

Co-Production: What, Why, How?



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Co-Production: What?

‘Co-production is not just a word, it is not just a concept. It is a meeting of minds, coming together to find shared solutions.

In practice, co-production involves people who access services being consulted, included and working together from the start to the end of any project that affects them.

When co-production works best, people who access services and carers are valued by organisations as equal partners, can share power and have influence over decisions made.’



Co-Production: What?



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Following



You can give it clever names, but patient engagement, co-production or whatever is:

1. finding time to
2. create safe spaces to
3. have equal honest conversations about
4. difficult stuff, then
5. making joint decisions &
6. acting on it together

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Co-Production: Why?



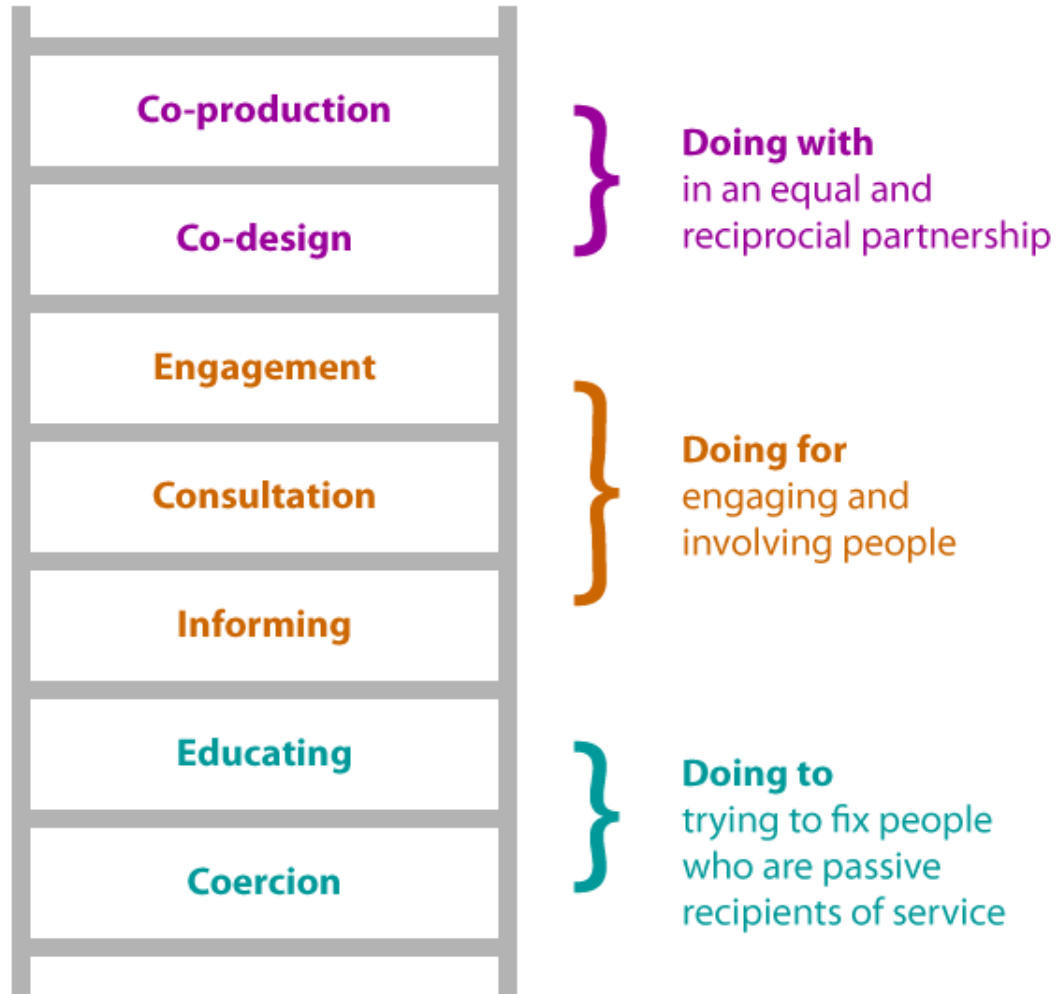
- It can help ensure that services are genuinely working well for people.
- It can help to drive demand for good and better services.
- It can keep people (who draw on **and** are responsible for services) committed and motivated to make sure there are tangible results.
- It creates a feedback/action cycle so that services know what's working and what's not working and can do something about it.
- It increases accountability for decisions and actions.
- Services are more likely to be right first time.

Adapted from
Desire Paths as a Metaphor for User Experience and Design
by Natalia Klishina and Clenton Farquarson, Chair TLAP
Partnership

Values of Co-production



The Ladder of Co-Production – it's a long-term relationship



Co-Production: What it's Not

It's not consultation

People may be asked to fill in surveys or go to meetings. But this could be tokenistic if they don't have the power to influence change.

It's not engagement

People may or may not be able to influence decisions but it depends on what services will allow.



It's not volunteering

Though some people may be willing to coproduce on a voluntary basis, how are they valued as equals in the relationship and how is their work acknowledged?

It's not tokenistic boards...

...that only talk and tick boxes, and don't have influence or make decisions.

Co-production and Making It Real

Based on its regional commitment to Making it Real, the aspiration is that organisations working in housing, social care and health in the West Midlands are able to say:

- We provide information and advice about health, social care and housing which is tailored to a person's situation without limiting their options and choices
- We work in partnership with others to make sure that all our services work seamlessly together from the perspective of the person accessing services.
- We talk to people during and after significant changes to find if their requirements for care, support and housing have changed and to review their aspirations.
- We support people to plan for important life changes, so they can have enough time to make informed decisions about their future.
- We talk to people during and after significant changes to find out if their requirements for care, support and housing have changes and to review their aspirations.



Co-production – what next? Our call to action..

We work in partnership with others to make sure that all our services work seamlessly together from the perspective of the person accessing services.

