

## Energying and empowering communities to design positive health and care services

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This paper presents a design-led, asset based approach (Morgan and Ziglio, 2007; Foot and Hopkins, 2010; GCPH, 2011) to community engagement (NICE, 2008) and co-design for person-centred health and care service development. Working in partnership, the Institute of Design Innovation at Glasgow School of Art and the Health and Social Care Alliance Scotland (The Alliance) are mapping and harnessing the assets of communities across Scotland to build an engaged community of co-designers to participate in an ambitious service development project. This collaboration is one strand of a project team that includes Government, health, social care, voluntary sector, academia, enterprise and industry partners. The 'Living it Up' project aims to develop a digitally enabled, thriving community of opportunities to support better health (using assistive technologies), wellbeing and active lifestyles in Scotland. Living it Up is co-funded by the Scottish Government and the Technology Strategy Board as part of the 'dallas' (Delivering Assistive Living Lifestyles At Scale) programme. The three-year project commenced in June 2012; currently initial service prototypes are being developed with the community.

Focusing on five diverse geographical areas, our research aims to uncover what the communities want to see and need as vital parts of the programme, how they can meaningfully get involved and how their own experiences can enhance the proposed outcomes. Methods include designing and delivering 'pop-up' community events in public spaces, targeting a range of individuals for semi-structured interviews and focus groups, co-design workshops, prototype testing and evaluation and an online forum.

By exploring individual assets within communities and across project partners

the team have been able to identify new ways of engaging with communities to utilise and expand 'what makes them good', challenging partners to 'think differently' and co-design services by harnessing the rich experiences of the individuals and communities who will benefit.

### References

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