

CO-DESIGN WORKSHOP GUIDE

*The Barossa Co-op – Promoting healthy choices
in rural communities*

SA Healthy Towns Challenge



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HOMEWORK FOR STAFF: ask to take photos w phones in-stores/around The Co-op of items that could promote healthier choices.

PART 1: Introduction Duration: 5 minutes	Key Outcomes
<p><i>TO START WITH ALL PARTICIPANTS SIT AROUND ONE BIG TABLE</i></p> <p><i>BACKGROUND: “Thank you very much for agreeing to participate in this co-design workshop. My name is Svetlana and I am a researcher at UniSA. The Barossa Co-op in collaboration with UniSA researchers have recently won a grant from SA Health called Healthy Towns. The aim of this grant is to design and implement community-wide campaigns to promote healthy choices in the Barossa community.</i></p> <p><i>PURPOSE: The purpose of today’s workshop is for all of us to work together to generate ideas that would be most effective in reaching you, your family and friends. This is your chance to have a say. Tell us what works for you, what doesn’t and what you’d like to see in the future. So, we are interested in your honest opinions and past experiences as consumers, members of The Co-op and residents of Barossa. It is ok to have different opinions, in fact we welcome it in these co-design sessions, so please speak up.</i></p> <p><i>CONTEXT: The Co-op is keen to launch strategies within its stores and the shopping centre, so those locations will be the primary focus of our discussion: we have the shopping centre, the Foodland supermarket, Mitre 10 hardware store and garden centre, Sports Power (sports clothing and equipment store), homewares store, women & men fashion stores, Better Electrical store and a toy store. [POINT TO BIG CARDS WITH PHOTOS/LOGOS]</i></p> <p><i>Our workshop will run for approximately 90 minutes and will consist of four parts:</i></p> <ol style="list-style-type: none"> <i>1) First, we would ask you to express your personal views using the booklets in front of you;</i> <i>2) We then invite you to individually evaluate a series of past campaigns which have been developed specifically to influence healthier choices in the community;</i> 	<p>Inform participants of the purpose and nature of the study.</p> <p>Give a general background to the research project.</p> <p>Advise participants of ethical requirements.</p> <p>Set expectations for workshop outcomes.</p>



- 3) *We will then ask you to work in small groups to help us to develop NEW creative ideas that, in your opinion, could help you and people around you to make healthier choices.”*
- 4) *Finally, we will get each group to pitch us your campaign ideas for 2 minutes.*

Please help yourself to the drinks and nibbles provided.

ETHICS: This research has been given Ethics approval by University of South Australia. As part of the process, we need to tell you about your rights and how the data will be used:

- *There are no right or wrong answers, we are after a variety of unique opinions (not a consensus);*
- *We will be using audio recorders (and photos and video when you present your pitch) to make sure we don't miss any of your ideas.*
- *Naturally, given the public nature of group discussion, confidentiality and anonymity of the discussions and participation cannot be guaranteed.*
- *Nevertheless, we will do our best to protect your privacy. These recordings will only be used for research purposes and to create the campaign ideas for The Co-op. And the booklets you complete have no ID on them, we only collect generic demographic information. In other words, the information collected (booklets, audio, video) will be stored safely by the University, and not shared beyond the research team.*

Do you have any questions before we begin?

In front of you see information sheet that we ask you to read and then sign the Informed Consent Forms.

FACILITATORS GET PARTICIPANTS TO SIGN CONSENT FORMS & COLLECT



PART 2: Individual word tasks in BOOKLETS Duration: 10 minutes	Key Outcomes
<p>FACILITATORS TO ENSURE INDIVIDUAL BOOKLETS & COLOURED PENS ARE DISTRIBUTED TO ALL PARTICIPANTS</p> <p><i>“Ok, we are going to start with a couple of activities to help us all warm up, and to stimulate our thinking. Please open the booklets in front of you.”</i></p> <p><i>The first thing we are going to do is show you some different words. We want you to write down the first thing that comes to your mind for each word. We don’t want you to think too much about it, just whatever pops into your head first. Remember there aren’t any right or wrong answers we are really interested in what YOU think.</i></p> <p>[The words are: healthy choices, being active, healthy habits, food, exercises, wellbeing, lifestyle programs, local, the co-op, convenient, fresh]</p> <p><i>When you finish this task, the next task on the next page is to complete unfinished sentences with whatever ideas first come to mind.</i></p> <p>[The sentences are: For me, a good day is... I am happiest when ... Healthy living for me is... To eat healthily I... I try to be active by... For me, healthy lifestyle looks like... I need to make healthier choices because... It takes too much time to... It is hard to...]</p> <p>TO BREAK THE SILENCE, DO A QUICK DISCUSSION AROUND THE ONE BIG TABLE ABOUT WHICH TASKS WERE HARD AND WHICH EASY – GOING THROUGH KEY QUESTIONS (MOTIVATIONS, BARRIERS, TIPS TO MAKE HEALTHY CHOICES – WHAT WORKED/DID NOT)</p>	<p>To understand participants’ language in their own words, as well as their views and opinions on healthy choices</p> <p>To identify possible behaviours related to healthy choices</p> <p>Identify individual-level barriers & motivators</p>



PART 3: Individual evaluation of past campaigns in BOOKLETS Duration: 10 minutes	Key Outcomes
<p><i>“And, now we would like to move to the next task. In your booklets you will find example of some past campaigns or programs that promoted healthy choices. Each page is one campaign with a particular theme written at the top. So, take a few minutes by yourself to review each campaign and using colours pens and the smiley, neutral or sad faces near each idea – please circle which one reflects your feeling about each idea. Don’t think too much – we are after your first impression. If you have any other comments about each idea, please use the coloured pens to write on the white margins. Make sure to go through every page.</i></p> <p><i>On the last page, please complete your demographic questions, as we said before – this is for an aggregated level analysis only – your opinions will remain anonymous.”</i></p> <p><i>[LAST PAGE OF BOOKLET: GENDER, AGE, IF MEMBER OF CO-OP, HOW LONG MEMBER, N OF PEOPLE IN HOUSEHOLD, N OF CHILDREN].</i></p> <p>FACILITATORS TO COLLECT INDIVIDUAL BOOKLETS + PROVIDE NEW SETS OF PAST CAMPAIGN PROMPTS FOR EACH TABLE</p> <p>NOW DIVIDE ALL PARTICIPANTS INTO SMALLER GROUPS – SEPARATE OUT PEOPLE WHO HAVE PRIOR RELATIONSHIPS (IE HUSBAND/WIFE), GROUPS OF 2-3 WORK REALLY WELL</p> <ul style="list-style-type: none"> • When designing booklets – capitalise 1 most telling word – consumers will use that word when writing like/dislike on their posters. 	<p>To obtain individual first impression on:</p> <ul style="list-style-type: none"> different campaigns and themes; and individual elements of those campaigns <p>To make participants’ aware of what constitutes healthier choices/behaviours</p> <p>To demonstrate a broad range of tools and techniques and context that could be used</p>



PART 4: Small Groups evaluation of past campaigns Duration: 20 minutes	Key Outcomes
<p>FACILITATORS: ENSURE NUMBERED RECORDING DEVICES ARE ON EACH TABLE</p> <p>DISTRIBUTE BUTCHER PAPER #1 WITH 2 COLUMNS LABELLED 'LIKE', 'NEUTRAL' 'DISLIKE' (MIRROR THE 'FACES')</p> <p><i>"We now would like you to discuss in your groups what you liked or disliked in the past campaigns. Please write down in two columns of your butcher paper the ideas you liked and disliked and why you put each idea in those columns.</i></p> <p>FACILITATORS TO PROMPT FOR REASONS FOR LIKING/DISLIKING SPECIFICALLY:</p> <p>Have you used any of these ideas before, may be when you and your family have decided to be healthier? Which ideas worked for you? Which not? Why?</p> <p>What motivated you to make healthier choices?</p> <p>What stopped you from doing that? What were the main barriers?"</p> <p>THEN ASK TO INDICATE WHICH IDEAS WOULD BE A GOOD FIT FOR THE CO-OP</p> <p>*if participants have too many 'like' ideas – ask them to add 'stars' next to those they really like.</p>	<p>To initiate small group dynamic and collaborative thinking& writing</p> <p>To understand the target group's opinions on past interventions – what they liked/dislikes and why.</p> <p>Start facilitating ideas of how past campaigns could be improved.</p>



PART 5: Small Group generation of new ideas + 2-min pitch Duration: 30 minutes	Key Outcomes
<p>DISTRIBUTE BUTCHER PAPER #2, PRE-LABELLED WITH: name of campaign, logo, which Co-op store it relates to; main ideas]</p> <p>DISTRIBUTE COLOURED PENS, BLUE TAGS, SCISSORS, CLEAN PAST CAMPAIGN CARDS, OTHER CARDS WITH STORE NAMES, HOLIDAY CALENDAR ETC.</p> <p><i>“Now we would like you to develop new ideas within your teams which you think could help consumers in your community to make healthier choices. Please use the butcher’s paper and any coloured poster notes, pens, and images provided to create a visual concept for your idea.</i></p> <p><i>In about 20 minutes we will ask each group to present 2-minute group pitch explaining your concept”.</i></p> <p><i>If you need more inspiration, please feel free to walk to the window and look down at the supermarket – it will give you ideas of what is possible in this space.”</i></p> <p>FOR 2-MIN PITCH USE VIDEO RECORDING AND TAKE PHOTOS</p>	<p>Generate innovative user-generated ideas on effective strategies which may be incorporated into future campaigns</p>
PART 6: Closing and thank you Duration: 5 minutes	Key Outcomes
<ul style="list-style-type: none"> • Inform participants that it is the end of the workshop and thank them for their time and input. • State that as this is university research, it is carried out in compliance with the ethical guidelines and requirements provided in the Informed Consent Form and will only be used for campaign design and research purposes. • Remind them that you are from UniSA. Advise if any queries, contact details are in the Informed Consent Form. • Ask for any final comments? • Issue Incentives. 	<p>Finalise the discussion/end team work.</p>

