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chlamydia testing campaign

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Are you 15 to 24? Get your free self-test kit. Go to [www.freetest.me.uk](http://www.freetest.me.uk), call 0800 953 3399, or visit your local GP, pharmacy or sexual health clinic.

**Information**

Location:  
NHS Birmingham East and North  
Birmingham, United Kingdom, B7 4AA

Phone:  
0800 953 3399

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chlamydia testing campaign

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You have removed this advert. Why did you like it?

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## I'd like to explore the idea of co-creation

- What is co-created social marketing?
- What theoretical perspectives can inform it?
- How can we approach it in thoughtful ways?



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## What is co-creation?

*The process by which groups of people are helped to mobilise resources, and in other ways develop and implement strategies for reaching specific behavioural goals for a social good.*

Adapted from Minkler and Wallerstein, 2005



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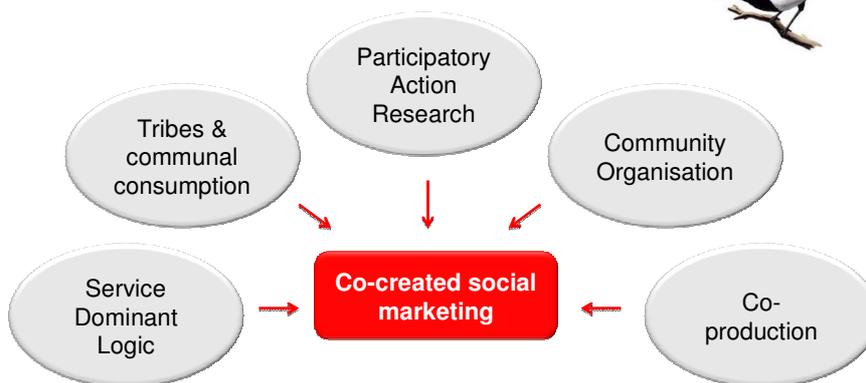
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## Domains to explore



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## Service Dominant Logic

- An alternative understanding of *value*:
- Value is a function of human experiences, and experiences come from interactions
- “Co-creation is the process by which mutual value is expanded together, where value to participating individuals is a function of their experiences” (Ramaswamy, 2011:195)



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Co-creation “supplants the  
exchange process” (Prahalad  
and Ramaswamy 2004:5)



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## Tribes & Communal Consumption

- “...*marketing not as a provider of products but as a partner in constructing community cultures.*” Firat and Dholakia (2006:141)
- A tribal approach to segmentation starts from the bottom up; naturally occurring groups (Cova and Shankar, forthcoming)

## Co-Production

- Emerged in the US, was developed by Edgar Cahn, a civil rights lawyer and speechwriter to Robert Kennedy.
- Decision-makers and citizens, or service providers and users, work together to create a decision or a service which works for them all

See [www.peopleandparticipation.net](http://www.peopleandparticipation.net)

## Participatory Action Research

- Critical paradigm: seeking to improve human welfare using methods of reflection and action (Murray & Ozanne 1991).
- Prioritises learning with and for disenfranchised or marginalised people
- Stakeholders participate in the inquiry at all stages (Ozanne & Saatcioglu, 2008; Fields *et al.*, 2008).
- Findings disseminated by and for participants.



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## Community Organisation

“...process by which community groups are helped to identify common problems or goals, mobilise resources, and in other ways develop and implement strategies for reaching the goals they have set” (Minkler and Wallerstein, 2005:26).



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## What can we conclude?

- Moving from a psychological to a sociological foundation
- Acknowledging the social as well as the rational
- Seeking holistic rather than specific insights



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## Approaches to co-creation

	Planning	Action	Development
Description	Task orientated	Building community competence	Building consensus
Typical goals	Integrated strategy	Empower	Influence one group
Assumptions	Complex barriers	People lack power or skills	Community supports change, barriers mainly individual
Change strategy	Fact gathering about problems, co-creation guided by experts	Crystallisation of underlying issues and organisation of people to act	Cross section of people involved in co-creating and implementing the intervention
Practitioner roles	Researcher and analyst, facilitator	Advocate, teacher of problem-solving skills, agitator	Catalyst, co-ordinator, provider of specific skills

(Adapted from Rothman and Tropman, 1987 and Minkler, 1990)



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## Things I've learnt

- Even proximate communities will create different interventions
- It isn't easy (in fact it's scary) to give up control of outcomes
- People will surprise you with their creativity and commitment
- Vital to plan for the long-term



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## I'd be interested in your views

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