



Co-Creation Methodologie und psychische Gesundheit am Beispiel des YouCoMent Projektes

Departement für Gesundheit

Kompetenzzentrum für psychische Gesundheit

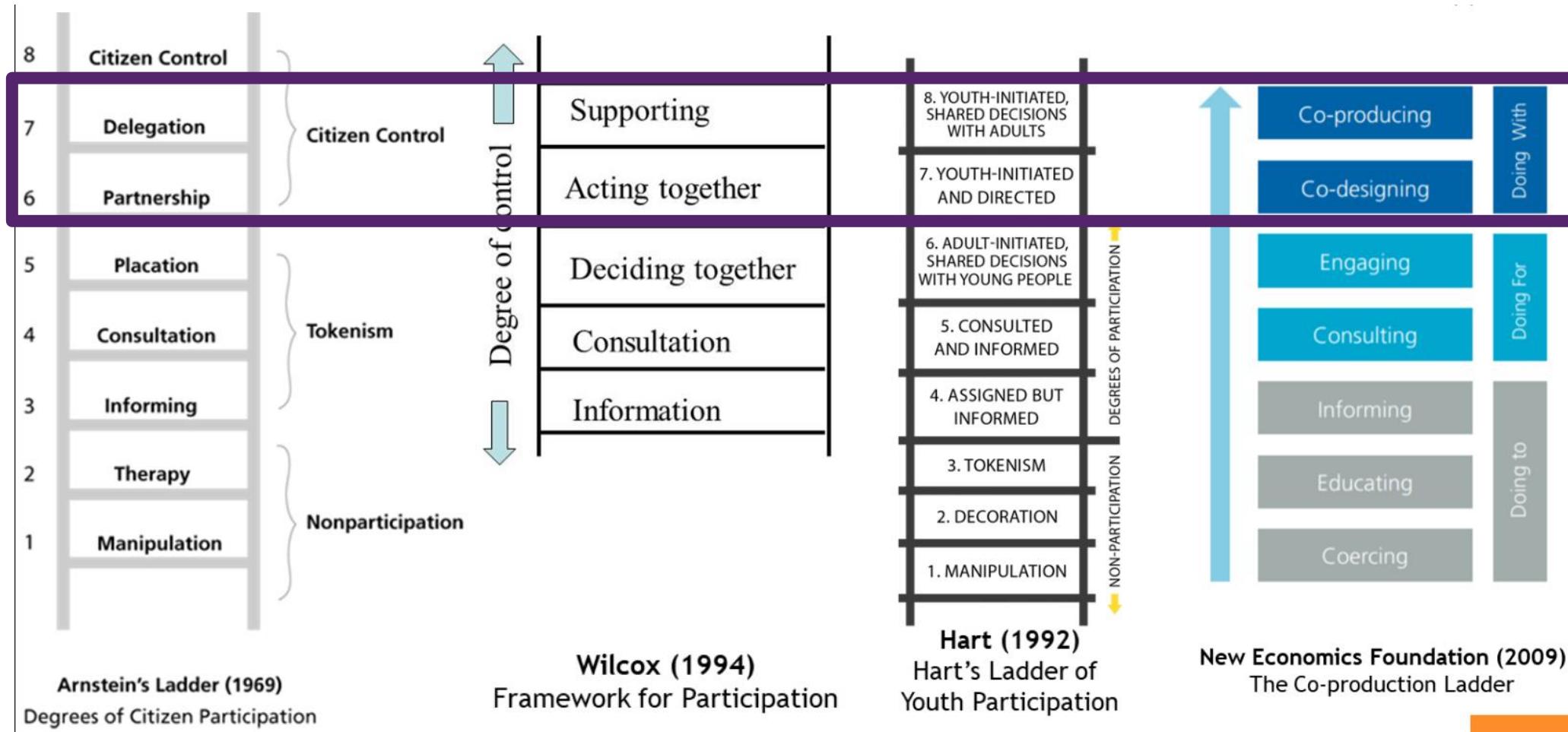
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Department für Gesundheit

19. Januar 2023

Co-Creation Methodologie

Die Stufenleiter der Partizipation



Users Erfahrung



Definition und Prinzipien von Co Creation

“Co-creation is an umbrella term similar to that of participatory design.”

“Co-creation is linked to a wide array of methods, among those co-design and co-production, but also other approaches such as design thinking, cooperative planning, and living lab formats.”

“A collaborative approach involving all actors in mental health working together on an equal basis to develop and implement policies, services and communication that foster positive mental health according to MHE’s psychosocial model and human rights -based approach”.

Leask, Sandlund, Skelton, Altenburg, Cardon & Chinapaw, 2019; Mental health Europe , 2022; Pearce, Shakeshaft, Wayland & McKay, 2019

Participants

Principles

Process

Personal narratives

Processes of Co Creation

In der aktuellen Forschung werden vier Phasen der Zusammenarbeit in Co-Creation unterschieden, nämlich,

- **Entwicklung einer Idee (Co-Ideation)**
- **Gestaltung des Programms, der Aktivität und der Forschungsmethoden (Co-Design)**
- **die Umsetzung des Programms oder der Aktivität gemäss den vereinbarten Methoden im spezifischen Kontext (Co-Implementierung)**
- **Die Sammlung, Analyse und Interpretation von Daten (Co-Evaluation)**

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The quantitative data collection

Is carried out by means of a self-administered online questionnaire using the research platform Unipark of Globalpark GmbH. T1:January 2023. The letter to the participants will include an information letter and a study brochure containing a specific link with a password and a QR code. N=2000

The qualitative data collection

Semi-structured focus group interviews following the principles of Interpretative Phenomenological Analysis (IPA) and passive participant observation.

Stage 1: Co-Ideation



Dias et al. 2021

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Stage 2: Co-Design

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Human Centred Design Thinking	
<p>Trainees of all years, educators, OST researchers, mental health professionals, technology development professionals, methodological design and monitoring professionals, health insurance representation and a cantonal representation.</p> <p>Human Centred Design Thinking and workshops</p>	

Tools Quickfinder Matrix	Page	Understand	Observe	Point of view	Ideate	Prototype	Test	Reflect	Examples of tools applied over a typical design cycle of 1 day up to 14 weeks				Your favorite tools for various workshops/projects			
									1 day	2-3 days	4-7 days	14 weeks	days	days	days	days
Problem statement	49	●	○	●	●	●	●	●	✓	✓	✓	✓				
Design principles	53	●	○	●	●	●	●	●			✓	✓				
Interview for empathy	57	●	○	●	●	●	●	●	✓	✓	✓	✓				
Explorative interview	63	●	○	●	●	●	●	●	✓	✓	✓	✓				
Ask 5x why	67	●	○	●	●	●	●	●	✓	✓	✓	✓				
5 WH questions	71	●	○	●	●	●	●	●	✓	✓	✓	✓				
Jobs to be done	75	●	○	●	●	●	●	●	✓	✓	✓	✓				
Extreme users/lead users	79	●	○	●	●	●	●	●	✓	✓	✓	✓				
Stakeholder map	83	●	○	●	●	●	●	●	✓	✓	✓	✓				
Emotional response cards	87	●	○	●	●	●	●	●			✓	✓				
Empathy map	93	●	○	●	●	●	●	●	✓	✓	✓	✓				
Persona/user profile	97	●	○	●	●	●	●	●	✓	✓	✓	✓				
Customer journey	103	●	○	●	●	●	●	●	✓	✓	✓	✓				
AEIOU	107	●	○	●	●	●	●	●	✓	✓	✓	✓				
Analysis question builder	111	●	○	●	●	●	●	●								
Peers observing peers	115	●	○	●	●	●	●	●								
Trend analysis	119	●	○	●	●	●	●	●								
"How might we..." question	125			●	●				✓	✓	✓	✓				
Storytelling	129			●	●	●	●	●	✓	✓	✓	✓				
Context mapping	133	●		●	●	●	●	●	✓	✓	✓	✓				
Define success	137	●	○	●	●	●	●	●	✓	✓	✓	✓				
Vision cone	141	●	○	●	●	●	●	●								
Critical items diagram	145			●	●	●	●	●								
Brainstorming	151				●	●	●	●	✓	✓	✓	✓				
2x2 matrix	155	●	○	●	●	●	●	●	✓	✓	✓	✓				
Dot voting	159			●	●	●	●	●	✓	✓	✓	✓				
Brainwriting/6-3-5 method	163				●	●	●	●	✓	✓	✓	✓				
Special brainstorming	167				●	●	●	●								
Analogies & benchmarking as an inspiration	171	○			●	●	●	●								
NABC	177	○		●	●	●	●	●	✓	✓	✓	✓				
Blue ocean tool & buyer utility map	181				●	●	●	●								
Exploration map	187				●	●	●	●								
Prototype to test	199					●	●	●	✓	✓	✓	✓				
Service blueprint	203					●	●	●								
MVP – minimum viable product	207					●	●	●								
Testing sheet	213						●	●	✓	✓	✓	✓				
Feedback capture grid	217	●	○	●	●	●	●	●	✓	✓	✓	✓				
Powerful questions for experience testing	221	●	○	●	●	●	●	●	✓	✓	✓	✓				

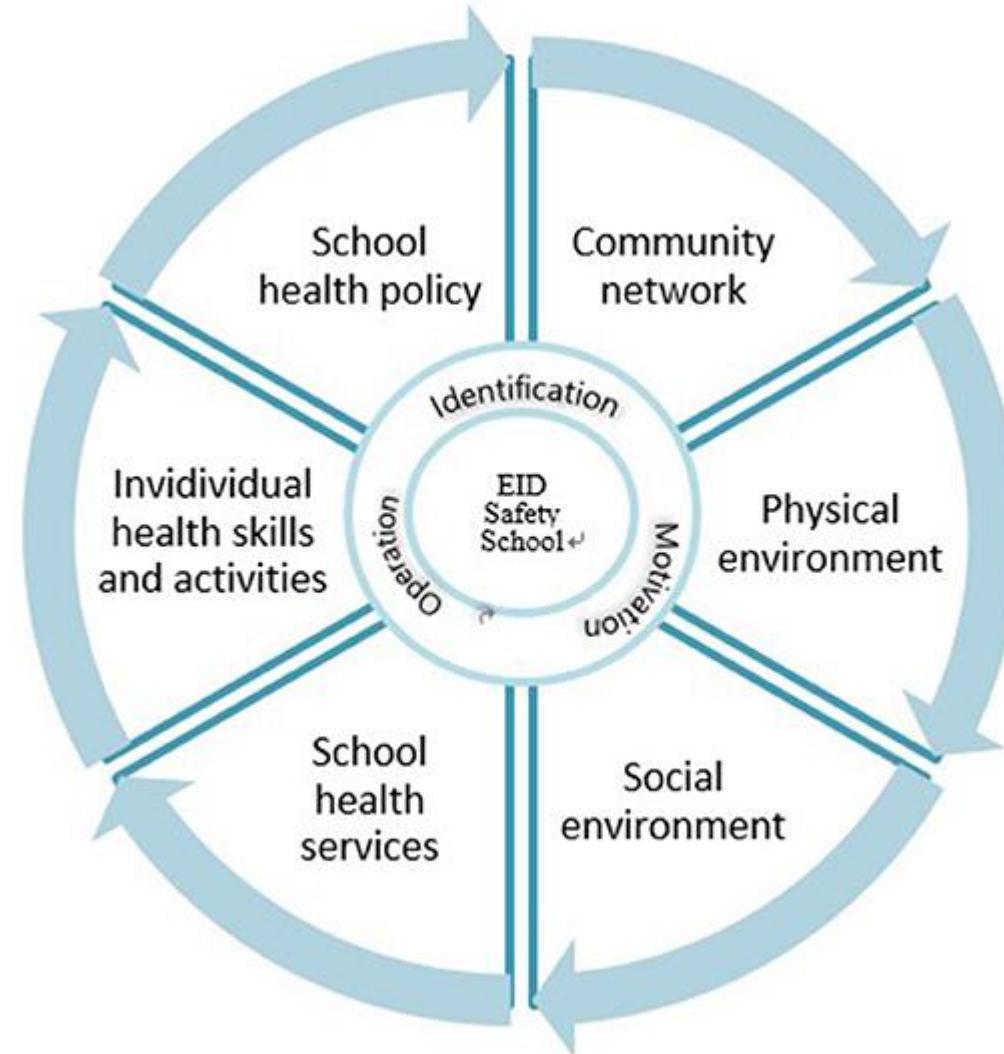
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Stage 3: Co-Implementierung

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Co-Implementation PRISM

Trainees of all years, educators. With a focus on implementation science, we will apply the PRISM Determinants, Process Model with the RE-AIM Framework to capture and assess relevant factors in the exploration, preparation, implementation and dissemination phases of the programme.



Kwon et al. 2021

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Co-evaluation

Pre-post covariance analysis with main effect and interaction models for the post-treatment score ("ANCOVAI" and "ANCOVAI").

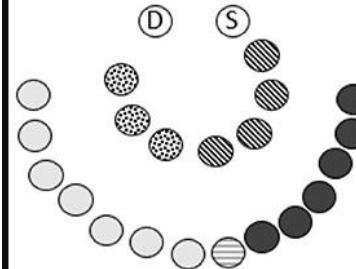
Evaluating interventions impact on psychological and social well-being.

Lessons learned for other settings.

Stage 4: Co-Evaluation

Cycle 4: Reflecting on experiences, exploring implications.

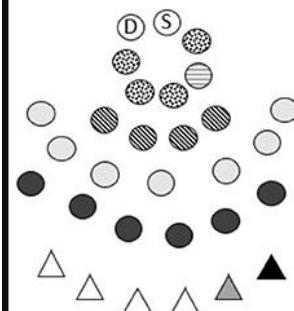
Nov 2019 (RT 2)



Data: Video and audio from the RT, Participatory observation, researchers' presentations, diaries and memos, workshop notes from participants (11 sheets), written closing reflections from participants (15 forms), 3 memos from kindergarten staff.

Cycle 5: Exploring co-impact.

Nov 2019 (RT 3) →



Data: Video and audio from the RT, Participatory observation, researchers' presentations, diaries and memos, workshop notes from participants (8 sheets), written closing reflections from participants (9 forms), 3 memos from kindergarten staff.

Thematic analysis: step 4-6

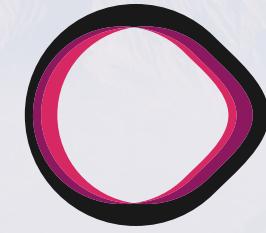
Reflecting team # 2 (RT2): Reflection and dialogue was facilitated to disrupt dominant discourses between kindergarten actors, other sectors, politicians and local NGO's as separate social systems. Reflect on what we had learned from the actions and suggest possible implications for policy development. Tinkering out suggestions on how a "we-culture" made up of inclusive acts might be enhanced.

Reflecting team # 3 (RT3): Reflections on if, and how, the PAR-process has transformed conceptions of roles and actions in the quest for inclusion. Construct generative and reflexive dialogues toward transformative and sustainable change. Tinkering out what we can learn from the process, impact transferability of learning into other settings, and construct novel knowledge resulting from local experience and meaning-making.

von Heimburg et al, 2021

Vorteile und Schwierigkeiten von Co Creation

- ✓ Sicherstellen, dass Dienstleistungen und Strategien den Bedürfnissen der Menschen entsprechen
 - Die eigene Stimme finden
 - Mangelndes Verständnis/Bewusstsein
- ✓ Einen ganzheitlicheren Ansatz gewährleisten
 - Traditionelles berufliches Denken
- ✓ Normalisieren des für sich Eintretens
 - Vorurteile und Hierarchien
- ✓ Verschiedene Stimmen an einen Tisch bringen
 - Selbststigmatisierung
- ✓ Steigerung des Enthusiasmus
 - Misstrauen/Skepsis
- ✓ Gelegenheit für kreative Lösungen
 - Machtungleichgewichte
- ✓ Möglichkeit zur Vereinfachung der politischen Entscheidungsfindung
 - Finanzielle Fragen
- ✓ Ansatz konzentriert sich auf den Menschen und nicht auf die Krankheit
 - Mangel an praktischen Leitlinien
 - Diskriminierung
- ✓ Besserer lebensweltorientierter Ansatz



OST

Ostschweizer
Fachhochschule

Danke für Ihre Aufmerksamkeit