

# Co-production matters

To create the best possible health information and meet people's needs, involve users at all stages of production.

## Step up levels of user involvement/partnership<sup>1</sup>

### Engage

Invite users to give views.

### Co-design

Plan and design information together.

### Co-produce

Plan, design, create and review information with users as equal members of the team.

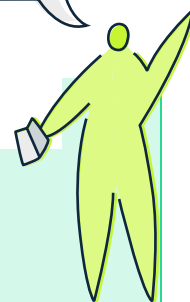
**Involve users in a meaningful way. Embrace the process – it's easier than you think. Starting small is better than not involving users at all.**

### Plan engagement

- Plan user involvement throughout your project
- Describe users' roles and responsibilities
- Ensure users match your audience – include those with lower health literacy<sup>2</sup> and disadvantaged people<sup>3</sup>
- Include budget to pay people for their time<sup>4</sup>, but be aware of the impact on Universal Credit payments<sup>5</sup>

### Use the right method for the task/stage

- surveys
- individual interviews
- engagement events
- focus groups
- development workshops



### Run sessions effectively

- Use plain language in all materials
- Choose an independent facilitator who understands the user group
- Run sessions in familiar, accessible settings<sup>6</sup>
- Set objectives for each engagement
- Be flexible, new issues may emerge
- Thank users, give feedback and updates



**Co-produce health information whenever you can.**

### User testing/feedback

- Test with users not involved in the development
- Invite feedback on live projects

**Work with users – make health information easy to use, accessible and relevant.**