

## Dos and don'ts of coproduction

Don't do coproduction if...	Do co-production if.....
<ul style="list-style-type: none"> <li>■ You think you know precisely the service that you require.</li> <li>■ You aren't prepared to fail.</li> <li>■ You can't leave your agenda (or strategy) at the door.</li> <li>■ You can't regard your critics as your prime resource.</li> <li>■ You can't regard peoples' outrage as important as your evidence, statistics and strategy.</li> <li>■ You haven't got access to all levels and all stakeholders.</li> <li>■ You aren't prepared for this to take far longer than you imagine.</li> <li>■ You can't afford to take lots of small steps to get where you want to go.</li> <li>■ You think you might not be able to spot or value people's capabilities, time or energy.</li> <li>■ You haven't got someone facilitating the project that has good connections both above and below in the health organisation.</li> <li>■ You haven't got the commissioners behind you, and the other stakeholders who need to be involved.</li> <li>■ You think coproduction is a way to save money on services.</li> <li>■ You're not prepared to follow through with something meaningful to your participants.</li> <li>■ You feel that getting close to people, or rewarding them for their time and energy, may violate your ethics.</li> </ul>	<ul style="list-style-type: none"> <li>■ You detect 'outrage' among some of your community, if people are banging the table about a service.</li> <li>■ There's doubt about the design of service you want.</li> <li>■ You need the active participation or acceptance of your service users.</li> <li>■ You're happy for your participants to take over your project entirely.</li> <li>■ You need a solution on the same scale as the problem, ie, how else are you going to deal with obesity?</li> <li>■ You're happy not to achieve it, but prepared to get lots of user input to your design.</li> <li>■ You can talk to people in plain English and not 'NHS-speak'</li> <li>■ You can be honest with people about your priorities and resources.</li> <li>■ You're prepared for ideas to come from anywhere and anybody.</li> <li>■ You're happy to go where your participants take you.</li> <li>■ You have the time and resources to maintain participants' energy during the dark weeks of the project.</li> </ul>

*Source: Centre for Innovation in Health Management (2014). Co-producing health – a briefing. University of Leeds*