

Collaborative Design for Mutual Researcher-Community Benefit

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Dialogue Facilitator: Melinda Butsch Kovacic, MPH, PhD

UCCC Associate Director of Community Outreach and Engagement

Professor and Associate Dean of Research, UC College of Allied Health Sciences

Professor, Department of Pediatrics, UC College of Medicine

Division of Asthma Research, Cincinnati Children's Hospital Medical Center



1


Big Ideas

There is great **value** in authentic
community co-designed research.

Much **planning** is needed to facilitate
useful community co-design.

Community members **appreciate**
being engaged as co-designers.


2




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).

3


Common Ways Community Can Inform Research




FEEDBACK
SURVEYS



FOCUS GROUPS



INTERVIEWS



AN ITERATIVE CO-
DESIGN PROCESS

4

6

What Can Be Co-designed With Community?

Consent forms and information brochures	Study design and study approach plans	Marketing and study recruitment plans & materials	Surveys, focus group scripts, interview guides
Training and intervention materials	Research educational materials	Individual reports to give to study participants	Study-related newsletters and websites

7

We Engage for Health (WE4H)

- A 20+ member community-academic partnership
- Initially focused on residents of all ages living in Cincinnati's West End and nearby, now expanding
- Features community co-designed stories and learning experiences; iterative testing before use
- Focuses on prompting health and encouraging community-engaged research and citizen science.
- Goal is to engage community members in actively solving their own health challenges
- Currently we have over 50+ graphic style stories



RAP Recognize ► Ask ► Promote

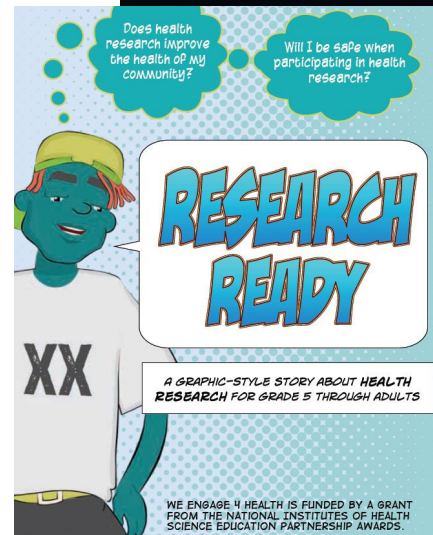
SEPA SCIENCE EDUCATION
PARTNERSHIP AWARD
SUPPORTED BY THE NATIONAL INSTITUTES OF HEALTH

8

Community Co-Designed WE4H Comic-style Stories

We actively collaborate with community groups in any or all phases of the story development process, including:

- Identifying needs and views of the target audiences in relation to the story topic,
- Developing and/or critiquing story plans and scripts,
- Critiquing stories in comic layout.



9

Community Partners

- Lick Run Greenway
- *Up Next:* Queen City Pollinators



10

Types of Stakeholders

1	WE4H team: This group includes the WE4H staff, WE4H interns, community representatives, and health/science faculty members associated with the WE4H project
2	Community organizations: In the WE4H project, our established partnerships with community organizations such as Seven Hills Neighborhood House, the West End Community Research Advisory Board, and Santa Maria Community Services provide ongoing relationships with community members who are eager to participate as co-designers.
3	Target audience members: These co-designers provide perspective of the topic or represent the target audience in some way. For example, they may have a disease or health concern relevant to the specific topic of the story or be participants (or guardians of child participants) in local health research projects.
4	Content experts: These are science, education, or medical professionals who particularly provide input on content accuracy.

11

2 Options: Preparation to be a WE4H Co-designer

For co-designers who will enter the process by reviewing a story that already exists as a script, a 10-minute video orientation provides an overview of why stories are used as a key component of WE4H programming, introduces our cast of characters, explains what co-design is, and what they will do as a co-designer.

For co-designers who will participate in writing stories from the beginning, we have a one-hour training and practice session that includes presentation of information related to co-design, several group story-reading experiences, analyzing examples for the components of successful stories, and “troubleshooting” sample story scripts for natural speech, inadvertent misconceptions or bias, and inclusion of all characters in having knowledge and agency.

12

Please Help Us Co-design Our Cancer Story!

Overall: Read the story draft and share your comments by responding to the following questions:

- Does this story reflect the concerns and motivations of people related to pancreatic cancer?
- Are the right messages included to prevent /screen for cancer?
- Does this story draw you into the lives of the characters as they learn and solve problems?
- Does this story motivate you to think or act differently?
- Does the experience of reading this story add something beyond a simple fact sheet on the topic?
- Is there any bias or judgement that needs removed?
- Do I know how all the words are defined?
- If not, what needs to be different?

13

Iterative Development and Testing Process



We use an iterative editing process- that is, we cycle many times from feedback to drafting – until we agree we have a final story.



We make edits and continue to refine it as we place in graphic layout using Comic Life (software to create the comic layouts). Once in the graphic layout, some things may not flow as well as they should, and further edits will be needed.



In the graphic layout, we ask: Do our images and diagrams support the information further or distract?

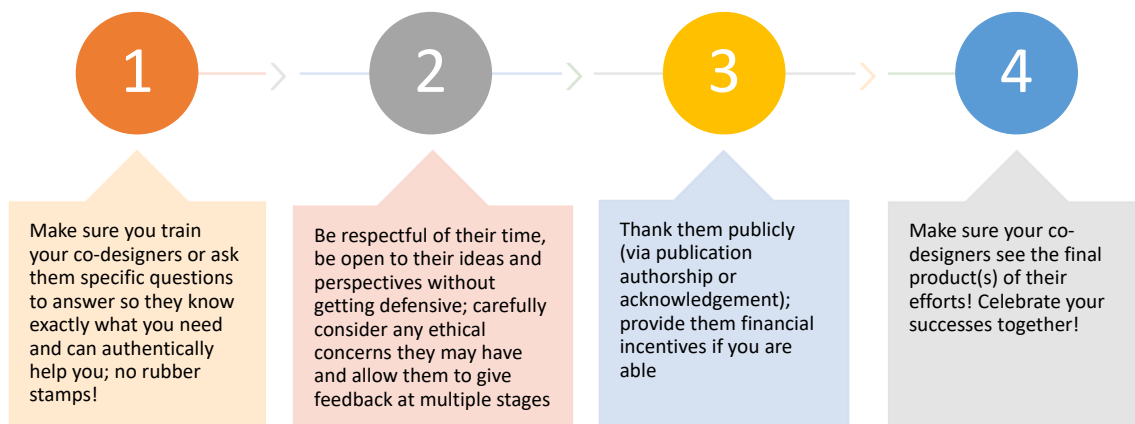
14

GRAPHIC STORY CO-DESIGN PROCESS

Steps	Tools
Get ready	
Share Overview with interested co-designers via meeting or e-mail.	Co-designer Overview.pptx
Conduct co-designer training remotely or in-person.	Co-designer Training.pptx
A Envision Story: goals, big ideas, characters, story arc	
Co-design team completes Story Development Planner as a tool for brainstorming.	Story Development Planner
Conduct co-designer brainstorming session to establish story parameters.	
B Story Script: develop, critique, and revise	
Draft (usually WE4H does this) and share story script.	
Co-design team completes Script Review Survey as a tool for script review meeting.	Script Review Survey
Conduct co-designer meeting to discuss script review and decide on changes.	
Revise and share story script. Work through further edits via shared drafts.	
C Story in Comic Layout: develop, critique, and revise	
Create (usually WE4H does this) and share story in comic layout.	
Co-design team completes Comic Review Survey as a tool for review meeting.	Comic Review Survey
Conduct co-designer meeting to discuss comic layout review and decide on changes.	
Revise and share comic story. Work through further edits via shared drafts.	
D Test story: test with target audience	
Members of the co-design team and target audience meet remotely or in person and read the story out loud together.	
During the meeting, members of the target audience complete the story impact survey. The group discusses the results and makes recommendations for improvements.	Story Impact Survey
Revise story based on target audience testing.	

15

Simple Actions to Support Mutual Respect



16

Psychological Safety

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



17

Involve Community Early

- Co-design can also be a fantastic tool for generating new ideas.



<https://boagworld.com/design/co-design/>

18

Evaluate the Co-design Process in Your Hands

- Most researchers that use co-design fail to evaluate their co-design process (see Slattery et al. Health Research Policy and Systems, 2020)
- Co-design is becoming increasingly valued and is often a positive in grants
- Ask your co-designers about their experience working with you AND about how their contributions were valued and included in whatever they were co-designing with you



19

West End Community Research Advisory Board

Loves to support researchers;
many have served as research
co-designers



20