# 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)

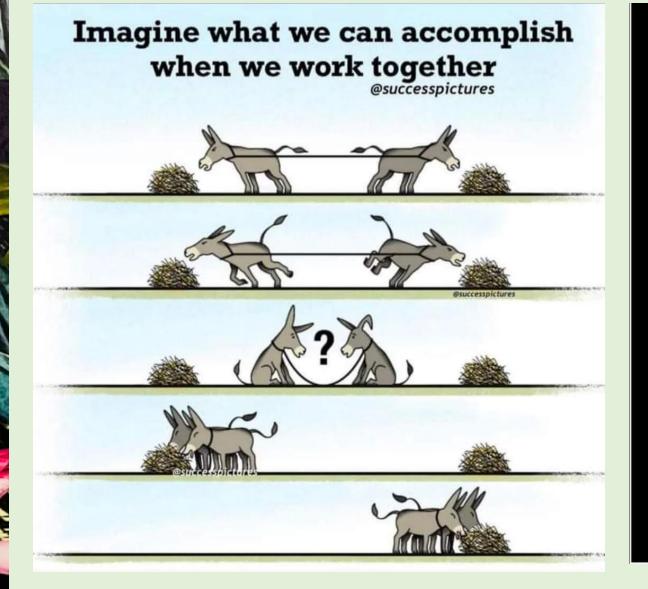
## **Definitions of co-production**

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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