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*