

## Co-creation: position paper Hogeschool Leiden – 8 April 2016

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### Co-creation and creative thinking are essential driving forces for innovation and to realise sustainable changes.

Co-creation will be invaluable in solving individual, local and social issues related to the fast-changing field of health care and welfare. The health care and welfare system is under pressure caused mainly by the growing number of people suffering from chronic diseases and the aging population, while budgets and capacity are both decreasing. People are forced and want to assume greater responsibility for their own health and well-being. Terms such as own responsibility, self-reliance, self-management, patient-centred care, and positive health<sup>1</sup> dominate the health care debate.

Co-creation will be increasingly useful and vital in order to tackle complex issues, realise sustainable changes, develop and implement (effective) interventions, eHealth or other new technologies and to achieve and offer interventions which meets the needs of the field. Additionally, individuals will have to be involved in the process of assuming their own responsibility and to manage their own disease.

### Students are the professionals of the future

The current and future job market demands – and will continue to demand - skills other than those directly related to the specific profession itself. Students will work in a rapidly changing

environment, in which the content of the job itself becomes more vague and overlapping. They will have to continue to reinvent their profession over the course of their careers, in close cooperation with other professionals and citizens (for example patients). To be prepared for the current / future professional field of health care and welfare, students need to be trained in co-creation and how to use creative thinking processes in order to work together with their surrounding and their clients in the most optimal way.

### Practical experiences by University of Applied Sciences Leiden (Hogeschool Leiden)

A RAAK funding<sup>1</sup> was obtained (February 2015 – January 2017) in order to experiment with co-creation and to find a sustainable way to implement a preventive exercise programme for the elderly. The project is also part of the Leidse Proeftuin Zorg & Welzijn<sup>2</sup>.

**Short description of the project** The project is called the Elderly and Prevention Knowledge Network (in Dutch *KennisNetwerk Ouderen en Preventie*; KNOP). Within this project, we aim to study whether and how an evidence-based functional task exercise (FTE) programme for elderly people living at home<sup>2</sup> can be sustainably implemented in co-creation with the

<sup>1</sup> <http://www.regieorgaan-sia.nl/content/RAAK-regeling>

<sup>2</sup> The Leidse proeftuin Zorg & Welzijn is a collaboration between TNO, Leyden Academy on

Vitality and Ageing, Leiden Institute of Brain and Cognition (LIBC), HL and the citizens of Leiden <http://www.deleidseproeftuin.nl/>

professionals and elderly representatives. FTE will be provided by physiotherapists and exercise therapists. FTE is developed to enhance physical capacity in elderly with sustainable effects in order to help them live independently at home for as long as possible. Although FTE was found to be effective and safe in a Randomised Controlled Trial, the practical implementation in a real-life situation continues to be troublesome. Therapists do not automatically supply this preventive programme, and elderly people do not automatically join the programme. The KNOP project focuses on implementing the FTE on a sustainable and cost effective basis, in close collaboration with students, tutors, physiotherapists / exercise therapists and elderly representatives.

### Practical elaboration

The full project will take two years divided into four semesters. Every year, six KNOP-teams will be included in the project. Each KNOP team contains two physiotherapists (representing two practices), two elderly representatives, four physiotherapy students and one tutor. New students will begin the project each semester. All in all, this a large and complicated project involving a total of: 12 practices, 24 physiotherapists, 24 elderly people and 96 physiotherapy

students. In the second year, the project will expand to the a more rural region in the north of the Netherlands (Groningen) including another 6 KNOP teams.

### Situation and lessons learned:

The third semester is currently underway. The lessons learned from the first semester have been gathered together in a report<sup>4</sup>.

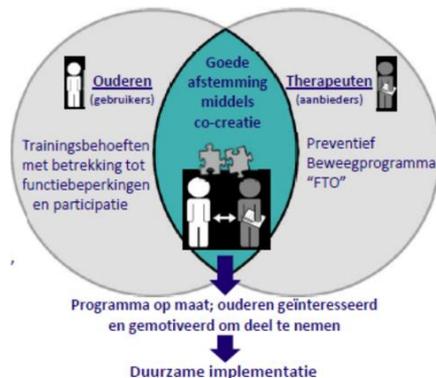
#### Two citations form the first semester

**Physiotherapists:** *'A lot is happening, you influence each other. I think it is a very nice way to be engaged with each other, complement each other and pick each other's ideas and based on this build furthered.'*

**Student:** *'The weakness of the elderly participants was that they were not joining the discussion optimally, despite the fact that their opinion is so important to reach optimal co-creation.'*

### Adjustments in the second year based on the lessons learned:

Not all of the groups participating in co-creation were not familiar co-creation. A factsheet has therefore been developed based in co-creation with the tutors and students.<sup>5</sup> The four tutors and four students involved participated in this process. Moreover, during the kick-off event for the second year a creative co-creation activity was obtained by answering the question 'How can FTO be a gift for the elderly people?' (see the picture). A meeting between the elderly participants with the title 'how to participate in a KNOP-teams' was arranged guided by a representative for the target group<sup>3</sup>.



<sup>3</sup> Ouderenberaad Zuid Holland Noord

**The big challenge of KNOP now is** how to gather and organise the information and acquired knowledge and communicate it to the field. In addition to a sustainable implementation of FTE in the participating practices, the improvement of knowledge of co-creation by Hogeschool Leiden and the participating students, three or four (international) papers will be published in 2017 on the topics: (1) design; (2) implementation; (3) effectiveness of FTE and (4) co-creation.

**Slow Innovation:** In addition to co-creation, another important term used in the project is ‘Slow Innovation’, Meaning a step-by-step learning track, including periodic evaluations, adjustments and trial and error.

**Relevant questions in relation to co-creation:**

- How can we use the results of our KNOP project to release relevant information / lessons for the field?
- What are the most relevant research questions?
- How can we measure the degree of co-creation in this project?<sup>6</sup>
- How can we involve co-creation in the future lectures for the students from Hogeschool Leiden?

**Relevant questions within the project:**

- At what moment do you work in co-creation with the target group?

**Figure:** structure of the KNOP project

- When do you involve the target group? For example do you invite de target group when discussing complex issues like a business model?
- Which techniques / methods do you use for co-creation?
- How do you select / find the perfect representative of the target group?

**Literature**

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