



Good Practice on Co-Creation

Name/title of activity done in co-creation

HELLO How Are You - A national mental health promotion campaign

Name and Country of the entity leading/coordinating the co-creation activity

Mental Health Ireland

Contact details

Full name	Gina Delaney
Email address	gina@mentalhealthireland.ie
Phone number	0878353925

Context

This national mental health promotion campaign designed to encourage more meaningful conversations across Ireland on a specific day in the year, 15th May. The campaign provides messaging, resources, training and ideas for local communities to host events. It originated in Carlow 2015 from an idea of a similar campaign in Australia and became a national campaign in July 2021 after an extensive cocreation process.

Expected outcomes of the Hello, How Are You? Campaign

1. Greater awareness & understanding of mental health
2. Increased confidence in starting conversations about mental health
3. Normalising conversations about mental health in all settings
4. Better connections, combating loneliness
5. Increased signposting to services
6. A greater sense of community
7. Earlier help-seeking / help-finding

Overview of the activity

1. Ideation
<p>The campaign was brought to a national Mental Health Conference and then entered a co-creation process with representation from across society to ensure the campaign was reflective of as many people as possible. The goal of the campaign is to encourage more meaningful conversations across Ireland and to provide resources and opportunities for groups to host events on the same day each year.</p>
2. Design/development
<p>The co-creation group comprised experts by experience and experts by profession; people with lived experience of mental health challenges, family carers, supporters, staff representatives from Mental Health Ireland and other groups, minority and priority groups, and Mental Health Association volunteers. The group met both in in-person and online meetings monthly for the duration of the project development and afterwards to evaluate.</p>
3. Implementation
<p>The campaign rolled out across Ireland and was open to any group interested in being part. Development Officers supported partnerships with many organisations such as libraries, family resource centres, recovery colleges, mental health services, Mental Health Associations, etc.</p>
4. Evaluation
<p>An evaluation process was factored into the programme in order to:</p> <ul style="list-style-type: none">• Review campaign reach and success• Training content and attendance• Demonstrate the viability of running as an annual event.• Review the impact, challenges and benefits.• Make recommendations for future delivery <p>Evaluation Process</p> <p>1: Event organisers feedback</p> <p>2: Event participant/ attendee feedback</p> <p>3: Working group feedback</p> <p>All these were reviewed and compiled into the overall evaluation with recommendations.</p>

Good Practice Indicators¹

1. Where all relevant stakeholders involved in the co-creation process?

Did you succeed in involving all relevant stakeholders (please elaborate)? Which stakeholders were involved in the co-creation process and in what ways?

Fully implemented

The co-creation group comprised experts by experience and experts by profession; people with lived experience of mental health challenges, family carers, supporters, and staff representatives from Mental Health Ireland and other organisations, minority and priority groups and Mental Health Association volunteers.

2. Did participants represent diverse profiles within their stakeholder group?

For example, consider the diverse experiences and expertise of individuals facing mental health problems, as well as those of their families, supporters, service providers, and community members, and take into account factors such as age, gender, socio-economic background, religion, and more.

If yes, how did you ensure diversity and inclusiveness? If not, what were the reasons?

Fully implemented

We ensured that the group was reflective of a wide population in Ireland and invited this experience accordingly while developing and had input from the variety of perspectives. We sought representation that would bring an inclusivity to whole population approach to mental health promotion through existing groups and community organisations linked with Mental Health Ireland such as Mental Health Associations, Recovery Colleges, lived experience groups representing minority and priority groups also.

3. Were all resources needed for everyone's full engagement secured and allocated in a transparent way?

If yes, what types of supports were provided, and how were these resources managed? If not, what were the reasons?

Fully implemented

Members were invited from the beginning of the process to ensure equity. Terms of reference, agendas, and the project plan were agreed together as a group. All decisions were made in the group and resources developed by group members only certain tasks were outsourced such a printing resources. Where individuals needed extra support this was discussed to be as inclusive as possible.

¹ According to Mental Health Europe's Co-creation approach

4. Were participants aware of the expertise each was bringing?

If yes, how did the stakeholders' knowledge and skills contribute to the activity, and how was this expertise leveraged to support the co-creation process? If not, what were the reasons?

Fully implemented

Members of the group were selected due to their expertise across a wide range of areas as this was a whole population mental health campaign. This was expressed in the group forming stage where people were invited to introduce themselves and their interest in the work of the group. Everyone's opinions were invited and encouraged and through discussion a consensus was reached. Where there was disagreement on an action, the group worked towards a compromise or sought evidence to support the best outcome.

5. Did participants understand what co-creation is and how it works?

If yes, what measures were taken to ensure all participants had a clear understanding of co-creation and its process? If not, what were the reasons?

Fully implemented

In the group formation stage, the process of cocreation was discussed – how it works, why it is a way of working that we promote, and worked together to create the guidelines such as the terms of reference, agendas, project plan, etc. and we used the principles of cocreation and recovery throughout the process in how we interacted and reached decisions.

6. Was the focus and expected outcome of the piece of work/activity to be done in co-creation been jointly discussed and agreed upon?

If yes, what methodology was used to define the scope and expected outcomes? If not, what were the reasons?

Fully implemented

We applied a project management process of development to our co-creation, which is conducive to and supportive of cocreation, and brings clarity across all areas of the project such as leadership, accountability, expected outcomes, decision making, timeline, budgeting, etc. This supported us through all stages of the project, design, development, implementation and evaluation, making all decisions together through cocreation.

7. Was a written group agreement in place?

If yes, what was the process for establishing the modalities of collaboration, communication, and decision-making? If not, what were the reasons?

Fully implemented

Members were invited from the beginning of the process to ensure equity. A term of reference was cocreated to provide us with clarity on how we would work together, our agendas were designed together based on what we felt was important to progress at each meeting, and the project plan was agreed together as a group showing the aim, objectives, tasks, leadership, timeline and budget for each stage. Everyone's opinions were invited and encouraged and through discussion a consensus was reached. Where there was disagreement on an action, the group worked towards a compromise or sought evidence to support the best outcome.

8. Was there an action plan that outlined the steps involved in your co-created activity?

If yes, could you please elaborate on the process of formulating your action plan? If not, what were the reasons?

Fully implemented

The project plan was agreed together as a group showing the aim, objectives, tasks, leadership, timeline and budget for each stage of the project; design, development, implementation and evaluation. Everyone's opinions were invited and encouraged and through discussion a consensus was reached. Where there was disagreement on an action, the group worked towards a compromise or sought evidence to support the best outcome.

9. Were practical aspects, such as scheduling and accessibility, considered to accommodate everyone's circumstances and ensure their full participation?

If yes, in what manner were practical aspects considered to accommodate everyone's circumstances? If not, what were the reasons?

Fully implemented

The process began in person with an online option and after discussion and agreement the members agreed upon having in person and an online option also. This gave a choice of accessibility and convenience to members to ensure all accommodations could be made as required. Decisions were made collectively and inclusively.

10. Were all actors who were involved in co-creation able to contribute their perspective to the evaluation?

If yes, how did their insights enrich the evaluation process? If not, what were the reasons?

Fully implemented

Evaluation Co-Creation Process

- 1: Cocreation group agreed upon the evaluation process
- 2: Event organisers gave their feedback
- 3: Event participant/ attendee gave feedback
- 4: Working group gave feedback

5: Cocreation group reviewed data and agreed upon recommendations and next steps for the campaign.

11. Did you apply co-creation to evaluate a) your activity and b) the effectiveness and impact of the co-creation approach both in the short and long term?

If yes, what kind of process and tools did you use? If not, what were the reasons?

Fully implemented

An evaluation process was factored into the programme in order to:

- Review campaign reach and success
- Training content and attendance
- Demonstrate the viability of running as an annual event.
- Review the impact, challenges and benefits.
- Make recommendations for future delivery.

Evaluation Process

- 1: Event organisers feedback
- 2: Event participant/ attendee feedback
- 3: Working group feedback

All these were reviewed and compiled into the overall evaluation with recommendations.

Lessons Learned

Challenges:

- Decision making took a bit longer but it was an important part of the process and we gave it the time it needed.
- Pandemic meant we needed to move online but this was managed swiftly and effectively and supported by the wider team.
- The need for specific resources for particular populations was identified i.e. younger people, and those where English wasn't a first language.
- Funding limitations meant that merchandise and resources had to be capped while being distributed as widely as possible.

Supports:

- Lived experience was key to ensuring the campaign was truly reflective of a whole population.
- Having strong connections in local communities meant the campaign was taken up by groups and organisations that were able to hold successful events reaching a wide population such as libraries, resource centres, workplaces, schools, etc.
- Partnership working brought the best expertise from a variety of perspectives and organisations to benefit participants.