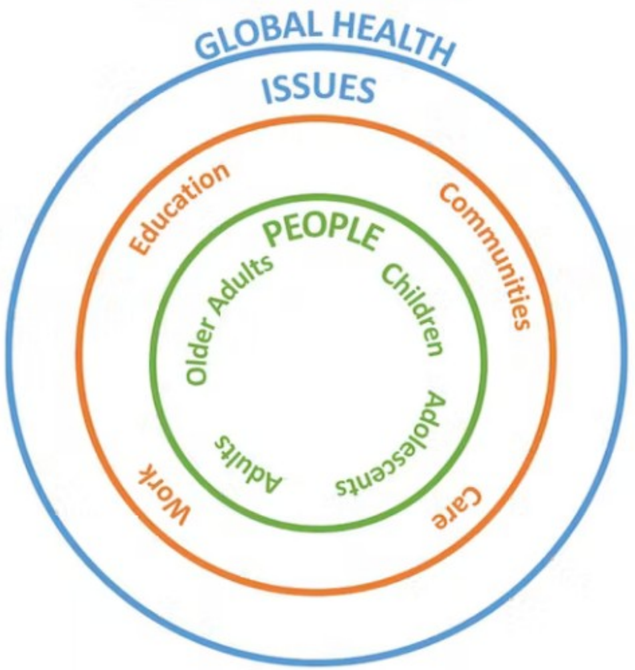



Enabling technologies



Capacity building

Applications



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# Instructions

20 57 1 8

# Which country are you calling in from?

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96

# What field do you work in? (public sector, academia, NGO, etc.) (one word)

94

# What is co-creation? (key words)

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# First difficulty is definition

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# 500+ definitions

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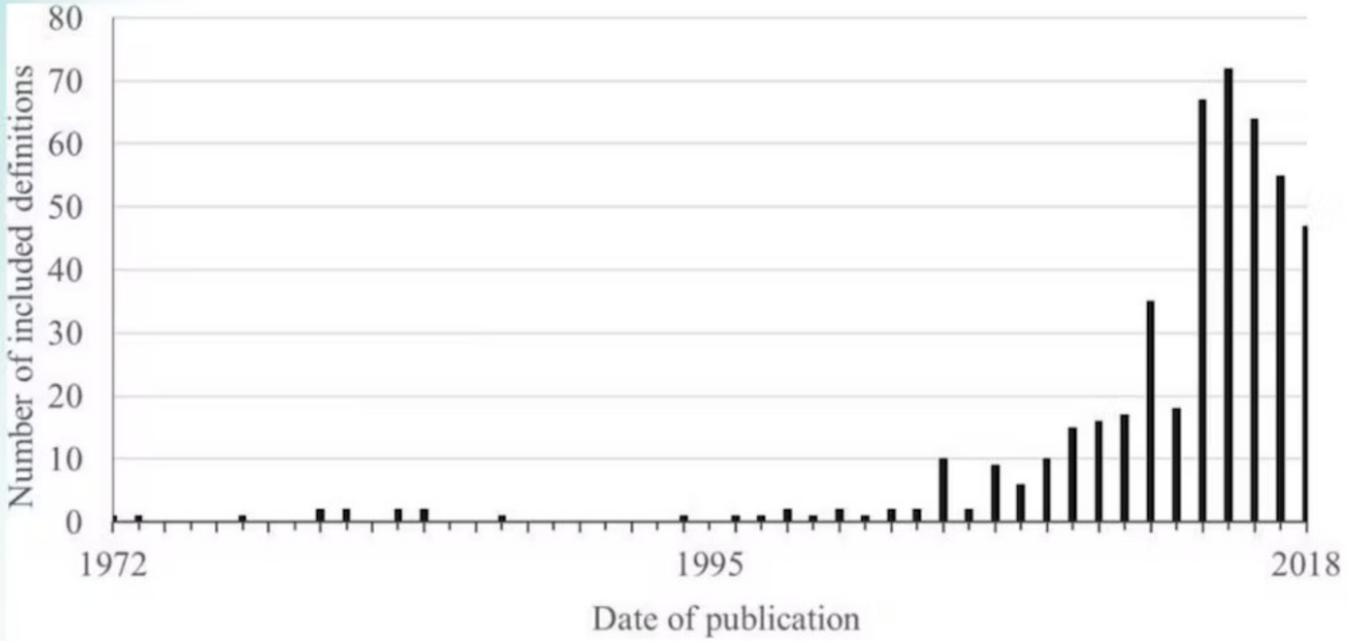
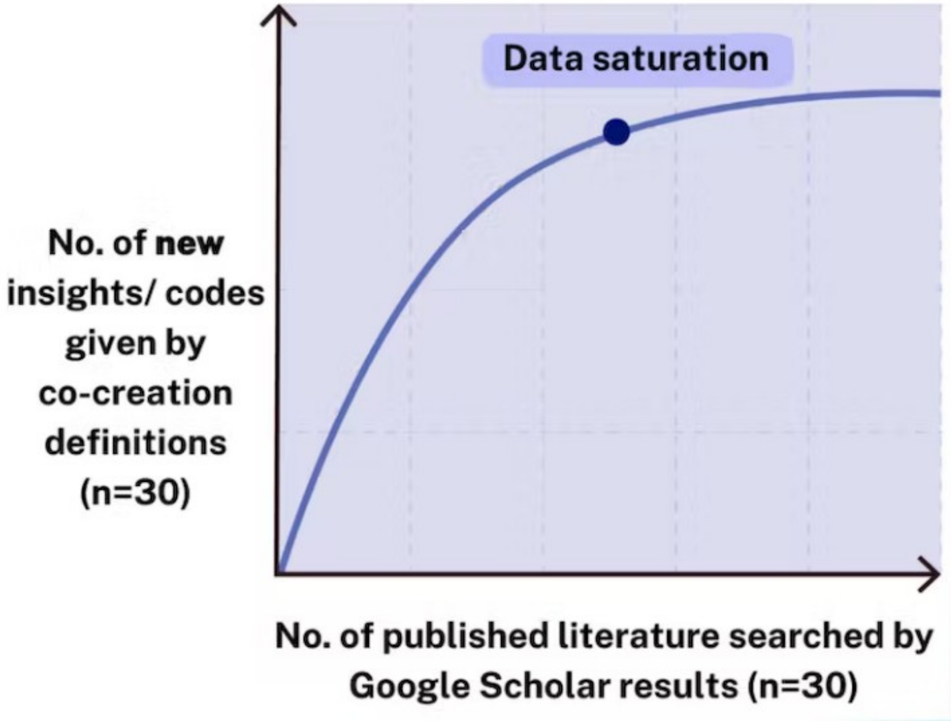
## 474 definitions of Co-production/ Co-design




Masterson et al. (2022), DOI: 10.1111/hex.13470

## 30 definitions of Co-creation




Messiha, K (2021). Health CASCADE. DOI: 10.5281/zenodo.6818098

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# Decision Making Tool: Should I Co-Create?

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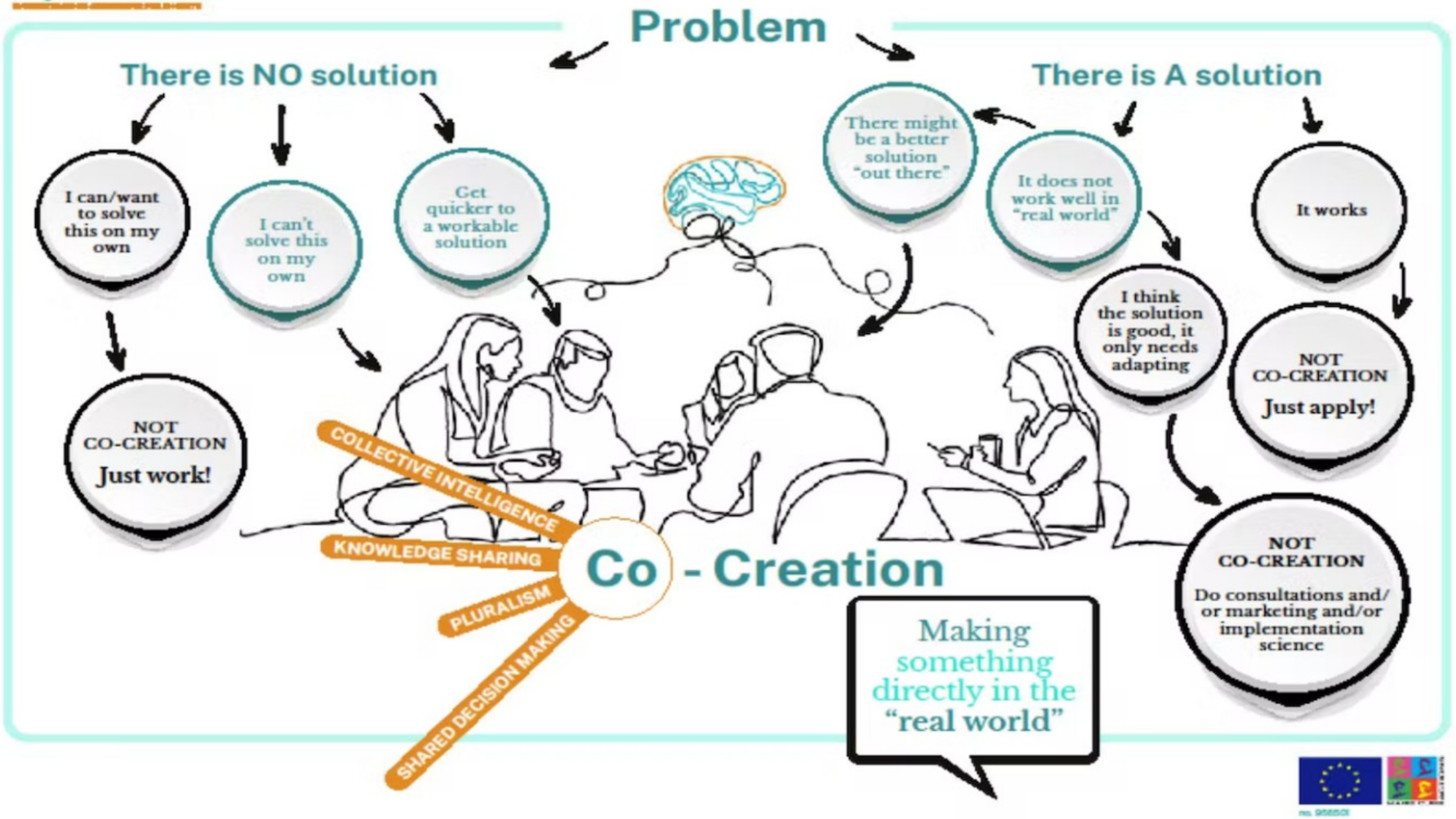


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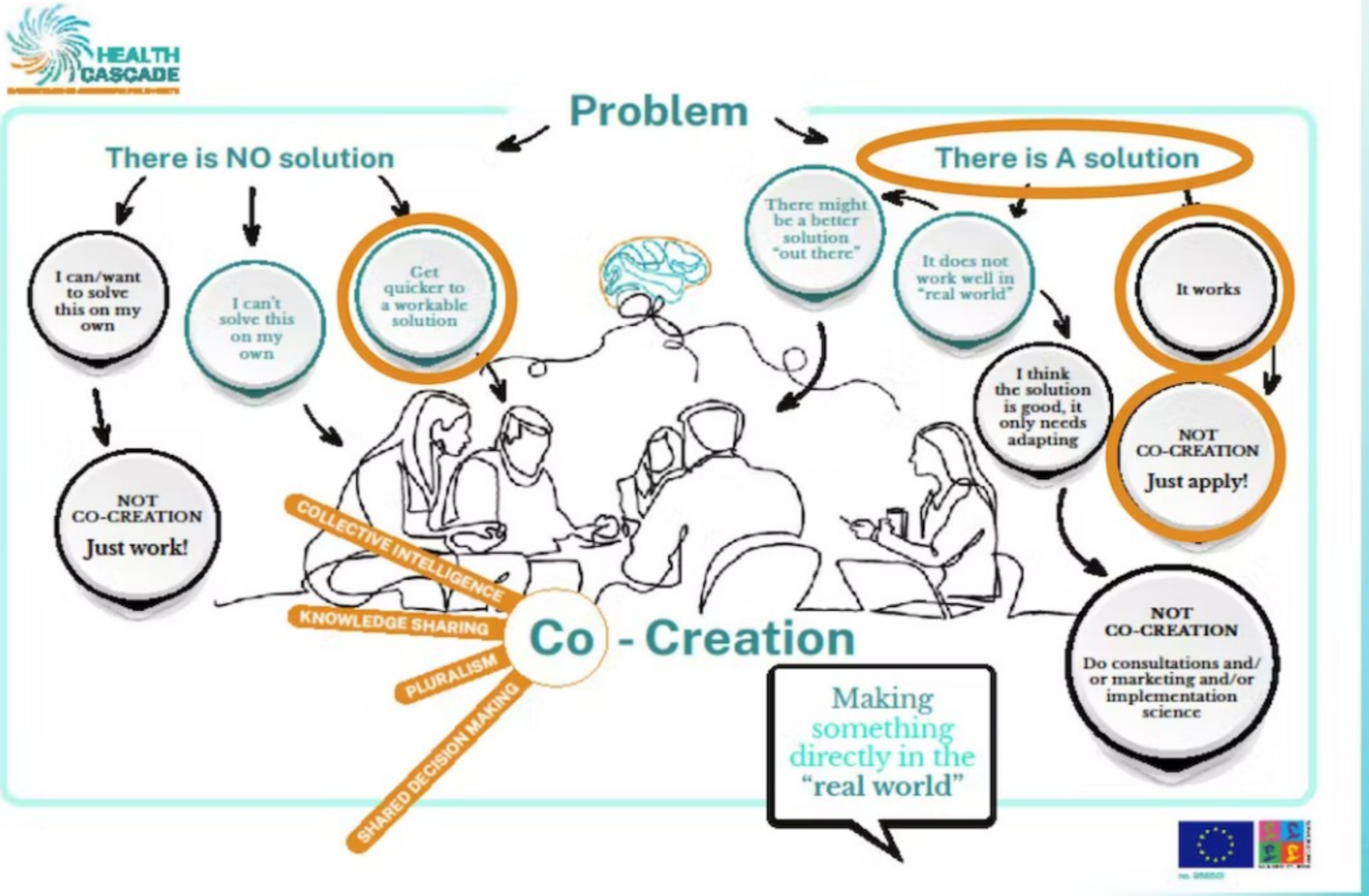
# A silly example

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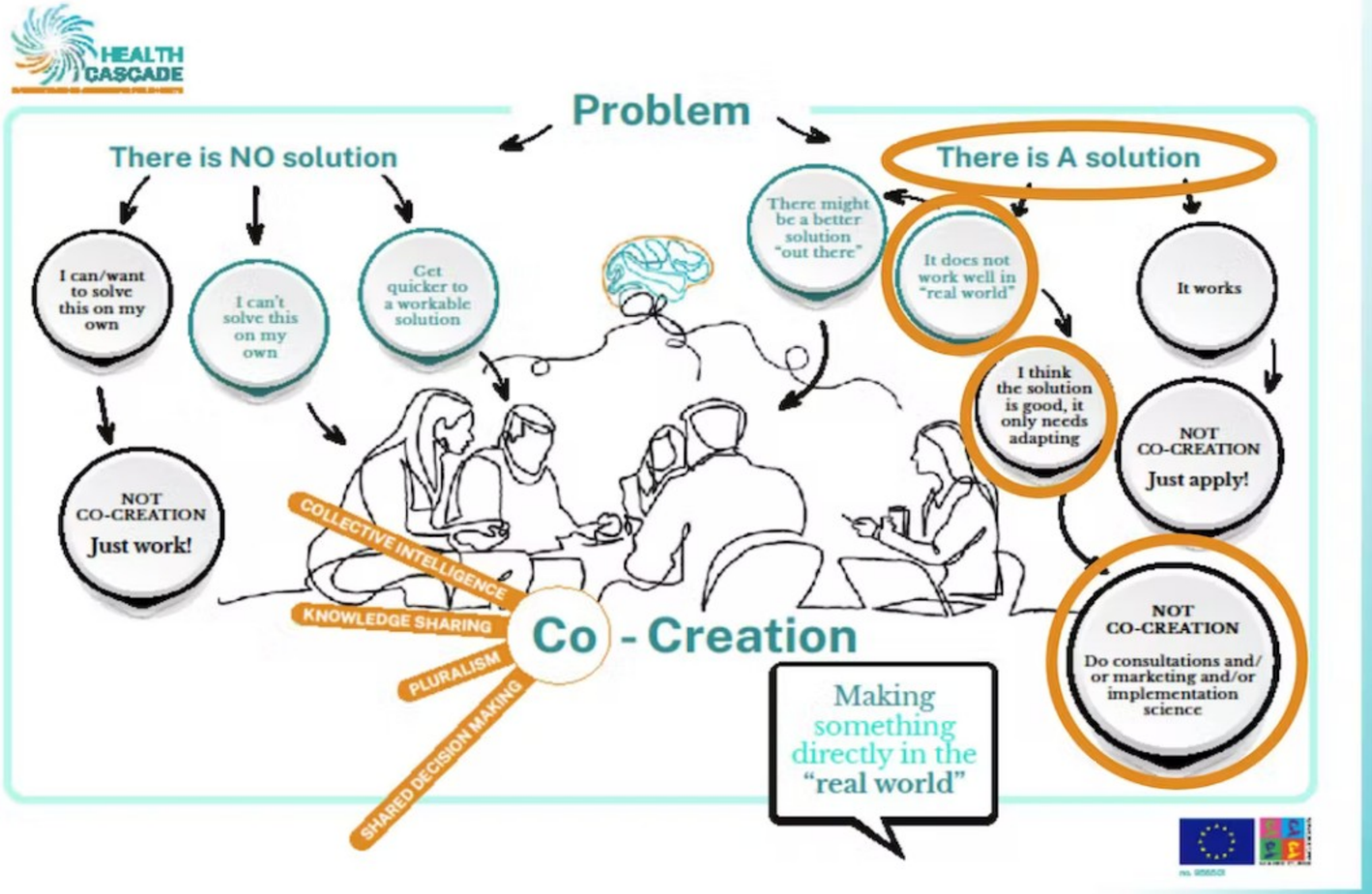
# More tricky - consultation

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# The Tools

## *Planning, Conducting, Evaluating, Reporting, Scaling*

www.healthcascade.eu

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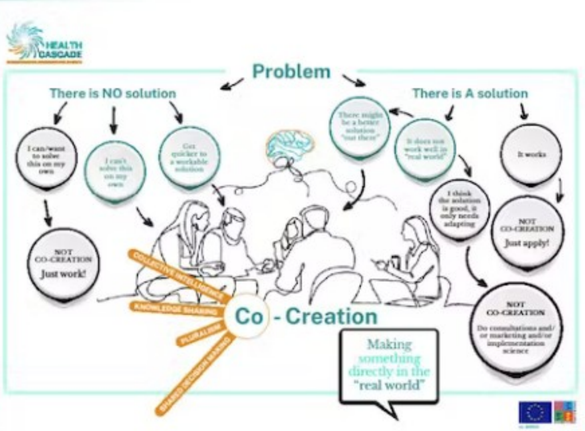


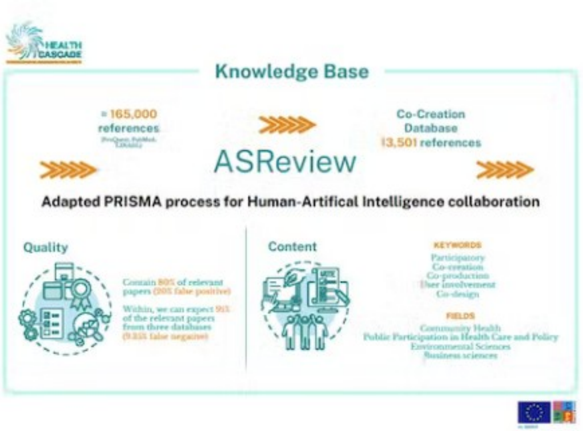


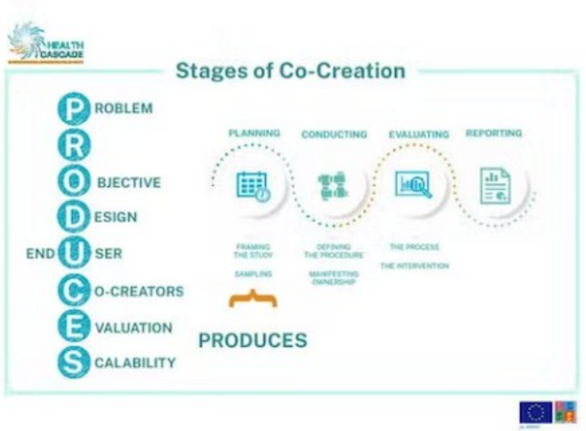


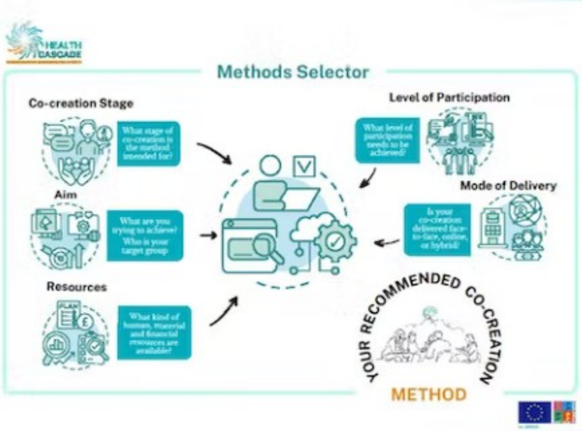


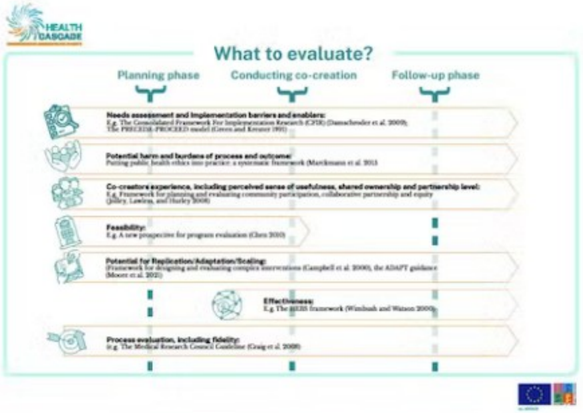


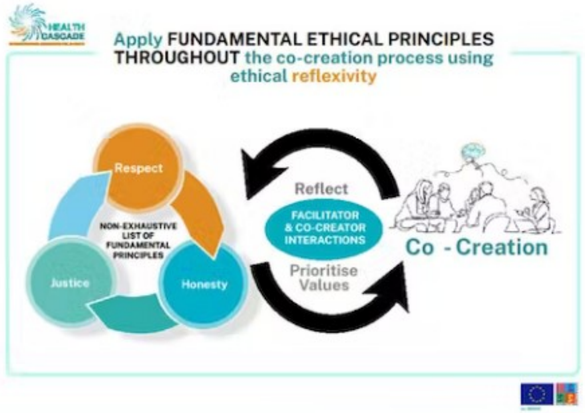

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# 1. Decision Making Tool: Should I co-create?

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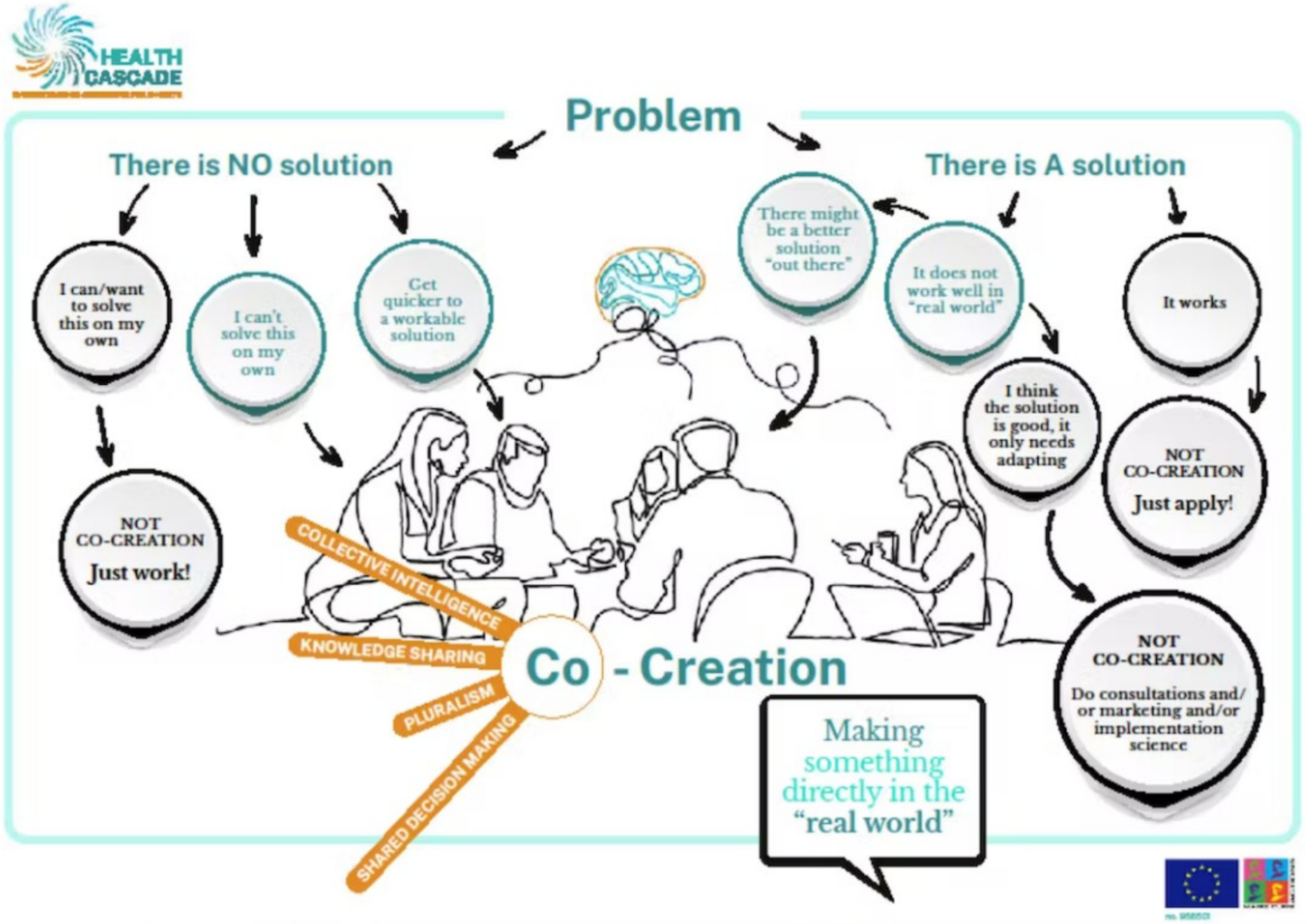


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# 2. How to Think about Evidence-based Co-creation

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# 3. Ethical Reflexivity

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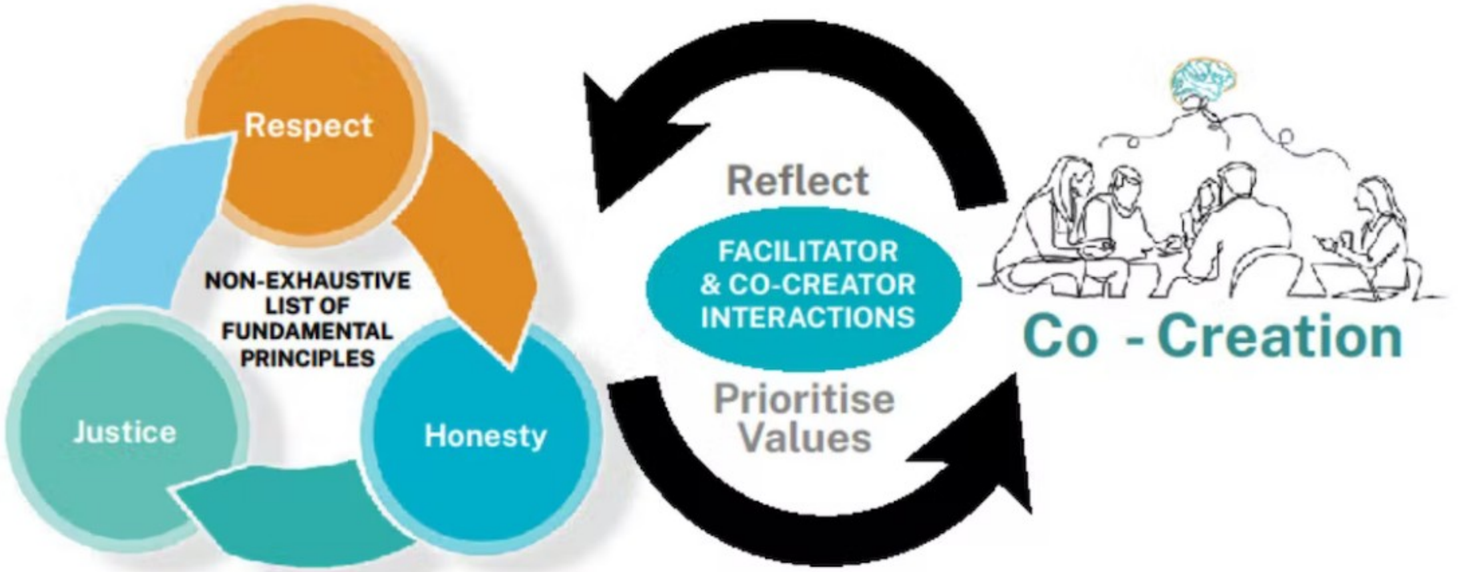
## Apply FUNDAMENTAL ETHICAL PRINCIPLES THROUGHOUT the co-creation process using ethical reflexivity

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# Ethics in co-creation: a Health Cascade definition

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Seeking to act in virtue throughout the entire process, amongst the existence of ***divergent interests***, ***power dynamics***, and ***knowledge differences***, through ***intentional behavior*** that is conscious of the ***shared responsibility*** and ***commitment*** to ***engage*** in a ***collective effort*** directed at ***improving (health)*** within a ***specific context***, in a ***professional***, ***justifiable***, ***deliberative*** manner, while ***considering mental and physical well-being*** for stakeholders involved.

*Chrifou (2022)*

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# 4. Co-Creation Knowledge Database

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## Knowledge Base

≈ 165,000 references
(ProQuest; PubMed; CINAHL)

ASReview

Co-Creation Database
13,501 references

**Adapted PRISMA process for Human-Artifical Intelligence collaboration**

### Quality

Contain 80% of relevant papers (20% false positive)

Within, we can expect 91% of the relevant papers from three databases (9.35% false negative)

### Content

**KEYWORDS**

Participatory
Co-creation
Co-production
User involvement
Co-design

**FIELDS**

Community Health
Public Participation in Health Care and Policy
Environmental Sciences
Business sciences

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# 5. PRODUCES+ Guidelines

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## Stages of Co-Creation

*Source: Leask et. al, 2019*

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# PRODUCES+: Reporting Template

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**A Draft Evidence-based Co-Creation for Public Health Guideline:** Reporting Template

| Stage | Checklist Item | Response | Example |
|---|---|---|---|
| **Stage 1: Planning** | | | |
| How was the aim of the study framed? | Use each element of the PRODUCES framework (PRoblem, Objective, Design, (end-) Users, Co-creators, Evaluation and Scalability)<br><br>Which frameworks did you use? | | Utilising PAAR (Design) to develop (Objective) and test (Evaluation), with academic researchers and older adults (Co-creators), a generalisable (Scalability) intervention to reduce sedentary behaviour (PRoblem) in community-dwelling older adults (end-Users). |
| Planning Methods | Which methods did you use? Why? | | Example method: Opportunistic sampling or Asset Assessment. |
| | Were there any methods you used that are not mentioned in this guideline? If yes, please list them: | | |
| Planning Frameworks | Which frameworks did you use? Why? | | Example frameworks: PARIHS or PICO framework |

**A document that guides you through key questions for planning and reporting your co-creation project.**

*Source: Adapted version of Leask et al., 2019 PRODUCES*

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# 6. Methods for Co-creation

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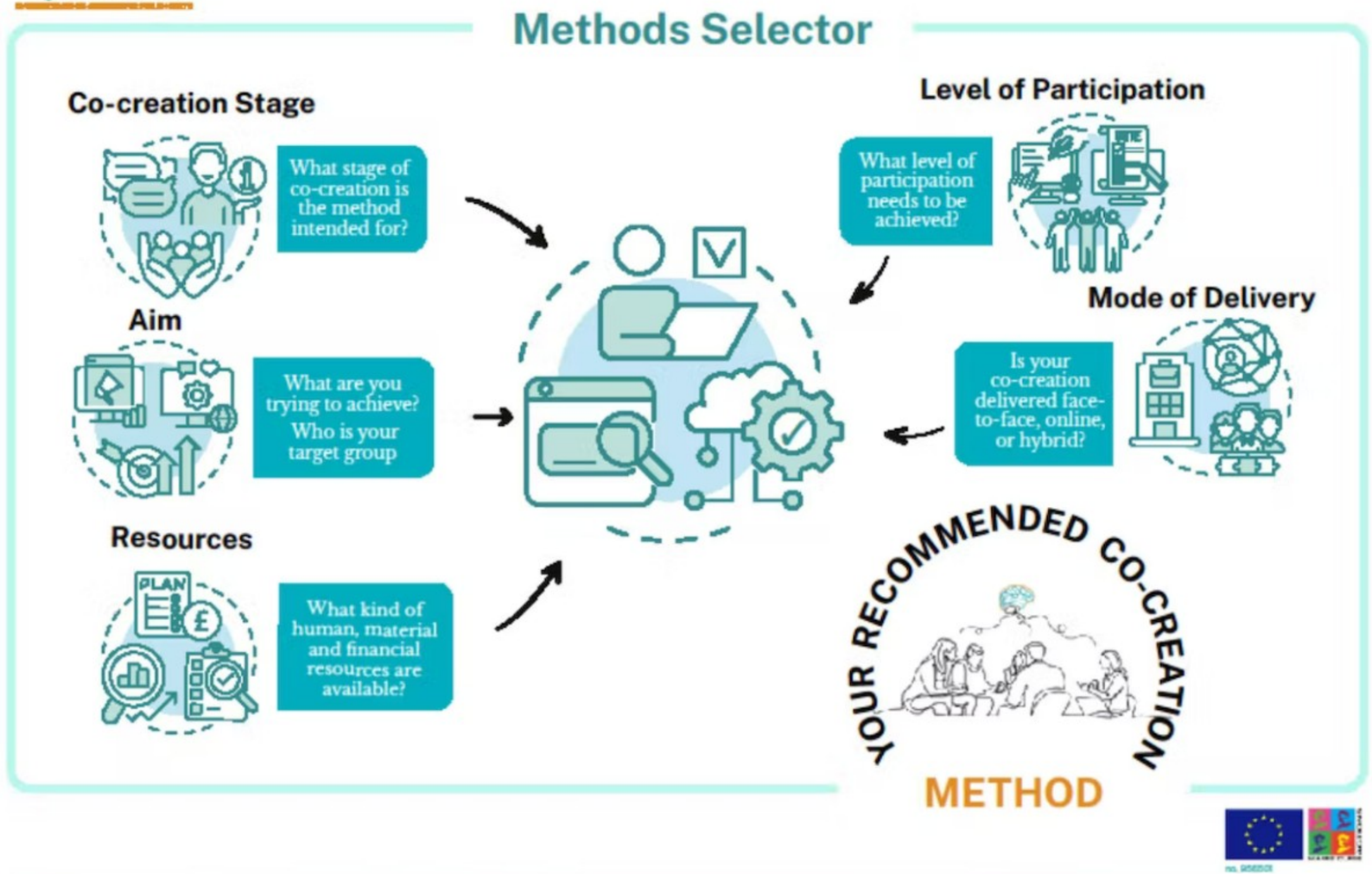


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# 7. Evaluating Co-creation

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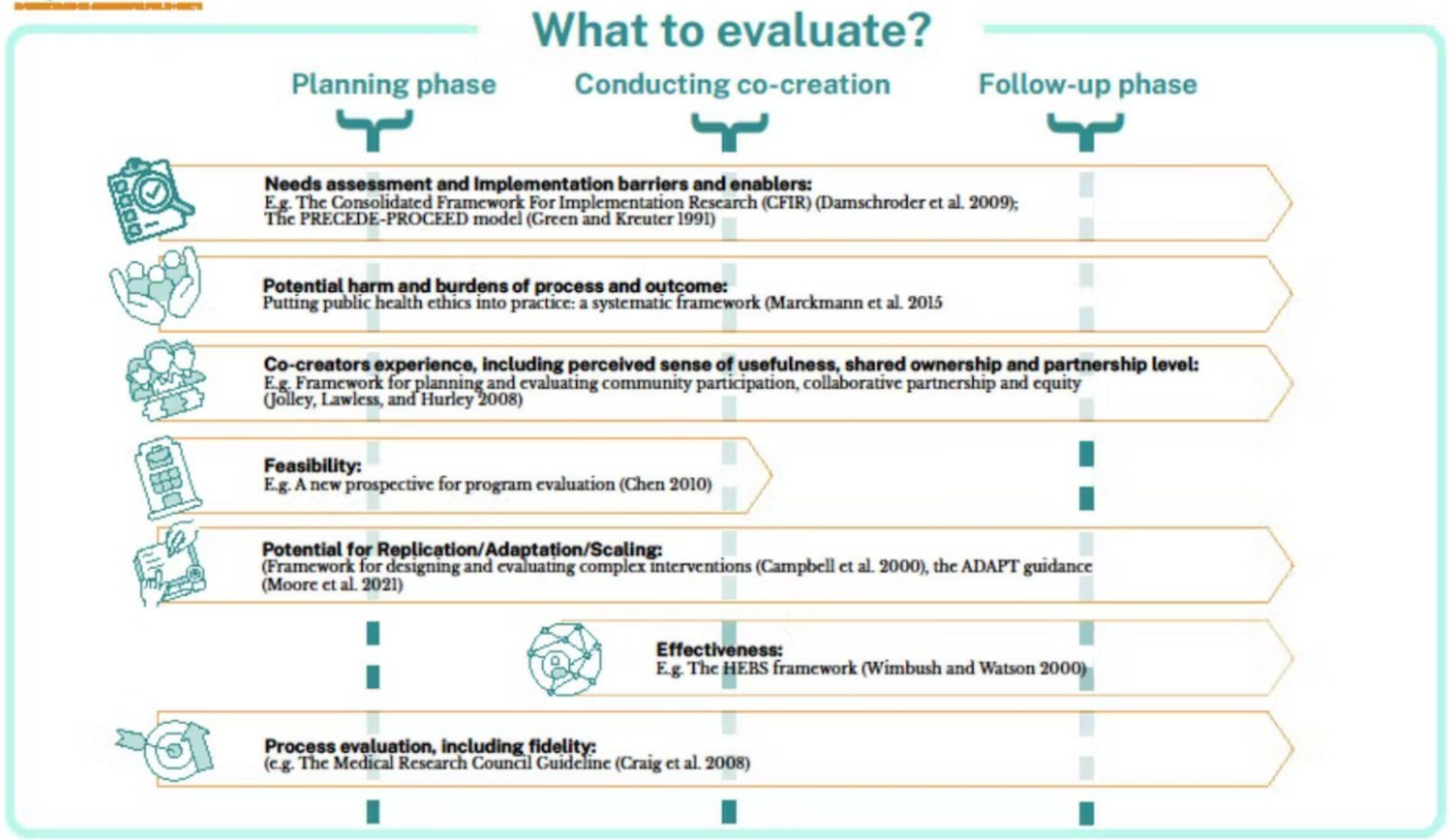


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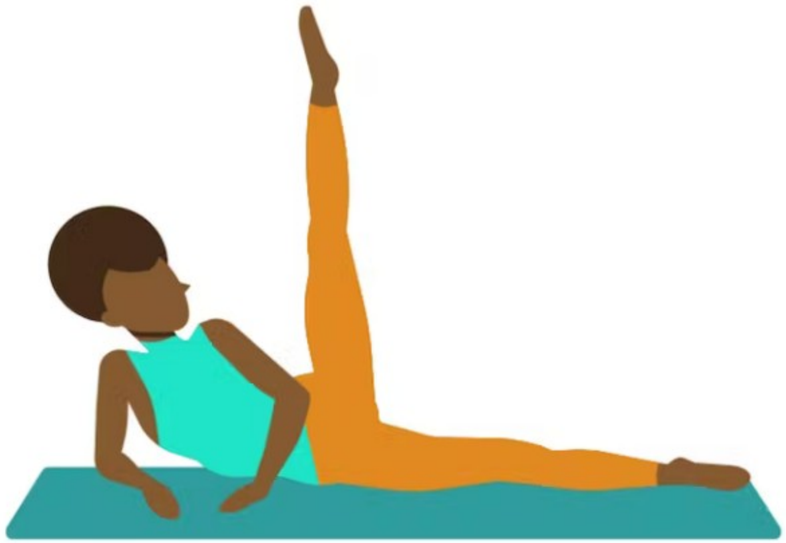
# BREAK

5 mins to stretch or get yourself a healthy refreshment



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# Who's My Match Game

## YOUR HOSTS

Giuliana R. Longworth
ESR 4

Danielle M. Agnello
ESR 3

## CONTESTANTS

All of you on
this call!

Mira Vogelsang
ESR 9

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# Who's My Match Game

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## LEARNING OBJECTIVES

1. How to apply the PRODUCES framework – *to plan your co-creation project!*
2. Introduce key questions to ask yourself during each stage of co-creation

## HOW WE'LL DO THIS

- Introduce you to PRODUCES through the lens of a co-creation project
- Guide you through an interactive game to answer the key questions per stage of co-creation

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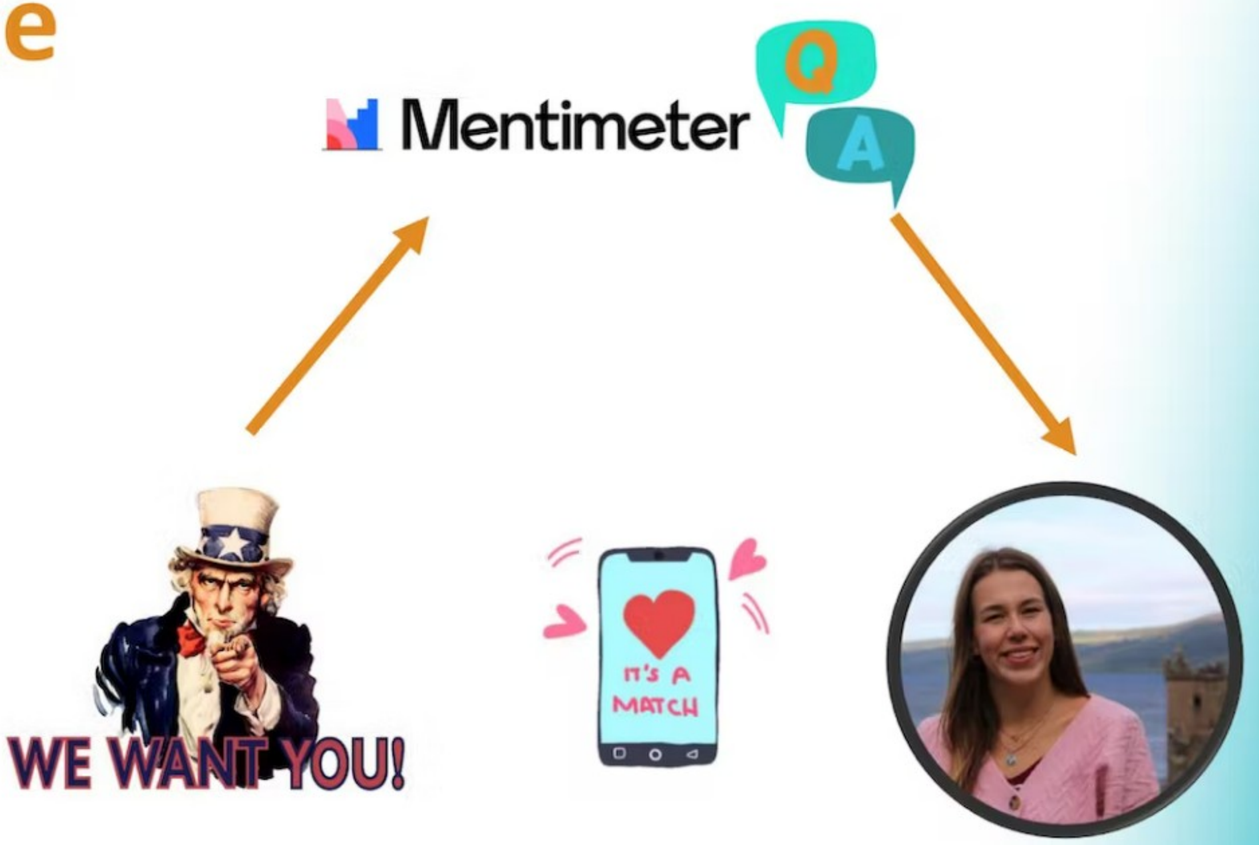
# Who's My Match Game

1. **I will ask a question about an example co-creation project** – *remember to answer from the lens of that project*
2. **You:** input the response that will **most likely match with the answer** into Mentimeter
3. Then, we ask Mira **which responses are correct!**
4. **The winner is the person with the most matches!**




NOTE: This game is about learning, so we will share a key learning from each question!

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# Stages of Co-Creation

**P**ROBLEM

**R**

**O**BJECTIVE

**D**ESIGN

END **U**SER

**C**O-CREATORS

**E**VALUATION

**S**CALABILITY

**PRODUCES**

*Source: Leask et. al, 2019*

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# Our Challenge:
## Sedentary behaviour in the workplace

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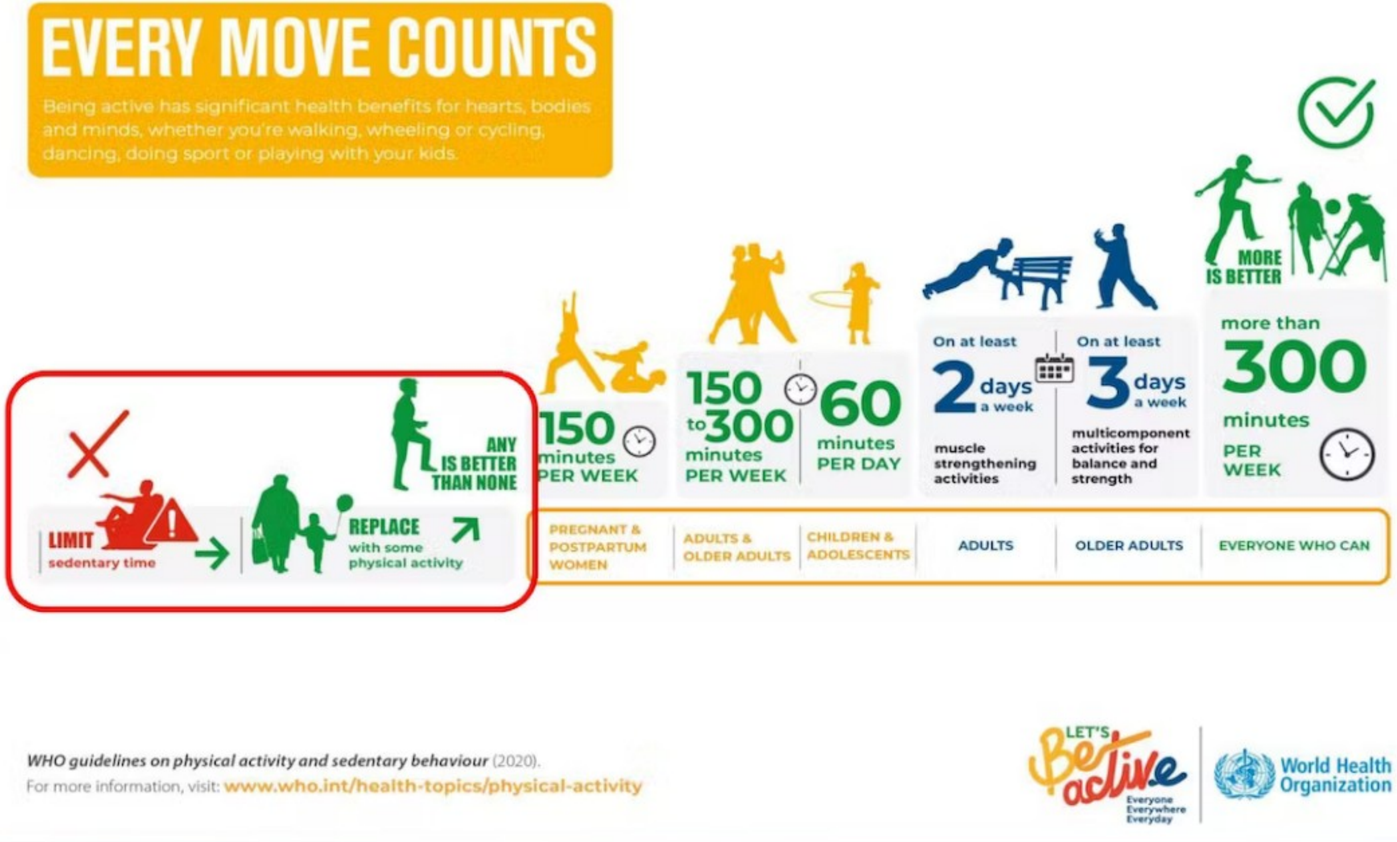

*WHO guidelines on physical activity and sedentary behaviour* (2020).
For more information, visit: www.who.int/health-topics/physical-activity

LET'S Be active Everyone Everywhere Everyday | World Health Organization

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# Co-creation in the Workplace

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Using PRODUCES when planning!

| | | |
|---|---|---|
| **PR** | **PR**OBLEM | Addressing high amounts in sedentary behaviour in office workers in Small Medium Enterprises (SMEs) |
| **O** | **O**BJECTIVE | Co-create an intervention on sedentary behaviour |
| **D** | **D**ESIGN | Participatory Action Research |
| **U** | END-**U**SERS | (Desk based) employees over 18 years of age working in a SMEs |
| **C** | **C**O-CREATORS | A workgroup consisting of the academic researchers (two Health CASCADE ESRs), and SME employees |
| **E** | **E**VALUATION | Process and impact evaluation |
| **S** | **S**CALIBILITY | The CASCADE model |

*Source: Leask et. al, 2019*

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# Stages of Co-Creation

**P**ROBLEM

**R**

**O**BJECTIVE

**D**ESIGN

END **U**SER

**C**O-CREATORS

**E**VALUATION

**S**CALABILITY

**PRODUCES**

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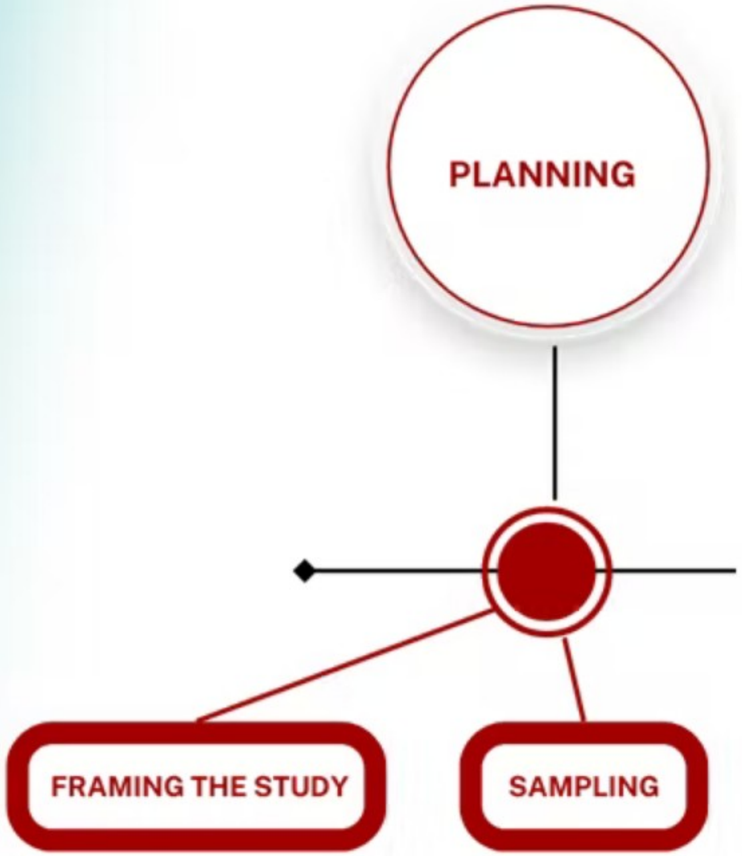
# PLANNING




When initially planning the co-creation, two main principles require consideration:

1. **Framing the aim of the Study**: Framing the aim of the study systematically can help ensure the co-creation process generates trustworthy evidence
2. **Sampling:** The sampling process of recruiting end-users and all necessary expertise as co-creators. The representation of relevant stakeholder groups is dynamic and there are different methods for sampling



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13 3 ?

# What are the two MOST IMPORTANT elements that set the boundaries for this co-creation project? (select two)

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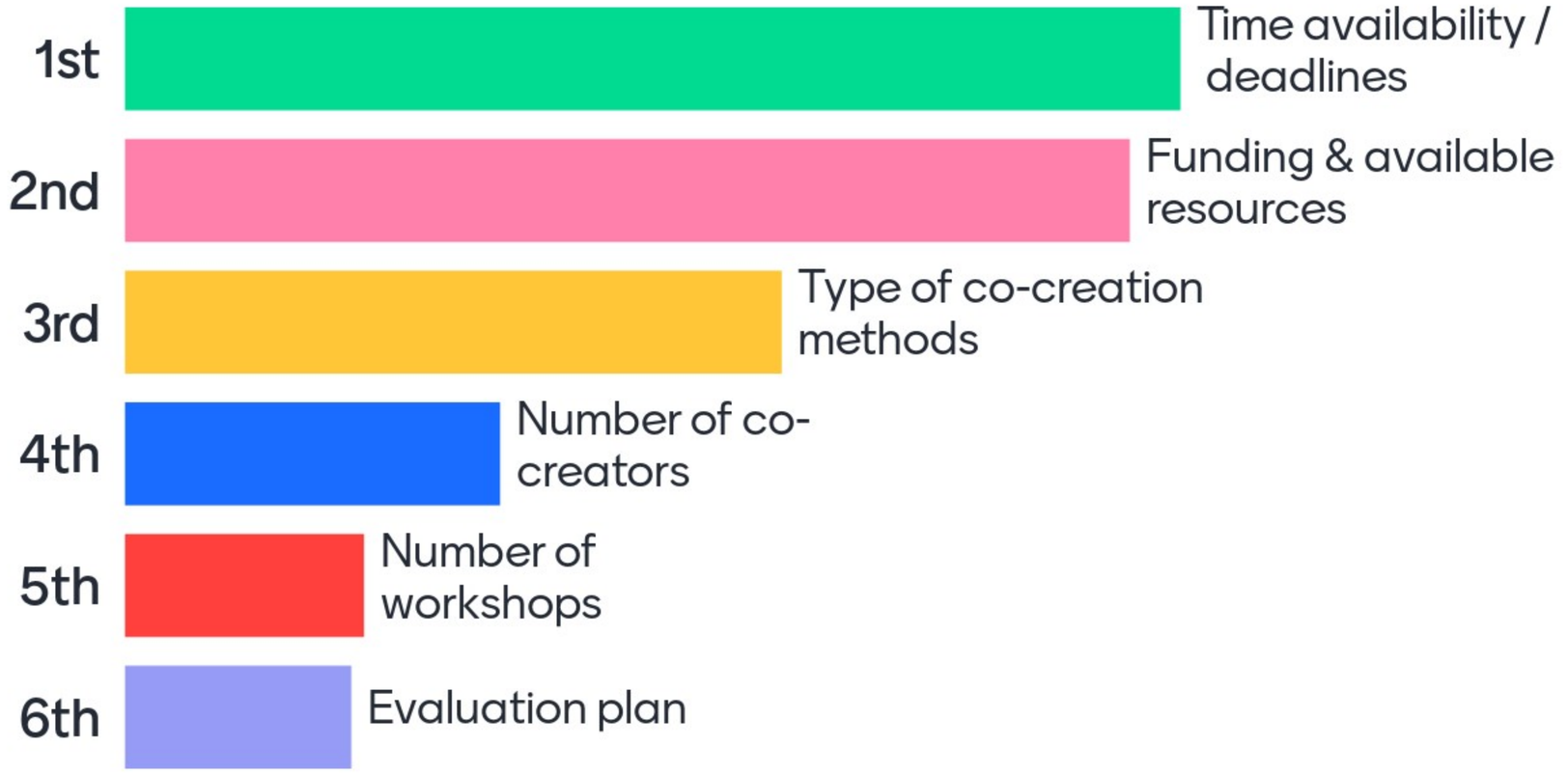

# Key takeaway

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All these elements are important, but there are two that truly can set the boundaries of your project:

1. **Funding and available resources**

2. **Time availability / deadlines**

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# What kind of resources are needed for this project? (one word)

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# Key takeaway

We'd like to highlight some key resources:

1. **Funding** (as mentioned before)
2. **Commitment from co-creators** & the host company

Without funding and commitment, you will likely NOT be able to complete the co-creation project.

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# What do you think assisted Mira in gathering her co-creators in the company? (select all that apply)

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# Key takeaway

How you identify and recruit (*sample*) co-creators is important to do it in a systematic way:

1. Determine **who you need to be in the project**;

   *e.g., using stakeholder analysis*

2. Have a **contact person** is a great way to begin and include co-creators in the 1st step of co-creation.

3. The **PRODUCES+ Guideline** provides different ways you can sample co-creators.

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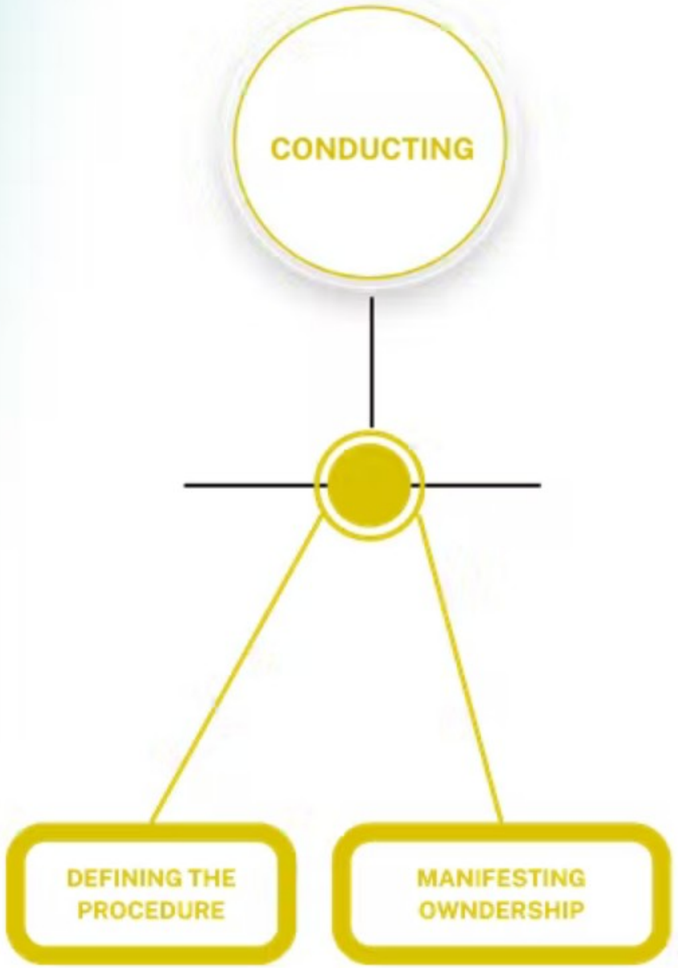
# CONDUCTING




When conducting the co-created intervention, two main principles require consideration:

1. **Manifesting Ownership:** Providing co-creators with a sense of ownership can improve creativity, practice, and knowledge production. Leask and colleagues recommend a set of recommendations for providing ownership, such as 'state of ownership,' 'Right of ownership,' and 'Act of Ownership'
2. **Defining the Procedure:** Procedural components can be used to facilitate a co-creation process



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9 4 ?

# Which one is the MOST IMPORTANT 'ground rule of participation' that the co-creators agreed on?

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Respectfulness

Confidentiality

Do not be afraid to ask questions

Let's have fun

Transparency

0
None of the above

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# Key takeaway

It's important **to set 'ground rules' with your co-creators** at the beginning of your project, to work towards '*manifesting ownership*' as well as creating a safe space for engagement.

In this project, they **collectively decided** Confidentiality was the most important rule, but it can vary between projects and depends on your collective group's desire.

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# What do you think we need to ensure there is a collective understanding of? (select all that apply)

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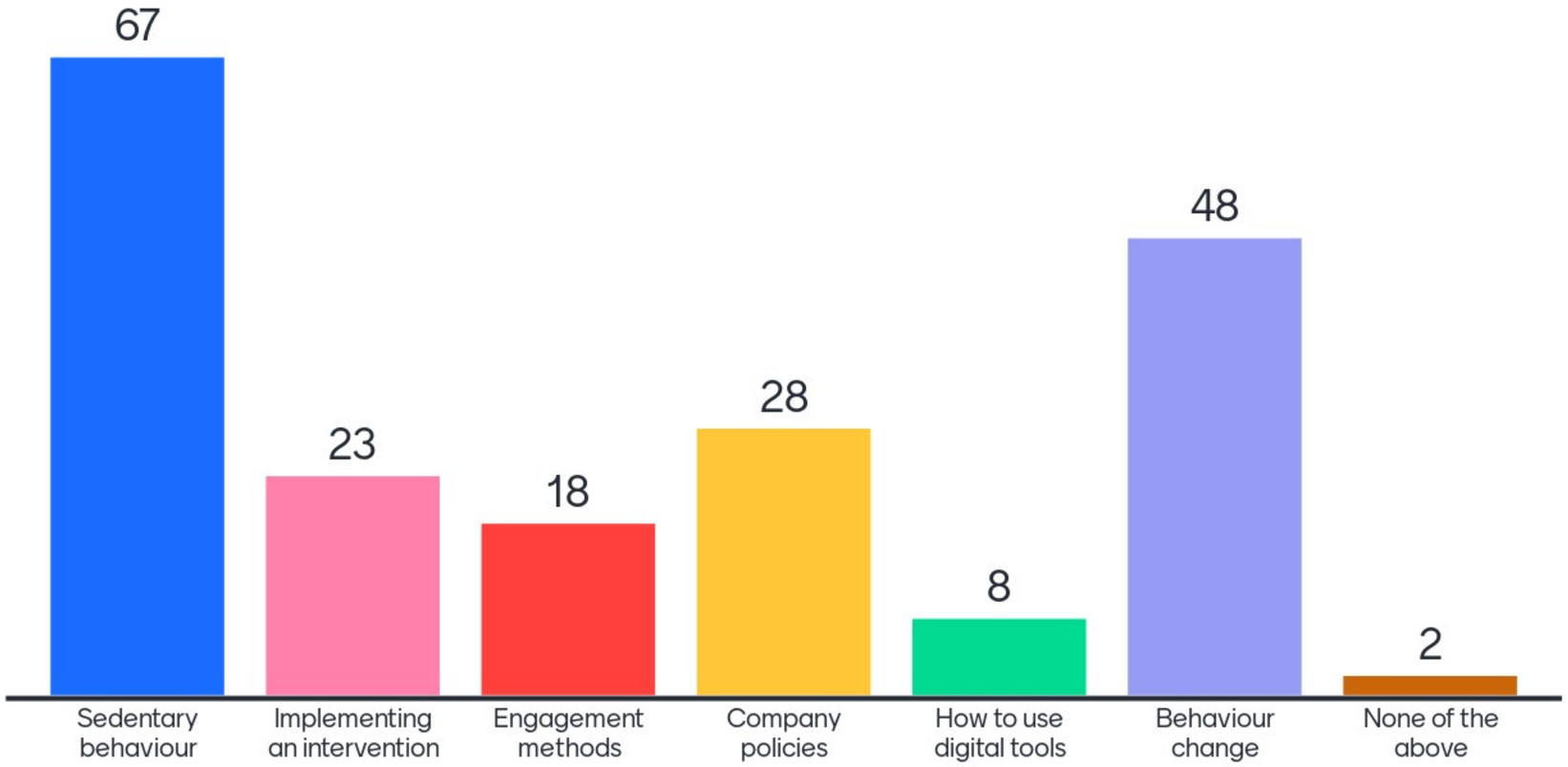

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# Key takeaway

To ensure co-creators are ready to engaged effectively in a project, it's important to **identify areas where they may need to some 'capacity-building'** (e.g., *up-skilling*).

It's important to do this towards the beginning of the project, to ensure everyone **feels confident** and **has the knowledge needed** to engage!

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# How do you think we are manifesting ownership? (select all that apply)

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Co-creators lead the resource & environmental mapping

Consult co-creators on communications materials

Action planning the intervention

Identify additional co-creators together

Consult them on the planning of intervention

Test intervention & reflection on it

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# Key takeaway

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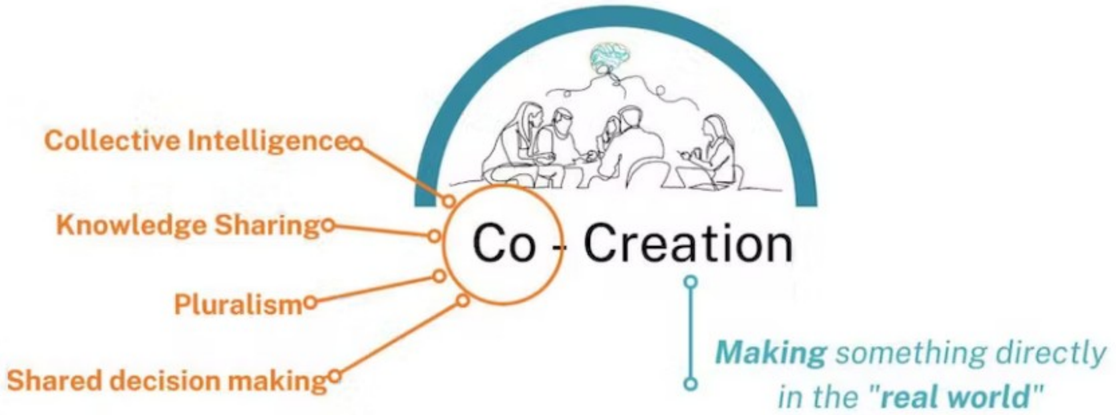
An important principle of co-creation is **Manifesting Ownership.**




Those that use the language **'consult'** do not manifest ownership, because it's a form of consultation (one-directional), rather than a group of co-creators working together using collective intelligence.

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# How will we decide the co-creation project is finished?

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When the cocreators feel it's time to stop

Through the evaluation report

When in have time report

When the co-creators as a collective define an end point

When saturation and consensus about that is reached

reach the deadline

When you see the project is anchored in the company.

Co-creators reach consensus

Based on the decided outputs from the co-creators

# How will we decide the co-creation project is finished?

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- Consensus
- When there is some kind of product
- Deadline
- When the resources run out :)
- When it's met its aims
- there is a developed product
- Deadlines
- Strategies are developed and actionable
- Funding/phd deadline

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# How will we decide the co-creation project is finished?

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Consensus

Consensus in decisions

Funding and resources run out

When the Co-creators agree on the intervention

When the co-creation group feels confident that they have enough information to understand whether the interventions have been successful

When a pilot solution has been discovered

When timeline indicates it needs to close

Goals achieved

Policy has been established in workplace.

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# How will we decide the co-creation project is finished?

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When effekt evaluating or upscaling is done

When your target for reduction in sedentary behaviour is reached

When the co-creators think they can proceed on their own

When the target group is happy with the intervention

You you run out of money or the company head asks you to leave :)

When you have got to the stage of having created something which meets the (collectively agreed) aims of the project

When no new elements are coming up

When the end point that has been collectively agreed is reached

everyone agrees on the product

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# How will we decide the co-creation project is finished?

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Deadline

When the objective is met

You hope it never finishes, because you hope the intervention will be embedded

co creators reached consensus

Reach the overall aim of the project

When you feel you and the co-creators are done

Saturation

Decide with the cocreators when to finish

Transfer everything to the company.

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# How will we decide the co-creation project is finished?

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When participants are happy with the deliverables

When SME feels enabled to adopt and adapt it

When there has been behaviour change among the employees

consensus, aims met, deadlines and funding finished.

When we have achieved our objectives

Run out of coffee and biscuits :'(

Research question answered

When co-creators and researchteam feel like all is shared

resources finished

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# How will we decide the co-creation project is finished?

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When co-creators agree on the intervention

Co-creaters believe they can sustain the changes into the future

End of funding

Meeting the aims and objectives

depends on the lifecycle of product

Saturation

impact/process evaluation

objectives have been achieved

It is an iterative process

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# How will we decide the co-creation project is finished?

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We should agree on a set time and that have to get the best solution within this time

goals achieved

When a diversity of ideas to combat sedentary behaviour is evident alongside consistent ideas coming through

Predetermined end point

Sitting less

Ideally: when the solution is proving efficiency + agreement of co-creators

when a clear plan of implementation is co-created/agreed on

When finance / time has run out.

When the intervention is established and the project self-sustainable

# How will we decide the co-creation project is finished?

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Process and Impact

process & impact

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# Key takeaway

It is difficult to determine that a co-creation project is ‘finished’

This project gives an example of how they will consider the project finished, but we **recommend you have this discussion** at the beginning of your project, **set the boundaries** of your projects, and perhaps some **key objectives.**

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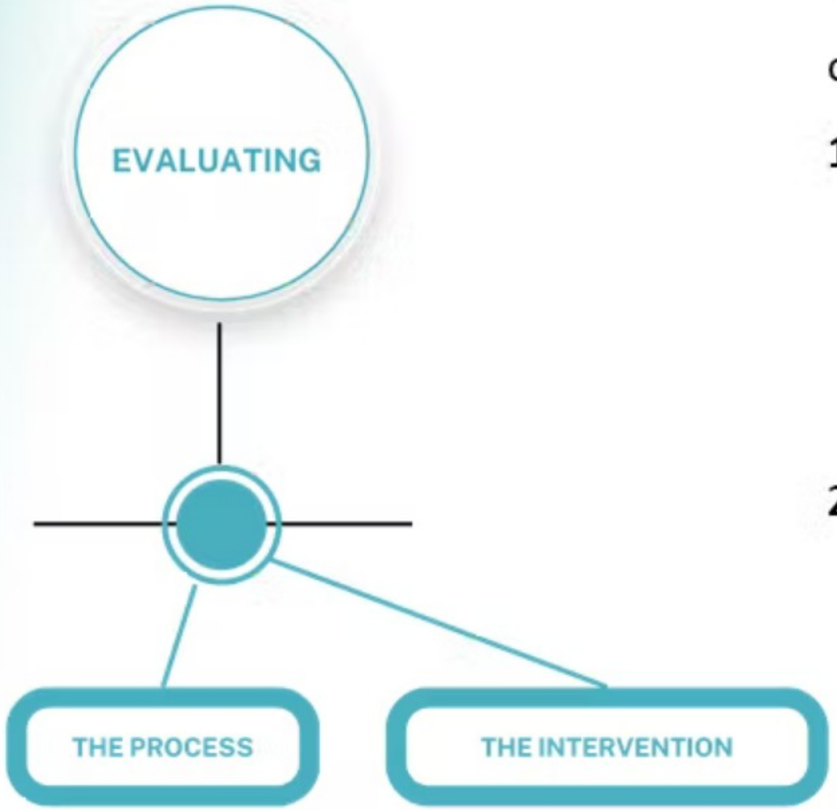
# EVALUATING




When evaluating a co-created intervention, two main principles require consideration:

1. **Evaluating the co-creation process:** As co-creation is an iterative process, evaluation may be embedded throughout the process to ensure the process results in an outcome that is representative of co-creators' opinions and suitable, tailored and valid for end-users.
2. **Evaluating the co-created intervention:** When evaluating the co-creation intervention Leask and colleagues also suggest you may want to consider evaluation your outcomes by including them in a clinical trial



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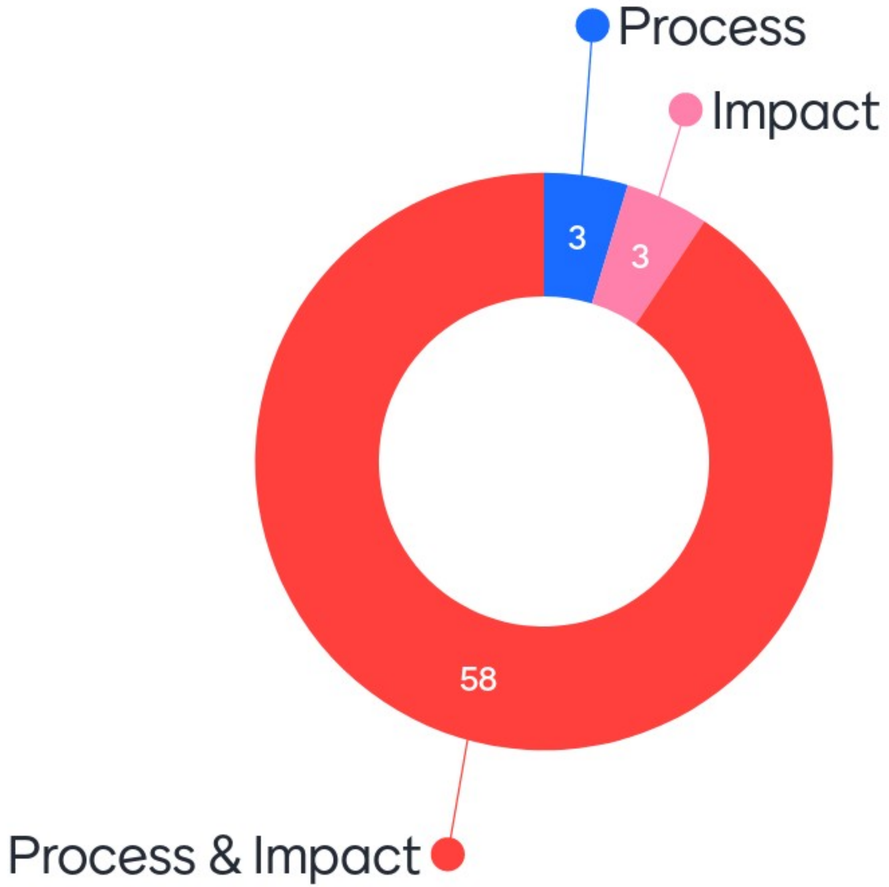
3

# Which aspects of the co-creation process is Mira evaluating? (select one)

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# Key takeaway

Evaluate both **the impact** and the **process:**

- Is the co-created solution effective?
- Why is it working (or not?)

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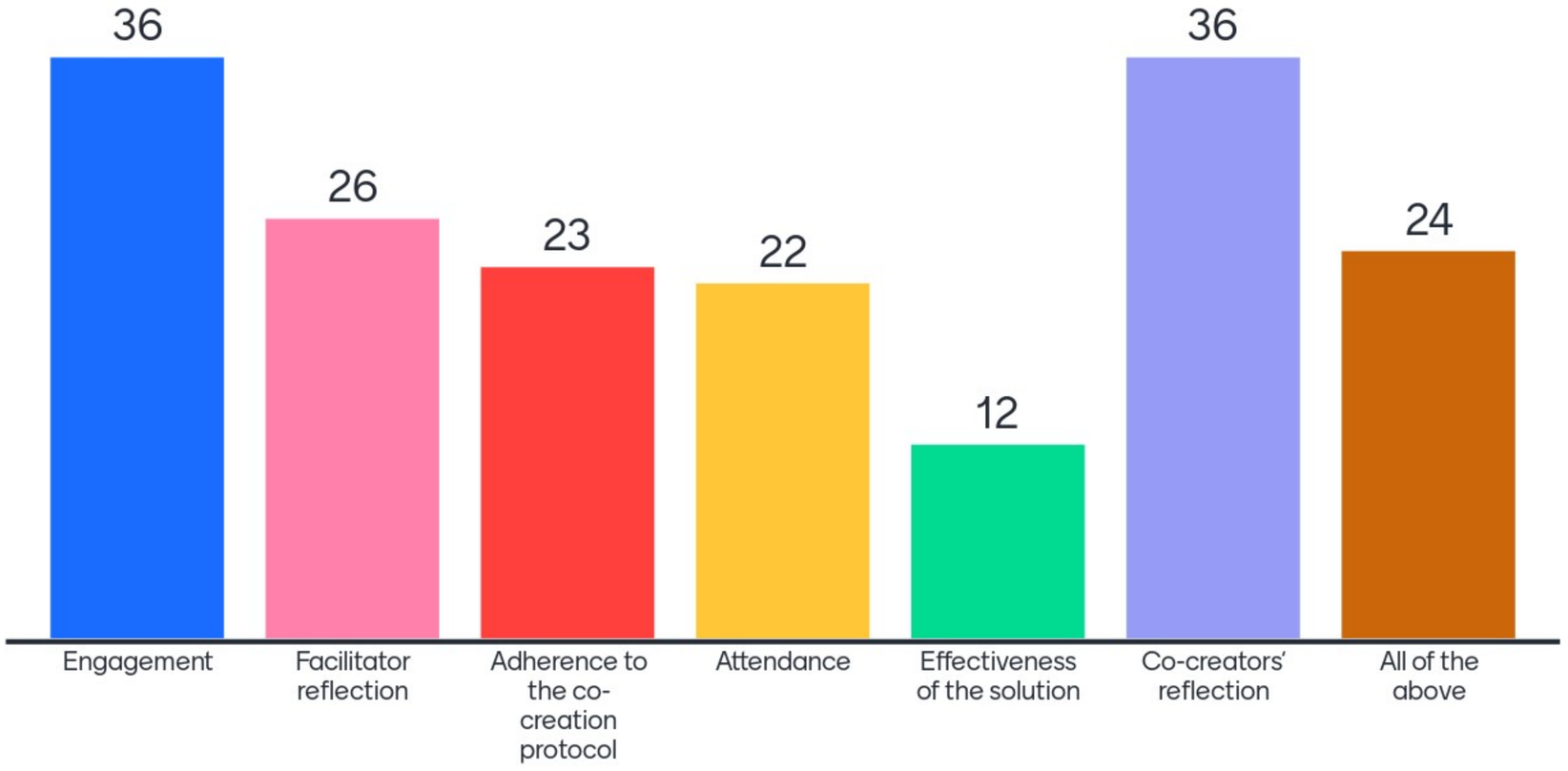
# What aspects of process evaluation do you think Mira looks into? (select all that apply)

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# Key takeaway

- Evaluating "Fidelity"/Adherence to the plan may pose a challenge
- Plan protocol to allow flexibility
- Be clear about constraints and stopping rules

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# What is Mira using to assess the impact of the co-created intervention on the target behaviour?

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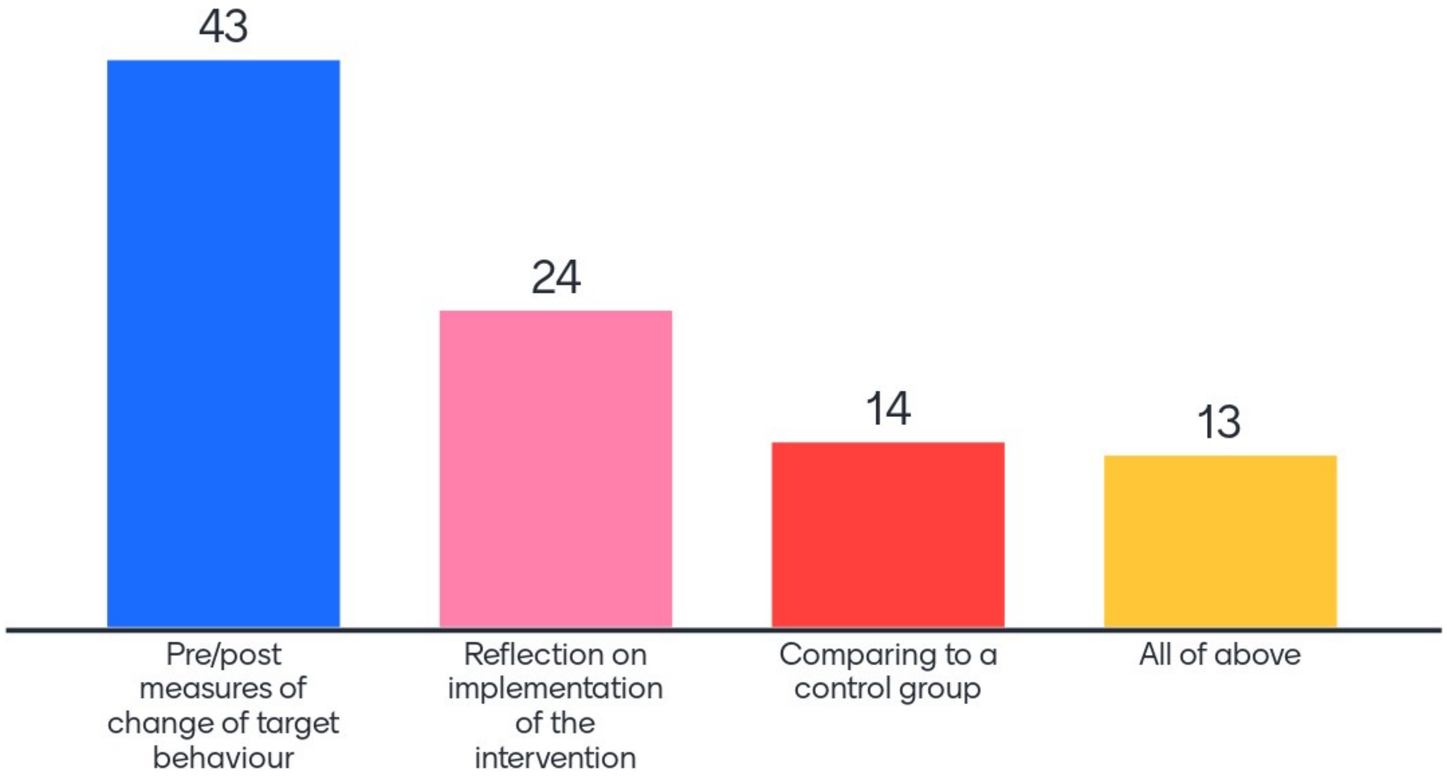


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# Key takeaway

- RCTs yes, golden standard but not always feasible!
- Unbiased & transparent
- Adopt a scientific approach
- Explore alternative impact evaluation methods, e.g., pre & post assessment measurements

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# REPORTING

There are currently no related principles for the reporting stage.

The PRODUCES Framework has been identified as the most suitable way to report back on your co-created intervention and the co-creation process. The same way PRISMA is used as a model to report on systematic reviews, the PRODUCES framework can serve a similar purpose in co-creation: called the **PRODUCES+ reporting template**



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8 1

# Who are the key stakeholders that we need to report to during & after this project?

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# Key takeaway

- Use our PRODUCES+ Reporting template

- Reporting is crucial to ensure: Transparency; Knowledge sharing, and Replicability!

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# Overall Key Takeaways

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1. Use **PRODUCES framework** & our **PRODUCES + reporting template**
2. Plan a **protocol** to be **flexible**
3. Be clear on **time constraints and stopping rules** (*e.g., boundaries*)
4. Agreeing on **ground rules** makes all the difference
5. Identify in **advance components** & **aspects** you want to include in your evaluation
6. **Remember to report**; and include your co-creators in this step

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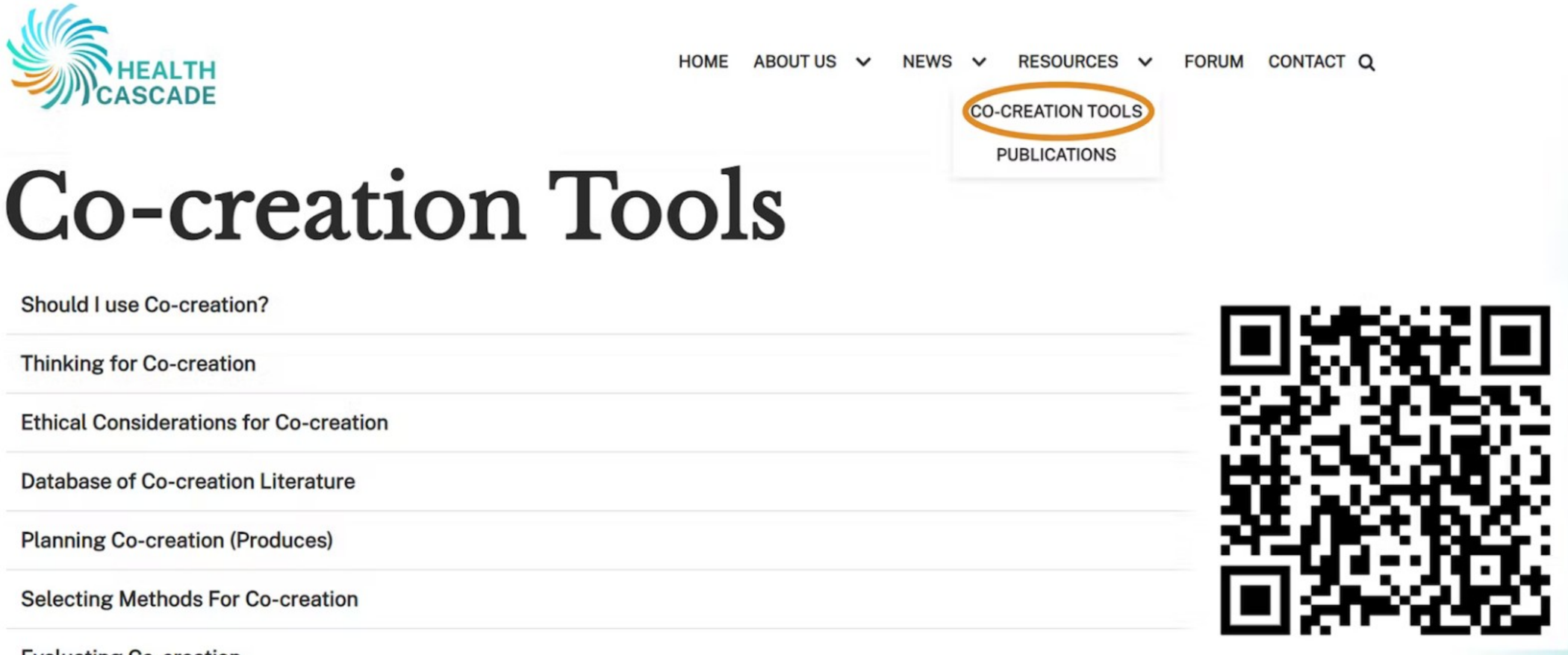
# Where to find our Tools

https://healthcascade.eu/

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Please go to this link:
https://forms.office.com/r/RvqKqn5phJ

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# CO-CREATION MASTERCLASS

***LET'S MAKE CO-CREATION TRUSTWORTHY***

November 23, 2022

14:00-16:00 CET

# Thank you!

See you at Episode 2

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