

Collaborative Design for Mutual Researcher-Community Benefit

What is Collaborative Design?

The process of developing resources along with community members is called co-development, co-creation, or co-design. Co-Design is an iterative process to create meaningful materials with community members to support research and clinical practice.

The authors of "Co-Design of Health Interventions with Children and Young People" (Thabrew et al., 2018) describe co-design as active collaboration between researchers, designers, developers, and users as "experts of their experiences" as they jointly explore and articulate needs and jointly explore and make solutions."

WAYS COMMUNITY CAN INFORM RESEARCH



CO-DESIGN PROCESS TIPS

- ✓ Invite community members to be co-designers from the start
- ✓ Provide training to your co-designers so that you can best leverage their insights
- ✓ Include them in the development process so as not to bias your materials with your own perspectives
- ✓ Expect to use an iterative process, going back to them multiple times for feedback and getting their approval on the finalized materials
- ✓ Highlight their contributions and acknowledge or even include them as authors when it comes time to publish
- ✓ Evaluate the process with your co-designers. Ensure they see the final product (s) and celebrate your successes together!

WHY USE CO-DESIGN?

- ✓ **Improve Effectiveness.** In a meta-analysis of the effectiveness of health interventions, low community engagement in both design and delivery result in substantially less effectiveness (O'Mara-Eves et al., 2015).
- ✓ **Best-Practice.** Co-design is used by many fields. The corporate world uses it to create better products, design better spaces, and optimize methods. – Recruit participants, conduct workshops, record sessions, and take notes.
- ✓ **New Ideas.** It is a great way to generate new ideas.

What Can Be Co-Designed with the Community?

Almost anything can be co-designed! Consent forms, study design, marketing materials, surveys, training materials, newsletters, and reports can all be made stronger through co-design.



Types of Stakeholders

- Your Team
- Community Organizations
- Target Audience Members
- Content Experts



! Psychological Safety

Co-designers should feel safe participating in the co-design process no matter their knowledge level or experiences.