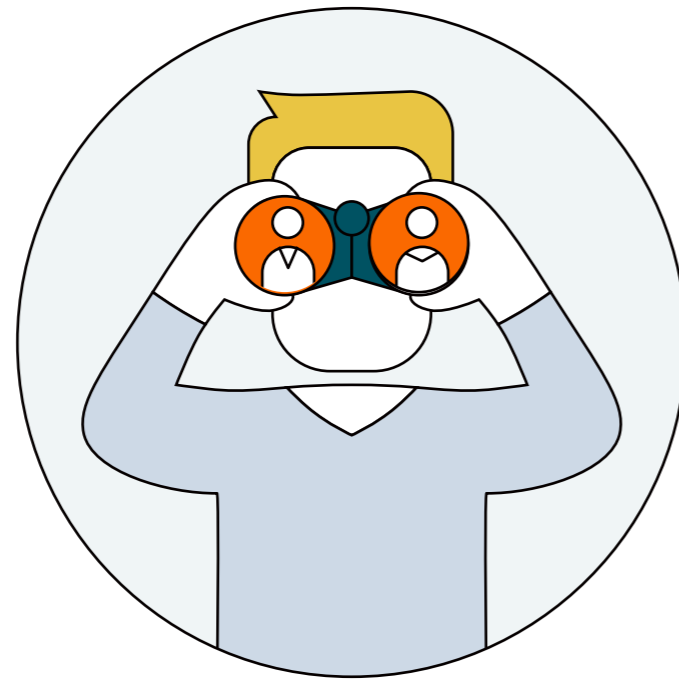


'Doing' Co-Creation¹ An Introduction for Public Health Researchers

A co-creation process may seem complex: stakeholders are identified, collaborators are recruited, a collaboration is established, the actual co-creating is done, and the outcomes are monitored and evaluated. Yet, it's simpler than it seems. This infographic breaks it down into easy steps, and guides you through setting up, facilitating, and finalizing a co-creation process.



1 Identifying stakeholders

- Determine via stakeholder mapping or similar approaches:
- Who will be impacted by your research outcomes?
 - Who will be using your research outcomes?



2 Recruiting stakeholders

- Recruit representatives from relevant stakeholder groups:
- Aim for mutually beneficial and long-term relationships
 - Be aware of stakeholder relations and power (im)balances

Before you start:

Your team needs to be able to:

- Facilitate discussions
- Understand and manage emotions
- Understand and manage collaborators' priorities
- Communicate clearly (avoid jargon)
- Be flexible and adaptable
- Analyse and manage qualitative data

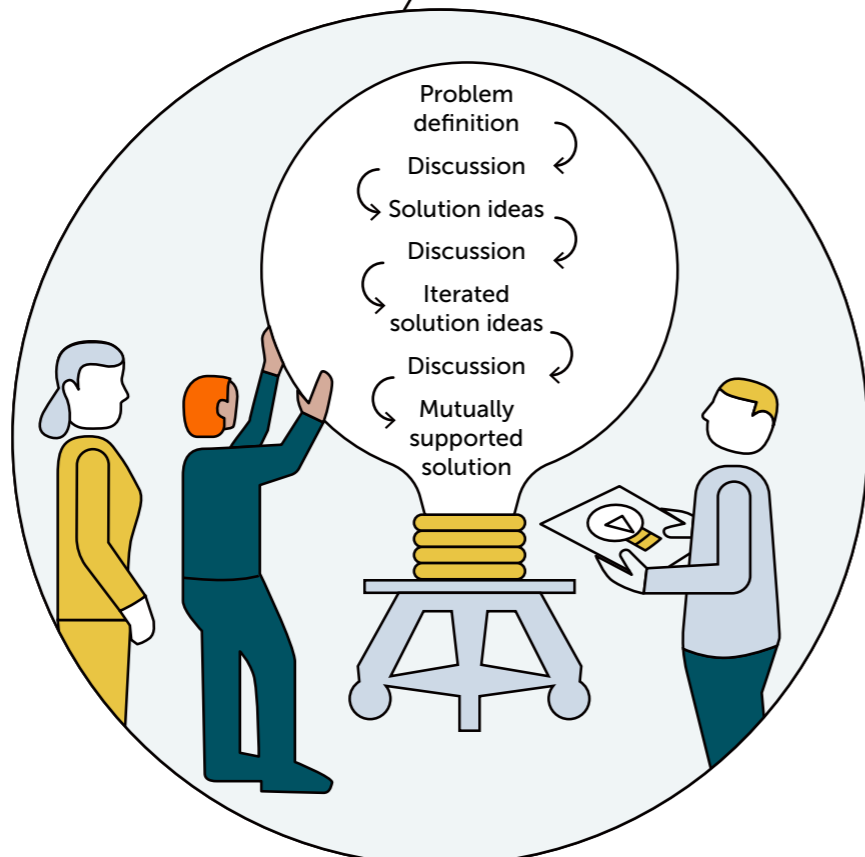
And also:

- Allocate sufficient time and funds
- Consult experienced colleagues for advise on ethics approval



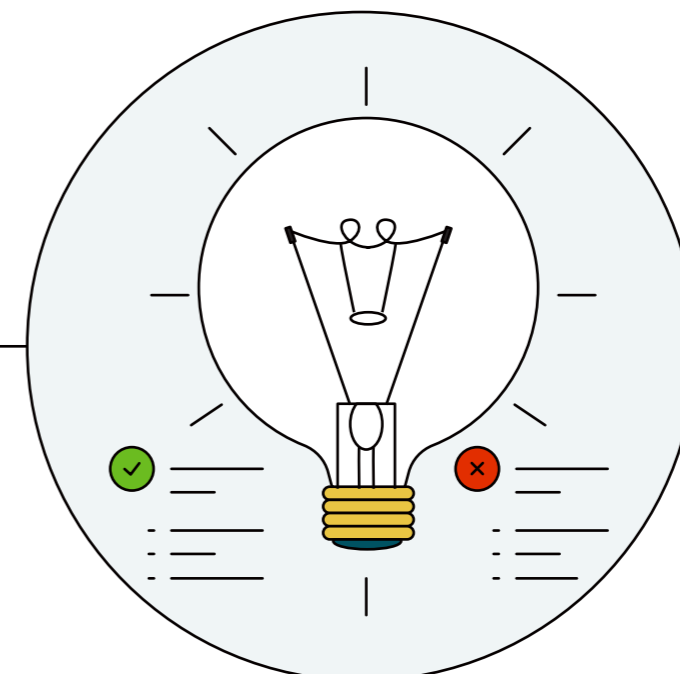
3 Establishing collaboration

- Bring your collaborators together to:
- Develop a shared understanding of the context and problem
 - Explore and discuss their own and others' values and needs
 - Discuss roles and expectations



4 Co-creating solutions

- Explore solutions to the problem with your collaborators:
- Methods: interviews, focus groups, usability testing, etc, and use existing co-creation frameworks
 - Cyclical process: Solutions undergo many evaluation and iterations
 - Explore multiple solutions in parallel



5 Monitoring and evaluation

Proceed to implementation, monitoring, and evaluation of co-created solutions

1: This infographic covers a specific type of co-creation, called 'co-design' (Vargas et al. [2022] Co-creation, co-design, co-production for public health – a perspective on definitions and distinctions)