

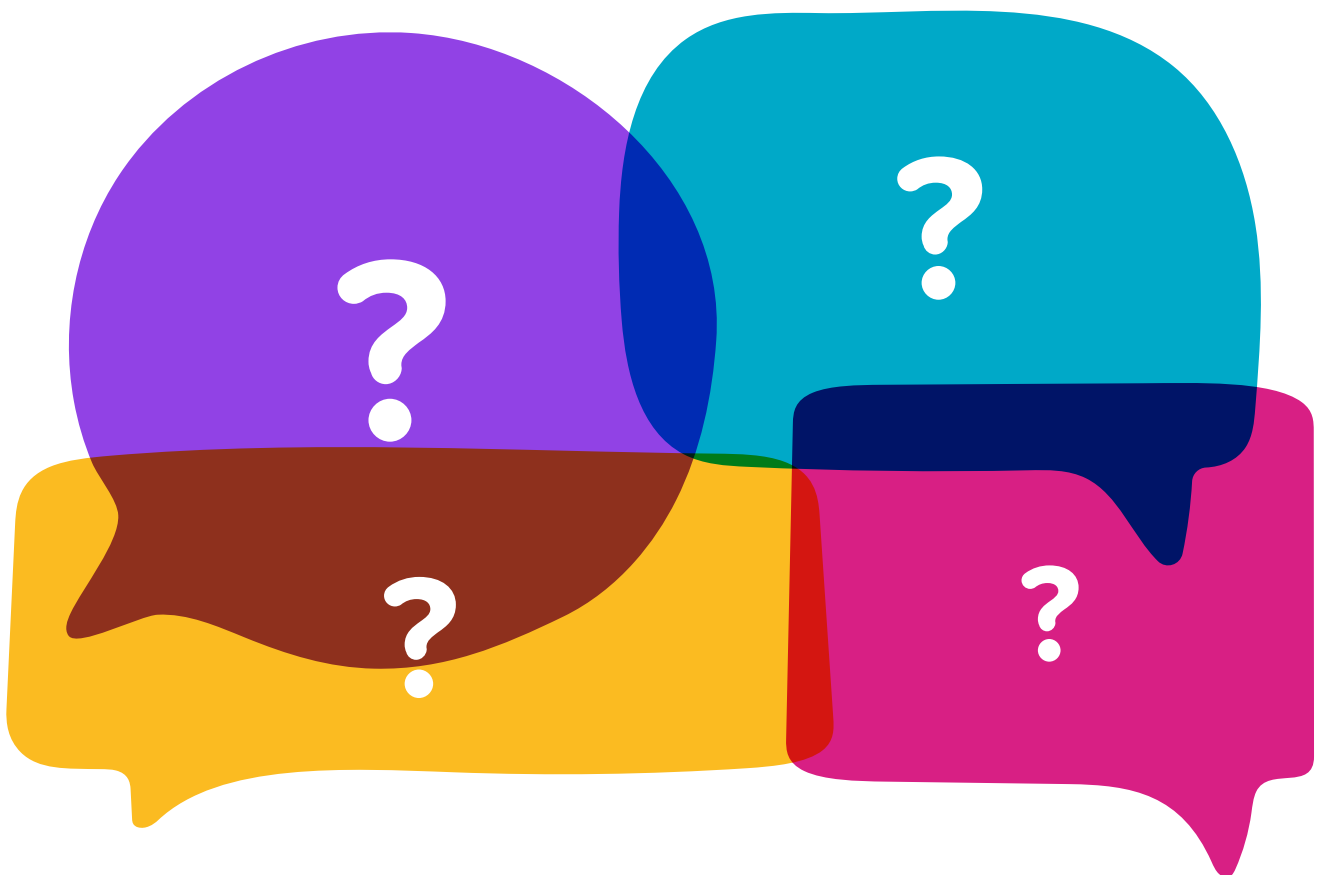


WHAT IS CO-PRODUCTION?

BACKGROUND

The term **co-production** was coined in the 1970s by Elinor Ostrom, an economist in the University of Illinois. Elinor noticed crime rates dropped when the police ‘worked together’ with the community on foot, instead of patrolling in cars. The relationships which the police developed with people, and the informal knowledge which they exchanged with the community, became critical when the police were preventing and solving crime. She described how the police need communities as much as communities need the police, and she used the word ‘co-production’ to describe this relationship.

The term was used again by Anna Coote and others at the King’s Fund and the Institute for Public Policy Research (IPPR) to make the point that the reciprocal relationship between doctors and patients was essential and without it, both sides fail. At the same time, co-production was developed by Edgar Cahn to reform the youth justice system of Washington DC. Edgar had an impact on crime rates and rates of reoffending by involving both young people and their families in the judicial process.



THE MEANING OF CO-PRODUCTION

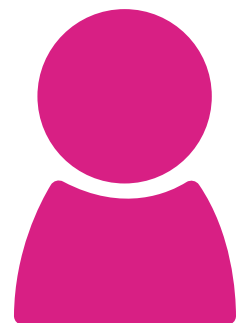
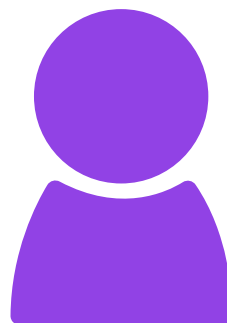
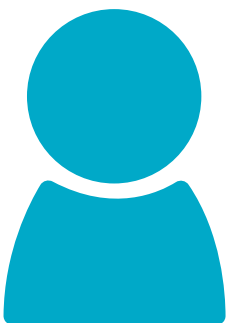
As co-production has become more mainstream, people have different understandings of what it is, which can be confusing. There is no one answer. Co-production can be a slippery concept and if it is not clearly defined there is a danger that its meaning is diluted. A definition that is too narrow can stifle creativity and decrease innovation.

The range of definitions and the use of terms such as 'co-creation' and 'co-design' can be overwhelming. However, working together, people and professionals in Hampshire have come up with a definition for what co-production means to us:

CO-PRODUCTION

means professionals and citizens sharing power to plan, design and deliver support together.

It's about recognising that everyone has an important contribution to make to improve quality of life for people and communities. It is built on the principle that those who use a service are best placed to help design it.



WHAT MAKES CO-PRODUCTION DIFFERENT

Sometimes it is difficult to spot the difference between co-production and other types of engagement. Our top clue is to look for whether service users and professionals seek to **work together as equals** as much as possible throughout a project or initiative – and respect the unique contribution that each can bring. People co-producing should feel that they have **shared responsibility**. It's about **doing things with people** – not doing things for or to others.

DOING TO

- No choice or control
- No participation
- Feel helpless
- Loss of self
- Loss of community

DOING WITH

- Choice and control
- Participation
- Involved in life
- Skills used
- Community enabled

DOING FOR

- No choice or control
- Limited participation
- Cared for – not involved
- Skills wasted
- Community limited

WE ASKED SOME PEOPLE TO DESCRIBE WHAT CO-PRODUCTION IS TO THEM, AND HOW IT FEELS.

THEY SAID:

Co-production is the means by which choice and control is exercised by people supported by social care services.... being person centred must continue to be at the heart of what we do and how we operate.

GRAHAM ALLEN

Deputy Chief Executive and
Director of Adults' Health and Care

I participate in co-production because I feel it is **important to develop equal partnerships** between people with lived experience and policy makers and I want meaningful and positive change. The benefit of co-production is that **different groups can contribute their skills and expertise** in bringing about creative solutions and real change in organisations. It should be more economical when using the expertise of the service users.

JOHN EVANS

Service User and Disability
Rights Campaigner

USING CO-PRODUCTION

Sometimes, it is not always possible to co-produce fully on an initiative. This could be because people were not engaged at the outset, or there is insufficient time or resource available to work in equal partnership. You may agree to co-produce one or more aspects of the overall project or choose to take a different, equally valid approach to engagement such as running an open consultation or seeking the views of people through focus groups or workshops.



To find out more about how co-production is making a difference in Hampshire – and for practical tips on how to co-produce well – visit the Let's Go with Co-pro resource at:

hants.gov.uk/coproduction