

# The language of social care and co-production

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**People Focused Group**  
the home of peer support

*Rewriting*  
Social Care

Bryony Shannon  
[rewritingsocialcare.blog](http://rewritingsocialcare.blog)

# Plan

- 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

**co-** with, together, jointly

**production** 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

Imagine what we can accomplish  
when we work together

@successpictures



@successpictures



@successpictures



Never doubt  
that a small  
group of  
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...

Those who are less able o

Inspirational o Courageous o

Cases o Referrals o

Complex cases o

Those with care  
and support needs o

The elderly o Those with dementia o

Our most vulnerable o

Our customers o Our residents

People with multiple  
complex needs o

Adults  
with needs o

Customers o Clients o

Service users o Users o

The vulnerable o

Vulnerable  
individuals o The cared for o

People with challenging behaviour o

Refuses to engage o Bed-blockers o

Frequent flyers o Demand o



# 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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A vibrant border of tropical plants, including pink and red flowers, green leaves, and palm fronds, frames the central text area.

# Questions?

# Thank you



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