



## 1. Summary and recommendations for Dissemination and sustainability of the Co-Creating Welfare Project results

### 1.1 Introduction

**Dissemination** is an important issue of grant-funded projects, so that the outcomes reach the widest possible audiences in the community, providing the information and knowhow to assist their delivery. Similarly, grant-funded projects must leave some type of legacy in the community not only during its implementation but also after the project activity so that long-term goals and outcomes endure in the future. In this sense, activities must be able to adjust over time, following the progress of community needs and priorities. Having this in mind, **sustainability** has been defined as *“programs and services continue because they are valued and draw support and resources”* (HMC, n.d., p.31). Similarly, **sustained impact** has been defined as *“those long-term effects that may or may not be dependent on the continuation of programs, services, efforts or collaborations”* (HMC, n.d., p.31).

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This document intends to show the Co-Creation Welfare (CCW) project dissemination activities as well as the conditions for its sustainability. The objective is to outline the foundations for the effective external communication of the CCW findings to stakeholders interested in this type of co-creation activities.

### 1.2 What do we mean by dissemination and sustainability

The concepts of dissemination and sustainability were explored in the CCW project. Using the “CUbe technique” (Reference?) for concept evocation, three categories emerged: “Training and practices”, “Information and communication” and “Working with policies and stakeholders”.



**A. Training and practices:**

- Co-production of useful materials
- Include co-creation in other Erasmus projects
- Include parts or all the training into our teaching, being part of normal practice
- In-service teacher training, SHE network, national training
- In-service training - European networks
- Making co-creation rapid tools to use easily in the workplace
- People we have taught embedding it in their work + not just about what he will do as partners
- Pushing philosophy rather than method
- Use the experience from CCW to create tailor made courses for local stakeholders

**B. Information and communication:**

- Advertisements to sensitize: “do you have problems in your organization?” – Co-create solutions
- Blogs, Twitter, infographic showing the process
- Clarify between what should be in dissemination and/or sustainability
- Communication following hierarchy of affects: awareness; preference; using Blogs, Twitter, infographic showing the process
- Contribute to the SHE Network newsletter
- Each partner makes a small strategy: communicate; to whom; in teaching; in practice
- Info to students in public leadership; LMS- info; News letter
- Local events: e-mail list; peer support; ongoing events
- Press releases
- Publications / articles research based for education
- Update website with ongoing information

**C. Working with policies and stakeholders:**

- Ask stakeholders – what
- Each partner makes a small strategy: communicate; to whom; in teaching; in practice



- European stakeholders to that final conference
- Getting organisations to shout about champion it
- It is important to evaluate the social impact of the project
- Make policies; what level of policy
- Pushing philosophy rather than method
- Remember to be realistic
- Starting with the people who care + worrying on way through systems

In brief, in this CCW project, the concept of **dissemination** consists of the action of spreading widely the know-how and value concerning the methodology and outcomes of the CCW project, especially in the local community but also to stakeholders and policy makers interested in welfare in co-creation. The **sustainability** concept regards the capacity of the involved participants to develop their co-creation activities by themselves during the project implementation and, most importantly, beyond the grant-funded project so that long-term goals and outcomes endure in the future.

### 1.3 Which dissemination activities have we made and what have we done to ensure sustainability

#### 2.1 Dissemination

Dissemination activities and how the project has shared outcomes with relevant institutions, organisations, stakeholders and the wider public is presented herein, referring to dissemination activities during the project and beyond it. Such activities are presented within the three identified categories: “Training and practices”, “Information and communication” and “Working with policies and stakeholders”.

##### 2.1.1 Dissemination during the project implementation

The dissemination activities during the project implementation were the following:



**A. Training and practices – during the project:**

*\* At UCL*

- At UCL we have included the various tools developed and presented in the CoCreation in the every daily teaching. Many of our students have used parts of the tool kit such as Story Cubes, LEGO and Photo-association from CoCreation in their Final paper . Many students have been very enthusiastic about the tools and want to learn more, so UCL plan to offer a full CoCreation module in spring 2020.

UCL has many cooperation partners and have discussed the potentials of CoCreation with them. Many of the partners are interested in starting some piloting projects. The idea with the pilot projects is not to run a teaching process, but also as a teaching organisation to participate in the actual workproces. We have discussed this possibility with municipalities, universities, hospitals and state agencies.

*\* At Lyon University*

- Embedding of co-creation modules within their Masters' degrees and inclusion of co-creation processes and tools as a topic for research seminars (Masters' students). This dissemination among their students promoted discovery of co-creative methods, knowledge about the project and knowledge about design thinking.

*\* At Minho University*

- Discussing the CCW project at the university courses of Human Biology and Health for students of Basic Education, so that students could learn about the new concept of co-creation and find out ways to work with their future pupils. Identification of co-creation practices at schools, municipalities and paediatric services, which have been known as collaborative work. This enabled participants to reflect about their practices and the future preparation of activities within this new concept of co-creation.



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- Strategies and toolkit created for the CCW training course were further used in other training courses in other institutions, such as the 3-day workshop at the High School of Health in other Portuguese district (Bragança) for nurse students. They easily engaged in the activities and found the utility of co-creation concept and principles for their future practices.

*\* At Coventry University*

- Encouraging people on the pilot course to embed it in their practice and working together to find solutions to their barriers during the co-creation course. The philosophy of co-creation process was promoted rather than a method throughout the project, and acting as role models with those involved. Endorsing trainer approach with publicly available materials to facilitate sustainability.

- Created toolkit postcards with lanyards to distribute at local conference, then revised for European conference and UK disseminated for free to people in the UK after the conferences.

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**B. Information and communication – during the project:**

*\* At UCL*

- UCL has decided to split the final local conference in two. Firstly to complete a more general workshop/seminar about the project and its results and secondly to hold a more specific and practical workshop, where the idea is to plan for the CoCreation module in the spring of 2020. During the project UCL has been discussing with its partners, in what way the findings and experiences of the CoCreation project could be use in a future development of the partners production of social welfare services.

*\* At Lyon University*



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- Advertising in the SHE Newsletter, in the UNirés Network, in the University network, as well as in Twitter, LinkedIn and Facebook posts. Furthermore two abstracts were submitted to scientific conferences. This provided national, regional and EU dissemination.
- Final national workshops in France provided dissemination of knowledge of the project, knowledge and use of co-creation tools.

*\* At Minho University*

- Presenting in national and international scientific conferences the co-creation concept and discussing about its importance in helping solve problems related to children's health and wellbeing. The e-mail signature of participants included the CCW project so that e-mail recipients would question about the project, helping its dissemination. Publishing photos and announcements of training courses, seminars and conference about or including co-creation concept in several networks (Facebook, Instagram, LinkedIn, Tweeter), including the blog and Facebook of the research centre CIEC.
- Local seminars organized by each local team were a way to share the practices implemented, to analyse and to reflect about the involvement of the local communities. It was also a way to invite and motivate other local groups to participate, given the results observed.

*\* At Coventry University*

- Development of the @CoCreateWelfare twitter account and #CoCreatingWelfare hashtag for searches. Information about the project in Research Gate and LinkedIn platforms. In addition, the Coventry University Research Blog disseminated the needs analysis and the subsequent steps of the project ([link](#)). Furthermore disseminating the project news globally and tweeting with groups/projects (e.g., SHE network, SISCODE, InDemandHealth). All this helped to advertise the concept of co-creation, the CCW project and was done in a timely fashion to market our pilot course and encourage people to book on to the training in the



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UK. As a result of the publicity from this project, the UK PI was invited to do a keynote lecture at a health psychology conference about the project.

- Local event: Blog written about the local event by two attendees of the event from NHS England (link) made live straight after the event. A second blog about the local event, website and all films made from the CCW project by an attendee who is an academic midwife (link), which was released the same day as the Brussels conference to draw attention to the twitter feed that day.

*\* At a European level*

At a European level, the Co-creating Welfare project has produced 4 newsletters, which have presented the development of the project and it's deliverables. The newsletter has been distributed through the European network of SDEO and has also been sent to local stakeholders through the networks of the partners. The newsletter has in that way reached approximately an audience of about 500 persons. Because of the GDPR it has not been possible to send it to a very big number of people, as people have to provide their consent and write up for the newsletter. We have therefore submitted the newsletter as a private mail to contacts and closer business related partners.

The Co-creating Welfare project was developed and opened in the beginning of the project, and has during the project, as part of IO2 and IO3 been developed into a pedagogical toolbox, where all the material from the project is gathered and can be downloaded for free.

**C. Working with policies and stakeholders – during the project:**

*\* At UCL*

- In different contexts UCL is collaborating with state agencies and we have discussed with them, what possibilities, there could be in relation to incorporate some of the experiences and tools developed and refined in the CoCreation Welfare project. Especially we have been working with the State agency regarding social welfare services and have discussed possibilities to try out some of the tools in their area.



But we must also realise that it demands more resources to start up such a project, because it is not only the teaching/training and the project, but also a much more detailed evaluation of process and results, that are needed in relation to such a project.

*\* At Lyon University*

- Inclusion of co-creation philosophy into action-research projects in health promotion. Inclusion of co-creative methods during the writing of the “white book for Cancer Prevention”, as well as into team meetings and projects with students and in in-service training for school nurses, teachers and social workers.

*\* At Minho University*

- Inviting policy makers of local community (Braga Municipality), hospital decision-makers (Paediatric Service) and director of the residence care for children (“Oficina de S. José”) to events at the University of Minho to discuss issues related to the CCW project. The director of the residence, who promoted the training course for other groups of professionals was further invited to the final conference of the CCW in Brussels.

- The CCW was included in the international research projects section of the Research Centre on Child Studies (CIEC) of the University of Minho, which made it more visible, particularly by the recent international process of evaluation of this research centre.

*\* At Coventry University*

- Working with Coventry University Brussels office throughout project. And supported dissemination and invitation of stakeholders to final conference.

### 2.1.2 Dissemination after the project implementation





The dissemination activities after the project implementation are expected to be the following:

**A. Training and practices – after the project:**

*\* At UCL*

- The tools developed and used in the CoCreation project will be disseminated through the usual teaching activities in UCL. Internally we will widen out the knowledge to the methods and the concepts, so other departments of UCL will be able to use the concept after the completion of the project. In practice we will discuss with our current partners and future ones how to use and implement the principles of CoCreation in the work – such as developing a specific training course, developing a specific social service etc.

*\* At Lyon University*

- Presentation of the co-creating welfare project during the “SHE Academy” in Lyon, France, in November 2019 as well as at the “SHE European Conference” in Moscow, Russia, in November 2019.

*\* At Minho University*

- Following the CCW training course for pilots, other professionals have invited the Minho University team for training them in other topics (e.g. sexual education) using the strategies of the CCW project, namely CUbe, Photos, Lego, Sticky notes, Role Play, and other activities.

- Short training courses, open lessons, seminars or workshops about co-creation strategy at the University of Minho, especially addressed to graduation and post-graduation students.

*\* At Coventry University*

- Plans to develop modules on participatory approaches in Health and Life Sciences embedded in CCW training and tools at Coventry University.



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- UK PI has been invited to support development and teach on co-creation module at Jönköping Academy for Health and Welfare at Jönköping University in Sweden.

***B. Information and communication – after the project:***

*\* At UCL*

- UCL will collaborate with the other partners in presenting the results and experiences of the project in scientific meetings and publications of joint papers. Furthermore UCL plans to communicate more practically to its partners the possibilities and potentials of CoCreation methods.

*\* At Lyon University*

- Presentation in scientific meetings and publication of papers based on the CCW project needs analysis, which work is in progress.

*\* At Minho University*

- Presentation in scientific meetings and publication of papers based on the pilot studies results, trainees' satisfaction, effects for their professional practice and the good stories that happened during the training (work in progress). Some examples of scientific communications already accepted: "I Congress in Psychology and Health Promotion in Infancy and Adolescence / XXVII International Congress INFAD and 5<sup>th</sup> International Congress in Sexuality Education" in Braga, in November 2019, "5<sup>o</sup> Congresso Internacional sobre Sexualidade e Educação Sexual" in Braga, in November 2019, "SHE European Conference" in Moscow, Russia in November 2019, "7<sup>th</sup> International Congress in Health" in July 2020, etc.

*\* At Coventry University*



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- Presentation in scientific meetings and publication of papers based on CoCreation concept (work in progress) and potential special series on co-creation in CoDesign journal to celebrate 20th Anniversary since the CoCreation conference held at Coventry University. The CCW project will be the example case study of CUbe use in CUbe journal article (work in progress).

### ***C. Working with policies and stakeholders – after the project:***

#### *\* At UCL*

- As mentioned above UCL plans to incorporate the CoCreation concept in its collaboration with its partners. Both in regards to the collaboration with the individual partners, but also generally in relation to more overarching policymaking, where the use of the CoCreation concept can improve the development of new or changes in old welfare services. As we have argued earlier CoCreation is a mindset, and no matter on what level a public employee is working, it is possible to use the concepts of CoCreation.

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#### *\* At Lyon University*

- Inclusion of CCW training modules and activities in future research projects, especially in the field of health promotion

#### *\* At Minho University*

- CCW project philosophy and strategy is an important issue to be shared and discussed in future meetings with those involved in project management and decision making and in the management of schools and other institutions.

#### *\* At Coventry University*



- NHS England (National Health Service) as an organisation directing policy in the National Health Service in England has a pilot site in the CCW project philosophy.

## 2.2 Sustainability

Sustainability actions and how the project can achieve long-term goals and outcomes is presented herein. Such actions are presented within the three identified categories: “Training and practices”, “Information and communication” and “Working with policies and stakeholders”.

The sustainability actions during and after the project implementation are the following:

### **A. Training and practices:**

*\* At UCL*

- Incorporate the CoCreation concept in exiting educations (in modules) will be a focus point, not only for the few employees from UCL who actually participated in the CoCreation project, but also to spread this way of working and the knowledge of methods to more UCL colleagues .

Furthermore to plan offering specific modules on CoCreation on different levels such as courses without preparation of modules to the highest level of bachelor with a lot of preparation.

*\* At Lyon University*

- Inclusion of co-creation modules and use of co-creation tools in the team’s teaching, as well as implementing the training with some of the people who attended the final event in France.

- Dissemination among future teachers and future health promotion professionals, as well as local stakeholders will help CCW project sustainability.



*\* At Minho University*

- Future training courses including co-creation philosophy and tools. This is expected since the University team has been frequently invited for doing training courses for in service teachers and for professionals working in care residences for children, about several topics, particularly sexuality education and health education.
- University teaching (for graduation and post-graduation students) embedded with co-creation concept and principles. In the same way that the CCW project has promoted changes in the Minho University team (trainers) it is expected the future teaching practices will mobilize this type of learning by graduate and post-graduate students, particularly when work in groups.

*\* At Coventry University*

- People involved in the co-creation of the course received a tangible output that we could then disseminate further together. Means the tools are bitesize and more useable in practice.
- The NHS England (one of the Coventry University (CU) pilot sites) to further co-design the CCW 4-themed course to meet their needs with a ‘getting everyone on the same page webinar’, one day face to face course showcasing the CCW toolkit, and a ‘sustainability webinar’. Members of NHS England have been encouraged to co-deliver this training with us (to 80 people – 40 in South England and 40 in North England) and to go on and use the materials to train others within their organisation. This is happening in practice with the nursing directorate now wanted this to be delivered across more staff by those that worked with us to co-design the training for them (independently of our involvement).
- The SISCODE project interviewed CU team about the project with the plan of using it as an example case study of using co-creation.
- Embedded in teaching to art and design degree students and supervision of Masters and Doctorate health and psychology students. A member of CU staff who came on the pilot



training has co-created a dietetics and nutrition course delivered at the University. A Masters student in Health Psychology worked with us voluntarily on the project in the final year as part of a work experience module at the University. This has changed the way she works and has now got a job working in the healthcare sector.

### ***B. Information and communication:***

#### *\* At UCL*

- UCL is planning to establish an Alumne for its former students. In relation to this, we plan to inform the former students about the progress and experience with CoCreation. Furthermore to invite to Alumne arrangements with speakers, workshops etc.

UCL plan as mentioned earlier to participate in the scientific dissemination work on scientific papers and participation on conferences.

#### *\* At Lyon University*

- Inclusion of a workshop / symposium about the project and co-creation in the next conference from the UNIRÉS Network in Paris in Oct 2020 (to be confirmed).

#### *\* At Minho University*

- Publication of reports and scientific publications as well as photos and videos in presentations in scientific meetings regarding the CCW project activities will help promoting sustainability.

- Continuation of the CCW project Website link in e-mail signatures after the conclusion of the project, is a way to promote the project sustainability.

- Also information (reports by texts, photos and videos) and interviews in local and national media will keep the CCW sustainability.



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*\* At Coventry University*

- The CCW project sharing on twitter and the Email mailing list with those who approved to continue to stay in contact about co-creation will help sustainability.
- Call for submissions from course attendees and other co-creation projects, examples in practice and tools to be showcased. Created networking opportunity for attendees.

### **C. Working with policies and stakeholders:**

*\* At UCL*

- UCL plans to incorporate the CCW experiences in the future collaboration with its partners. For example in relation to organise a teaching activity or to plan or develop a new welfare service. As mentioned earlier UCL is collaborating with a number of state agencies and will in this regard have more possibilities for suggesting incorporation of CCW principle in the work.

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*\* At Lyon University*

- Inclusion of CCW training modules and activities in future research projects, especially in the field of health promotion.

*\* At Minho University*

- CCW will continue to be a reference in future meetings with stakeholders, especially: with decision makers and local authorities when organizing educative and scientific events; near the Ministry of the Education when participating in schools educative projects and programs; with the directors of the centers for continuous training for teachers when they invite us (or when we propose) training courses for in service teachers; with director of institutions when they ask for training for their professionals and shows a need that can benefit from co-creation concept and principles.



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*\* At Coventry University*

- NHS England (National Health Service) as an organisation directing policy in the National Health.
- Workshop and networking opportunities to develop England Co-creation network (to work alongside Wales and Scotland networks).
- Developing module on participatory approaches in Health and Life Sciences embedded in CCW training and tools at Coventry University.
- UK PI invited to support development and teach on co-creation module at Jönköping Academy for Health and Welfare at Jönköping University in Sweden.





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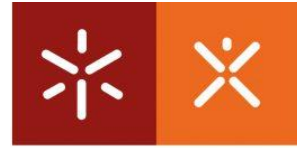


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