

CO-PRODUCTION



What is Coproduction?

“Co-production is people, carers and professionals working together as equals to design, develop, deliver and review services, information and advice”.



History

- The term 'co-production' was coined originally at the University of Indiana in the 1970s
- Professor Elinor Ostrom was asked to explain to the Chicago police why the crime rate went up when the police came off the beat and into patrol cars. She used the term as a way of explaining why the police need the community as much as the community need the police.

What it isn't?!



WORK
WITH



NOT
To

Why is coproduction important?



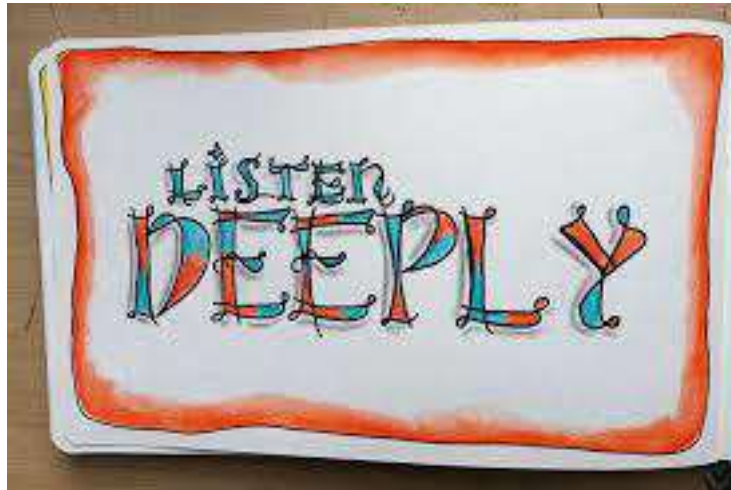
Top tips for Best Practice....

- Commit to co-production, make it everyone's business and business as usual
- Plan and invest. Co-production takes time (but don't let lack of time be a barrier)
- Involve people from the START
- Have a clear outline of what you are doing
- Be clear and transparent about how decisions will be made
- Get creative – make co-production accessible
- Trust and honesty is crucial
- Equality of value – all voices count

Tips continued

- Understand barriers and potential resistance and find ways to address these – systems, attitudes, institutional or bureaucratic process can all be potential blockers. Consider independent support
- Leadership – lead the expectation, share the power
- Shared ownership of problems, solutions, processes
- Understand your assets – people, communities, services, landscape
- Joint learning and review along the way – address challenges and tensions
- Co-production from beginning to end – design, delivery, review

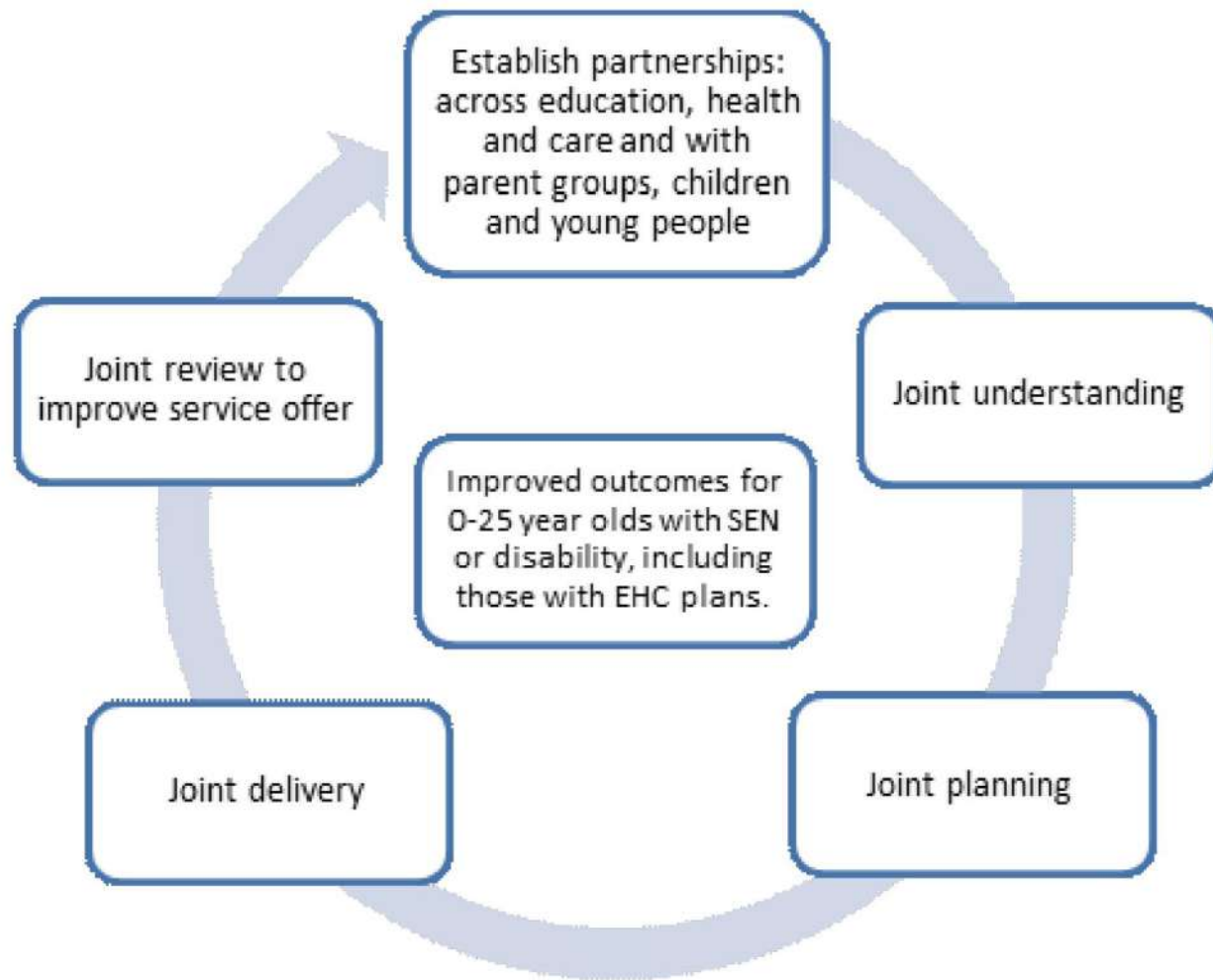
GETTING THERE



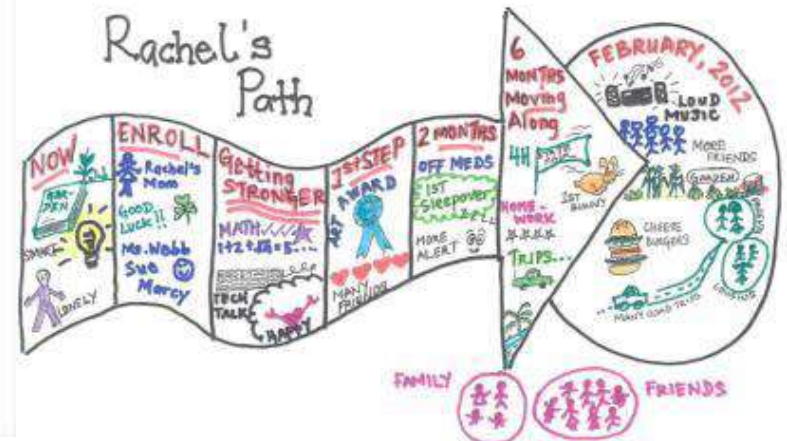
CREATIVITY
takes courage



Commissioning Cycle



A large heart shape filled with many small, colorful silhouettes of people in various poses, representing a diverse crowd. The silhouettes are in various colors including red, blue, green, yellow, orange, and purple, and are arranged in a dense, overlapping pattern within the heart's outline.



In Summary:

Individuals, families, partners and communities have expertise that can help improve services. That knowledge and experience should be used in a way that reflects an equal and democratic relationship between them and professionals.



Challenges to Co-production

- New concept , not entirely clear what it means or its implications
- Needs to be understood & embedded by professionals
- More than just consultation
- Requires time
- Involving people from the *very* beginning