

Free Tea
and
Coffee

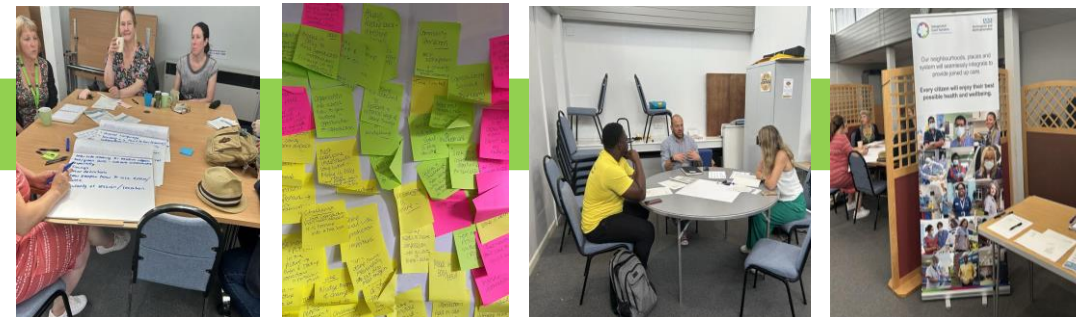
 COPRODUCTION
**Listening
Events**

TALK. LISTEN. CREATE. INSPIRE. CONNECT

Online Coproduction Listening Event
2 September 2024 6-8pm



Microsoft Teams



Why are we running the Coproduction Listening Events ?

- To understand locally held views and opinions about coproduction
- To help build a picture of what coproduction looks like now across Nottinghamshire
- To review our progress over the last two years
- Use all the information we gather in the refresh of the current Coproduction Strategy as it runs from 2022-2024. You can find a copy of the Coproduction Strategy [here](#).
- Use the information to inform how we coproduce for the next two years across the local Integrated Care System (ICS)

What is coproduction?

Coproduction is an involvement approach used to develop new services or improve existing services.

It is a partnership approach which uses the skills, insight and experience of people with lived experience and staff working together during all stages of the transformation work.

Coproduction involves sharing power- meaning that there is flexibility, time and respect for exploring ideas about service transformation from all partners (staff and people with lived experience). There is an expectation that all people are involved in the work and contribute directly to tasks as they work towards the goal.

What is an Integrated Care System (ICS)?

An Integrated Care System is a collection of organisations which aim to provide better health and care for everyone whilst using resources more efficiently, they are not just one employer or organisation.

The Nottingham and Nottinghamshire ICS has four aims:

1. Improve outcomes in population health and healthcare
2. Tackle inequalities in outcomes, experience and access
3. Enhance productivity and value for money
4. Help the NHS support broader social and economic development



What do you mean by strategic?

A strategic way of working means an agreed and defined approach which sets out values, behaviours and particular ways of working which is applied to everyone.

The approach is supported by leaders of organisations.

What can strategic coproduction look like ?

A system wide coproduction strategy
Standardised approaches and language for coproduction.

Standardised training and learning methods or resources.

Having a group of people who meet to discuss approaches and develop them

A strategic approach can be implemented by one organisation or by a number of organisations.

What happened at the online listening event?

The Listening event took place online on Microsoft Teams on Monday 2 September 6-8pm.

16 people attended the session. Breakout rooms were used to create smaller discussion groups.

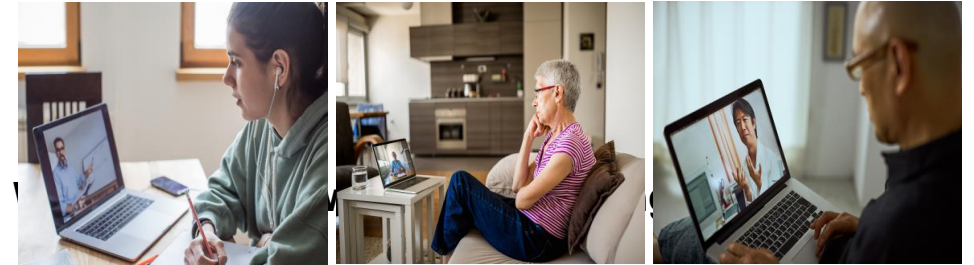
The first breakout session was for 30 minutes – each group discussed Questions 1 and 2. Then the group came back together into the main session to share some of the key points from each discussion.

The group then stayed as one main group to discuss Question 3.

People who attended could talk about anything to do with coproduction, they were not limited to the suggested questions.

Notes of what people said were taken during the session .You can read what people said in this document.

A big thank you to everyone who attended to share their ideas, views and experience with us!



Question 1- What do you think is needed to strategically coproduce? What approaches do you think work well or don't work well?

Question 2- Learning/training - What do you think needs to be included in the coproduction toolkit or training and learning resources about coproduction?

Question 3- In your experience of coproduction, what are some challenges you think need to be overcome? What are your ideas and suggestions to improve future coproduction work?

Summary of some of the themes identified from the discussions:

Coproduction Values & Behaviours

- Trust and honesty
- Make people feel equal
- Encourage people to share in their way
- Go to where the people are , don't expect them to come to you
- Outcomes are important
- Build credibility
- Need a passion for coproduction
- Don't reinvent the wheel, what is already happening?
- When working with the public you need to make it clear why you are coproducing- what, why, when and who
- Connect the dots we know now
- Small steps lead to bigger change

Training and learning to include...

- Facilitation skills
- Strong chairing skills
- Social listening
- Listening skills
- Sharing best practice examples
- The value of taking time to coproduce
- Include coproduction in ongoing professional development and induction
- General information about coproduction

Communication / Language

- Good planned communication
- Don't use inaccessible language
- Be inclusive – do not rely on digital methods
- Have a clear system definition of coproduction
- Need to promote the benefits of coproduction – why it's good for long term outcomes
- Use WhatsApp to connect to people
- Promote the support resources

Strategic Coproduction

- Do we need something separate, or do we need to listen better ?
- Is strategic coproduction more of a funnel for conversations ?
- It is difficult to assess the impact when you don't know what coproduction is happening
- Need to be able to identify the impact value of coproduction – financial

Themes identified from the discussions:

We need to...

- Ask staff about coproduction
- Involve front line staff
- Build up knowledge of the local area
- Be clear on what we are asking people when coproducing
- Build relationships
- Include Bassetlaw more
- Promote and raise the profile of the Coproduction Strategy
- Have good infrastructure – governance
- Routinely share good practice
- Have a shared system commitment
- Have a network of people involved and interested in coproduction
- Identify data and a metric for coproduction
- Learn from working together during covid

Relationships and connections

- Work to join people up
- Represent local authority, health and NHS
- Need to build relationships with the third sector
- Find out who is not getting involved
- Important to connect to the system
- Be aware of power imbalances
- Include social prescribing and Practice Participation Groups (PPG)
- Identify and use Coproduction Advocates
- Work with the groups we know now
- System working is important
- Involve carers

Challenges

- Financial challenges
- Frictions over feelings about change
- Recruitment and diversity
- Not enough diversity
- Don't have information about all the groups, need to map them
- We don't know who we don't know- how to fill knowledge gaps
- Need to build networks
- Power imbalance – need to be transparent
- Lost knowledge from staff leaving

Next steps

After each listening event, the notes from that event are circulated and we will ask people who attended if there was anything that was missed.

You can also complete the online [Strategic Coproduction Survey 2024](#) if you are unable to attend any of the events.

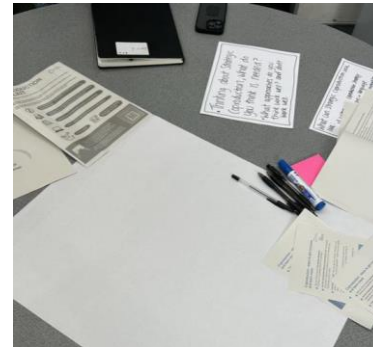
All the comments, suggestions and ideas received will then be used to inform the Coproduction Strategy refresh work taking place for the rest of the year. If you would like to be involved in this work, contact the Coproduction Team by using their Support Request Form by scanning the QR code.

Coproduction Team Support
Request form



One more listening event will be taking place in September 2024:

Friday 20 September 2024 – 9.30-11.30am – Mansfield Library, Four Seasons Centre, West Gate, Mansfield NG18 1NH.



Coproduction – other ways to get involved and learn more

Coproduction - ways to get involved and learn more



- Sign up to the bi-monthly **Coproduction Newsletter**
Promote your coproduction event in the newsletter.
- **Join the Coproduction Network and Distribution list** : find out what coproduction is taking place locally for you to join or advertise your coproduction activity to others.
- **Coproduction Toolkit** : sign up to the free resources, information, case studies and how to guides about coproduction - includes local and national information.
Create or share content with us to be included in the toolkit, we are always looking to add new resources and are looking in particular for lived experience created resources.
- Register your interest to take part in future events or workshops run by the ICB coproduction team.
- Book a catch up with the team to discuss how to bring a coproduction approach into your existing involvement work.

To find out more, or to sign up to the Toolkit, Network or Newsletter please use the Coproduction Team Support Request form by scanning the QR code opposite with your phone.



If you would like to be involved in any future work around refreshing the Coproduction Strategy or would like to:

- Join the Coproduction Network
- Sign up to receive the Coproduction Newsletter
- Sign up to the Coproduction Toolkit

Contact the Coproduction Team using the Support Request Form by scanning the QR code below.



Appendix: Notes from the discussions



Facilitator notes from the online discussions are included on the following pages.

Discussion notes from Breakout Room: 1

These are the notes from Breakout room 1.



Thinking about strategic coproduction, what do you think is needed? What approaches do you think work well and what don't work well?

Learning/ training :What do you think needs to be included in the coproduction toolkit or training and learning resources about coproduction?

- Trust & honesty – has to be built
- Shared end product
- Teams have to be brought along with you
- Sometimes trust can be built
- People need to feel that they have equal value – not an outsider looking on
- Trust built by a common goal
- Lack of communication
- Shared values
- Not wanting to share the bad news/hard stories
- Bringing out the silent voice
- Language can be academic and confusing (assumed knowledge of participants)



- How do we encourage people into the fold
- Not leaving the work to some people but doing the actions that are given to you
- Things start but don't finish – this erodes trust
- Lose credibility – people don't believe you the next time round
- Communication and trust are at different levels – you may trust a local team but the decisions are made by higher levels
- Coproduction can feel like a tick-box
- You send emails to 100s people but the same 2-3 are the ones who turn up
- Governance – where is this going, where is the feedback to the group
- Equity – We make assumptions that everyone will come on board – they might want to be involved but we haven't made it easy for them
- Making people feel that their contribution is important
- Space for the quieter ones – productive silence



In your experience of coproduction, what are some challenges you think need to be overcome? What are your ideas and suggestions for future coproduction work ?

- The public only cares when the services have changed, they don't care how you got there
- What do staff members think of coproduction?
- Change is a tomorrow thing - If we can't capture the different voices, then we only know what we know
- Go to where people are, go to where they congregate e.g. supermarket
- We need passion
- Get out of the bubble
- We don't have the local knowledge of areas e.g. PPI officer



Thinking about strategic coproduction, what do you think is needed? What approaches do you think work well and don't work well?



Communication

- Communication is a problem at coproduction meetings – breakdown in communication, tendency to let some individuals to take over and monopolise. Solution – better communication between all parties.

Coproduction meetings

- Facilitation needs to be there. Strong chair to:
 - Stick to the agenda.
 - Get people back on track.
 - Let every person have a voice.
 - Assign tasks – be clear about who is doing what.
 - Manage expectations.
- Noted that the strong voices to be disgruntled.

Relationships & representation:

- Representatives on meetings needs to be across Local Authority and NHS – as service delivery is often across both.
- Building up relationships with the third sector, who's biggest challenge is funding. Strategy – needs to include where everyone fits and how they knit together. Bassetlaw needs to be included in all approaches.
- Outcomes are really important.
- **Personalised approach** – focus on need not want. From perspective of parents – as in a parent wants a series of things but not all will be suitable for child.



What do you think needs to be included in the coproduction toolkit or training and learning resources about coproduction?

- Facilitation/chairing
- Setting outcomes
- Share best practice.
- Need to be inclusive – digital exclusion impacts a lot of people, who haven't got the equipment, skills to use the equipment, or money to pay for the wi-fi to join things/communicate online





Thinking about strategic coproduction, what do you think is needed? What approaches do you think work well and don't work well?

What do you think needs to be included in the coproduction toolkit or training and learning resources about coproduction?

Promotion and awareness

- Need to make sure people are aware of the strategy – need to promote it (not everyone knows about the Joint Forward Plan for example)
- It's great that a strategy is there but no point if people don't know about it
- To get people to buy into a strategy it needs to be reviewed and challenged regularly

Encourage Social Listening

- Promote social listening and active listening skills as essential to all staff, including senior leadership
- Include it in ongoing professional development of staff

Comments on a strategy approach:

- “A strategy is a prediction of the future, but the future is too hard to predict”
- A strategy needs to be fluid, it needs to be able to U-turn on approaches and admit where it was wrong
- Don't wait until everything is perfect – take small steps now
- Having a strategy can set a good vision of where you want to be- it is something that everyone can benefit from
- How do you maintain coproduction through the duration and beyond the strategy launch
- One size does not fit all and a coproduction strategy can make people think there is only one way of doing things – using the term strategic coproduction makes the assumption that it would be the same approach across the board.
- Areas have different needs of approach- which will impact on how they work strategically
- Need to let people with lived experience in – they have a lot of experience and a lot of enthusiasm
- Coproduction is about cultural change , want to enable people to do the right thing

Communication

- Has to be up to date
- Communicate to influence
- Big challenge is staff not knowing about coproduction, what it is? But also the support resources to help them do it
- Need to use inclusive communication
- Social media and websites – not everyone uses those need to make sure other methods are used too
- Get the word out there don't wait for things to be perfect

Language

- Need to be mindful of the language that is used
- It's not always clear what coproduction means
- Is collaboration a better term?

Involving people in coproduction

- How do you make sure you are coproducing with a wide range of people?
- How do you go about finding out who is not getting involved?
- Need to make face to face connections
- Get out and meet with the existing community groups
- How do we bring the relevant voice into coproduction
- Be clear about connections to communities

Real examples of coproduction are good to have

- The examples in the Working with People and Communities report are really good

The group then came back together to discuss what had been said in the separate breakout rooms. The group also discussed the challenges faced when coproducing and how to overcome the challenges.

Working with other organisations

- This is key for coproduction
- Need to have a more holistic multi-agency approach to coproduction
- Don't reinvent the wheel – find out what is already happening
- NHS needs to coproduce with all the different agencies across the system
- Connecting to others is important
- System working is really important
- Adopt a 'take a partner to work' scheme so people can see how other organisations work
- Make sure the reach includes the whole of Nottinghamshire - need to make sure include Bassetlaw
- Challenge – how do we coproduce the coproduction approach as a system?
- System supporting people to coproduce
- The system is all at different places on their coproduction journey
- Need to establish how we all work together as a system – integrated neighbourhood working approach
- Work to build bridges with colleagues in different organisations
- Build knowledge and expertise through connections
- Carers bring passion to the table – they care about the outcomes of improvements

Data

- The data often used to coproduce is 'professional data' – not often data from the ground/grass roots level
- Professionals get obsessed with measuring strategy for staff

Learning resources

- Content is important
- Need to get the key messages out there
- Marketing and making the content appealing is important
- Develop training through active listening and working with people with lived experience to create the content
- A resource is needed to build staff confidence in coproduction approaches
- Training on Active Listening
- Capturing the story and not making assumptions – good conversation with good listening

Strategic coproduction

- Do we need something separate, or do we need to listen better ?
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- It is difficult to assess the impact when you don't know what coproduction is happening
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Staff knowledge and awareness about coproduction

- Important to educate staff about coproduction
- There is some challenge about the use of the word coproduction, the way of working is not new but the term is
- People don't coproduce because they think they don't have time to do it
- Do people have enough understanding of coproduction

Coproduction as a value

- Needs to be a value of the way everyone works
- Coproduction is an ICB value

Challenges to coproduction

- There is no money to coproduce
- Can only often reach a small number of people to get involved
- Cultural change frictions
- Ultimately people just want to see and experience improved services they don't really care the approach taken to get there
- Challenge of winning over people who don't naturally want to coproduce
- How do we get people to be confident in this space ?
- How do we recruit people now to take part in coproduction? How do we get a diversity of voice being involved ?
- Need to get to people in groups that already exist and stop expecting people to go to you
- No person anymore working out in the community building connections
- No regional connectors of peers working in coproduction – need some networks to help build relationships
- We don't know every group – need to map out the existing community group connections to identify gaps
- Need to identify different channels to reach people
- Need to identify who are the experts of tomorrow

Challenge- staff not knowing peers in coproduction

- Need to build opportunities to Network
- People sometimes work with tunnel vision and need to get inspiration and knowledge from working with others
- Need people around the table as advocates for coproduction
- Knowledge being lost when the ICB was formed – some of the old ways of doing things have not been carried on
- There can be a power imbalance – if things are heavily branded NHS or people use their work titles too much it can be intimidating for people , be transparent and be visible but be mindful that can put people off
- How do we connect the dots about what is already out there?
- Are staff across the front line engaged and involved in coproduction because they play an important part in service transformation

Challenges to coproduction

- Need to take small steps to make big changes
- Could work together with Healthwatch Nottingham – they are very well established in working in a coproduced way
- A lot of ways of working together were identified during covid – some of these have not been carried on – covid showed that it was possible to work together as different organisations
- Should you use the GP Practice Participation Groups (PPG) more – they have an established connected to primary care, GP practices and have access to people who want to take part in coproduction, there is also a group called RAPID which is the PPG Chair group
- Discussion took place around PPGs- in Rushcliffe it was a really good way of getting information and communication out to people
- There is a PPG handbook which is similar to a strategy document

- Need to have different mechanisms to check things out – different ways for people to get involved
- Need to make sure you don't leave anyone out
- How do we get the right voices to tell us , how do we get diversity of voice ?
- How do we connect people to places where things are happening?

Further comments from general discussion

- When working with the public you need to make it clear why you are coproducing- what, why, when and who
- Some people have never heard about coproduction , need to clarify what you are talking about
- Be transparent and build trust
- Face to face is very different to online and is better in a lot of ways
- Could Advocates be used ? Use people out in the community as messages sometimes land better if they are from real people
- Advocates could also be used to deliver training
- People are only hard to reach if you don't make the effort to get out there and talk to people
- Get out there regularly
- Small things lead to a bigger change
- Need a network of people that believe in coproduction
- Model- be the communications , could you use PPGs
- Need to identify the architecture of people to advocate for coproduction

Further comments from the Microsoft Teams chat function

On teams you can also write comments and opinions in the chat function, this is what was discussed at the session in the chat box.

- In Rushcliffe, the social prescribing team are engaging with loads of people via local health events - successful recruitment is possible through really understanding how local people pick up information. So tap into the knowledge of social prescribing teams
- I agree I think that power balance is a real issue, and something we need to make sure we give proper to consideration to. We need to be equal partners and actively think about how we show that.
- WhatsApp is a good way to connect people. Many local WhatsApp groups exist, these need to be tapped into by NNICB Comms and Engagement group
- Medical student training is based on co-production - its called shared decision making
- We need to sell the value of a co-production approach - why it provides better long-term outcomes - with case studies/costings. Tied in with this is the need to ensure people who we want to engage with see the positive outcomes of co-production - people need to see what they can get from giving their time etc.
- Co-production is based on Maslow's hierarchy of needs - at the bottom level in informing/comms, at the top is co-production, with engagement somewhere in the middle. So maybe the comms and engagement team needs to be comms, engagement and co-production team!
- Also use the LA community groups.

Further comments – taken from the Microsoft Teams chat function

- Include representatives from Social Prescribing in Strategic coproduction
- Social Prescribing 7 their link workers are a game changer in my view as an unpaid carer...
- I agree and also I had a conversation about supporting people to feel confident in contributing to strategic conversations
- Being clear on the ask, and being careful about levels of assumed knowledge
- I agree, I also talked about how sometimes it is about connecting the dots and maximising our understanding of conversations that are already happening.
- An ICS is by definition a Strategic Coproduction so the plans have had much wider input than just from NHS organisations.
- PPGs are an opportunity to tap into local coproduction within practices and PCNs - but PPGs are generally much poorer than they were pre-COVID and the ICB really needs to put a focus on developing local patient involvement as 'critical friends' who can be the hub for the initial co-production
- It would be good to do work with PPGs. But in some area PPG support & training is not actively happening at the moment. That is particularly Mid Notts. As usual I am trying to do what I can.
- It's an ICS strategy - I think more people than ever understand this, and this is where I think the coproduction team have a key role to shape and develop our systems approach and join everyone up. It is happening but often not as joined up or aligned as we would want/need??

Further comments – taken from the Microsoft Teams chat function

- I think we have so much to learn from across the system, and it's great to have that shared commitment but we wouldn't necessarily get the right results!
- That is why one of the ICB values is Collaborative and Innovative
- I think we have so much to learn from across the system, and it's great to have that shared commitment but we wouldn't necessarily get the right results!
- That is why one of the ICB values is Collaborative and Innovative
- We need to engage with people through the communities/organisations/people they already trust. It takes time to build those relationships.
- I agree with this. We've just worked with a resident's group, district and county council and CVS to hold a successful community event. It was the residents that did all the promotion and reached those that we wouldn't have done through our regular comms. This wouldn't have happened if I hadn't spent time going to the community group on a regular basis, building connections with people and gaining their trust
- Creating equity of access
- Please don't forget Retford in all these roadshows/comms!