Dos and don’ts of coproduction

Don't do coproduction if...	Do co-production if...
• You think you know precisely the service that you require. • You aren't prepared to fail. • You can't leave your agenda (or strategy) at the door. • You can't regard your critics as your prime resource. • You can't regard peoples' outrage as important as your evidence, statistics and strategy. • You haven't got access to all levels and all stakeholders. • You aren't prepared for this to take far longer than you imagine. • You can't afford to take lots of small steps to get where you want to go. • You think you might not be able to spot or value people's capabilities, time or energy. • You haven't got someone facilitating the project that has good connections both above and below in the health organisation. • You haven't got the commissioners behind you, and the other stakeholders who need to be involved. • You think coproduction is a way to save money on services. • You're not prepared to follow through with something meaningful to your participants. • You feel that getting close to people, or rewarding them for their time and energy, may violate your ethics.	• You detect ‘outrage' among some of your community, if people are banging the table about a service. • There's doubt about the design of service you want. • You need the active participation or acceptance of your service users. • You're happy for your participants to take over your project entirely. • You need a solution on the same scale as the problem, ie, how else are you going to deal with obesity? • You're happy not to achieve it, but prepared to get lots of user input to your design. • You can talk to people in plain English and not ‘NHS-speak' • You can be honest with people about your priorities and resources. • You're prepared for ideas to come from anywhere and anybody. • You're happy to go where your participants take you. • You have the time and resources to maintain participants' energy during the dark weeks of the project.

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