The language of social care and co-production

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- What does the language of co-production reveal about attitudes and practice?
- The power of language and the impact of our words.
- Why we need to change the way we communicate with and about people.
- The words that are missing from our narrative.

About us

Bryony Shannon

- Lives in Sheffield with her two children and her cat, Coco
- Background in information
 and communications
- Worked in roles in information, comms and practice development in adult social care for nearly 20 years
- Passionate about language and the way we communicate in and about social care
- Writes a blog called 'Rewriting social care'



Glyn Butcher

- Director of the People Focused Group (PFG) in Doncaster
- Involved in mental health services for almost 40 years as a young carer and own involvement from 19 years old
- Has a diagnosis of emotionally unstable personality disorder and autism as well as other long-term physical health conditions.
- "Peer support not only changed my life, but also saved my life"

What do we mean by co-production?

What words or phrases come to mind when you think about co-production?





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What do we mean by co-production?

"the idea of co-production has made considerable headway in recent years, and this in itself is cause for optimism (although it should be recognised that when people talk about 'co-production', they're not necessarily talking about the same thing).

Co-production should not be treated as a jargon word, or a more impressive sounding term for tokenistic involvement, or something to be paid lip service to while maintaining the status quo. Co-production practice should result in changes to relationships, behaviour and delivery that bring recognisable benefits to everyone. Otherwise, what's the point?"

Patrick Wood, Chair, SCIE Co-production Network

Co + production = co-production with, together, jointly COproduction to make or create something, to cause something to happen **co-production** creating something of value together working alongside doing with (not to or for)

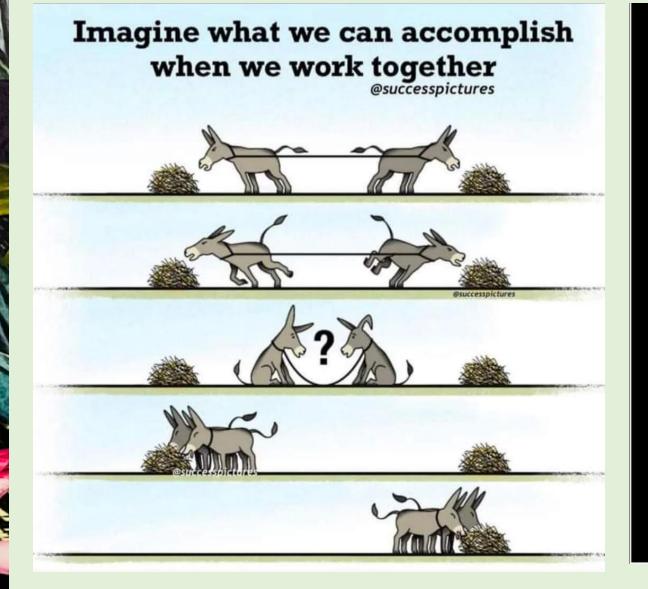
Definitions of co-production

Co-production involves people coming together to find a shared solution or achieve a joint aim.

Co-production is about combining everyone s strengths so that we can work together to achieve positive change.

Co-production is an equal and reciprocal relationship where everyone's knowledge and skills are used to create better outcomes.

What co-production means to me



Never doubt that a small group o thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has.

-Margaret Mead

10 principles to effectively working with communities

- 1. Communicate effectively, effectively communicate.
- 2. Don't do things to people or for people, do things with people.
- 3. Get up, show up, never give up.
- 4. Ask not what the community can do for you, but what you can do for your community.
- 5. Effective cooperation is bringing people into discussions at the beginning, not the middle or the end.
- 6. Renumeration. Pay people for their time, show them they are valued more than just words.
- 7. You're only as good as your word. It takes a long time to build trust with communities, but it can be lost very quickly. If you say it, do it. Communities don't forget.
- 8. Be visible with communities. Sit in church halls, meeting places, green spaces. Go to where people are. Don't expect people to come to you.
- 9. Be human. You are a person before a professional. Lean into relationships with communities.
- 10. Things are not perfect. Mistakes happen. Own your mistakes. Personal responsibility is key. Say sorry quickly then we can move on together.

Glyn Butcher

Definitions of co-production

Co-production is a process

where...

professionals and service users

decision makers and those with lived experience

service providers and service users

work together to ...

develop and shape services

improve services

An equal and reciprocal relationship...



An equal and reciprocal relationship...

A process to engage our most vulnerable people.

Engaging With The Hard To Reach

We want to empower our service users to work as equal partners with us

We empower people with lived experience to use their own voice

Giving young people a voice

Managing the expectations of those who are contributing

How to manage people's expectations when they're taking part in your opportunity.

You said, we did

What do we mean by co-production?

What words or phrases come to mind when you think about co-production now?





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Questions?









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