

Designing public engagement activities

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A few guidelines

- ❑ Use the **chat for questions** or **comments**
- ❑ **Thumbs up** means you're OK!
- ❑ Have **post-its and scrap paper** at hand
- ❑ **Expect breakout rooms**
- ❑ Be **fully present** - close other tabs, emails, etc
- ❑ Build on each other's ideas. 'Yes... and....'

Check-in

30 seconds to think, then write in a single line into the **chat box**:

- 1) Your name
- 2) One word you associate with 'public engagement'
- 3) One word you associate with 'design'

E.g. [Juan, talking, structure]

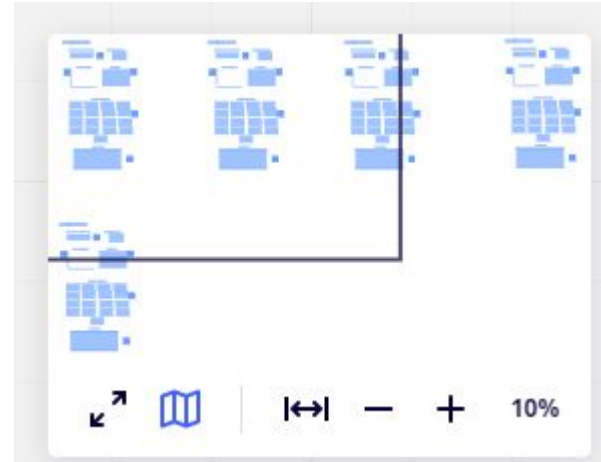
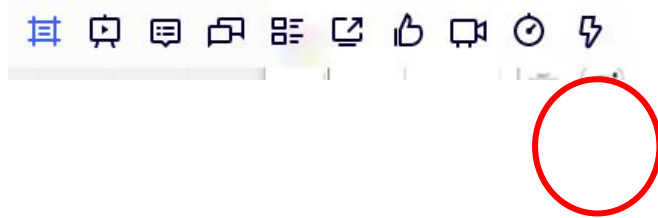
Today's intention

- ❑ Use a **design approach** to develop public engagement ideas
- ❑ **Discover** a wide range of approaches to public engagement
- ❑ Exchange and **stress test your ideas** with fellow scholars

Outcome: you will take away concrete ideas for **how** to develop public engagement ideas.

Let's get logged on to our workspace

1. Open the Miro board in the link provided.
2. Familiarise yourself with the navigation options (see demo)



Ice-breaker (5 minutes)

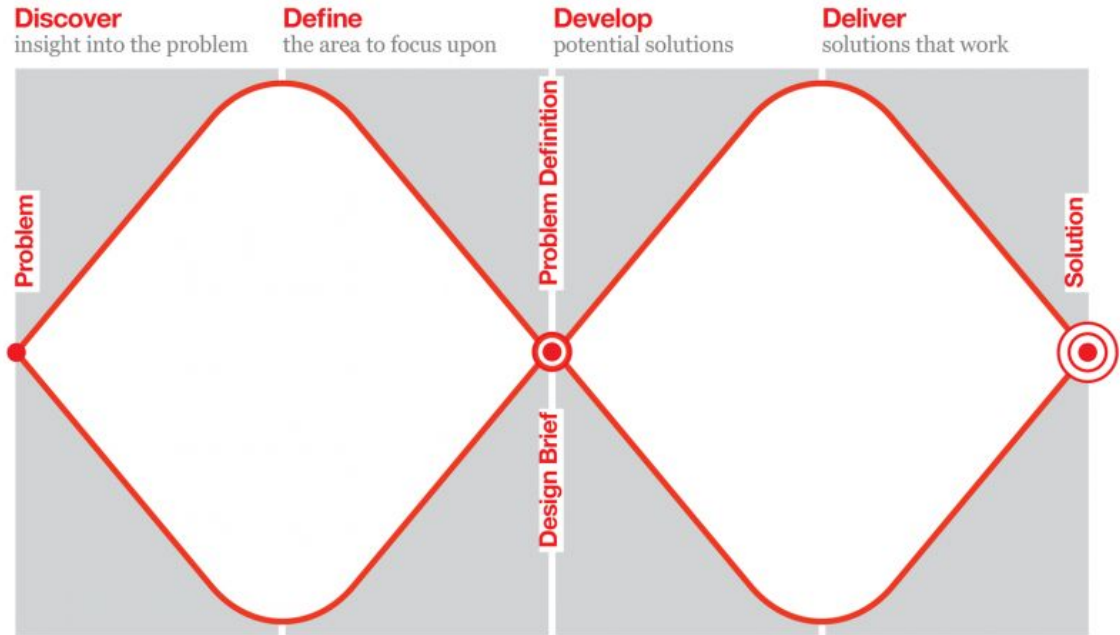
Joint venture

[INSTRUCTIONS]

1. Accept the breakout room, and find the workspace corresponding to your breakout room.
2. Briefly introduce yourself to the other person in your pair.
3. Choose an SDG you could both work on together
4. On a post-it write the specific issue you can address together which takes advantage of your expertise

You only have 5 minutes, be prepared to present back

How we'll (roughly) approach the challenge today



“Co-design”

Design Council double-diamond

Also worth keeping in the back of your mind.

Three principles for public engagement.

- ★ **A clearly defined public**
- ★ **Method appropriate to the purpose + public**
- ★ **Use of evaluation**

1 - Discover - *root cause analysis*

Individually, write down at the top of of your paper the issue you identified as a pair. Then ask yourself why 5 times.

“Africa’s youth are not taking up agriculture”

...why is *that* happening?

...and why is *that* happening?

...and why is *that* happening?

..and why is *that* happening?

Keep this for later, feel free to share in the
chat box

Example. Africa's food security is at risk (the problem)

...(partly) because there isn't enough food to feed a rapidly growing population.

...(partly) because agriculture is lagging behind.

...because there aren't enough farmers, farmers are an aging population.

..because young people aren't taking up farming as a career. (root cause?)

Do it again! If you think you can get to an even more specific root cause run the analysis again starting with your last sentence.

Example. The vehicle will not start. (the problem)



Why? – The battery is dead. (First why)

Why? – The alternator is not functioning. (Second why)

Why? - The alternator belt has broken. (Third why)

Why? – The alternator belt was well beyond its useful service life and not replaced. (Fourth why)

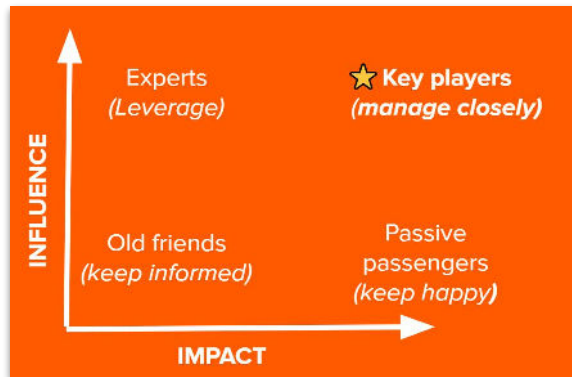
Why? – The vehicle was not maintained according to the recommended service schedule. (Fifth why, a root cause)

1 - Discover - *root cause analysis*

- You may have to do this several times
- It can challenge your assumptions about what you thought was causing the problem
- You can choose to address a problem at different levels
- We'd obviously need more data and research, but it's a starting point.

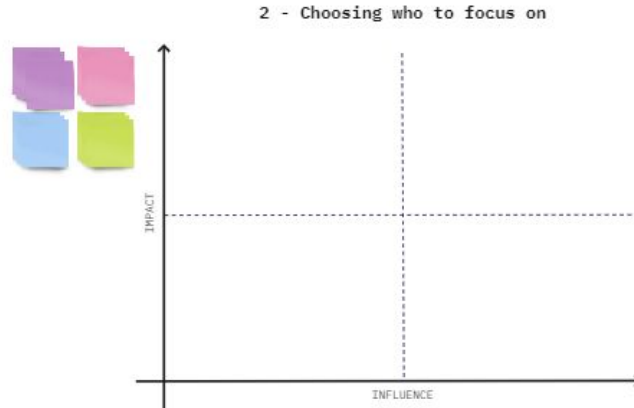
1 -Discover- *stakeholder analysis*

- You then need to choose **someone** to focus your public engagement efforts on.
- Today you'll have to decide quickly with your pair who to focus on.
- However you would usually need to do an analysis, to identify the person where you can make the biggest difference.

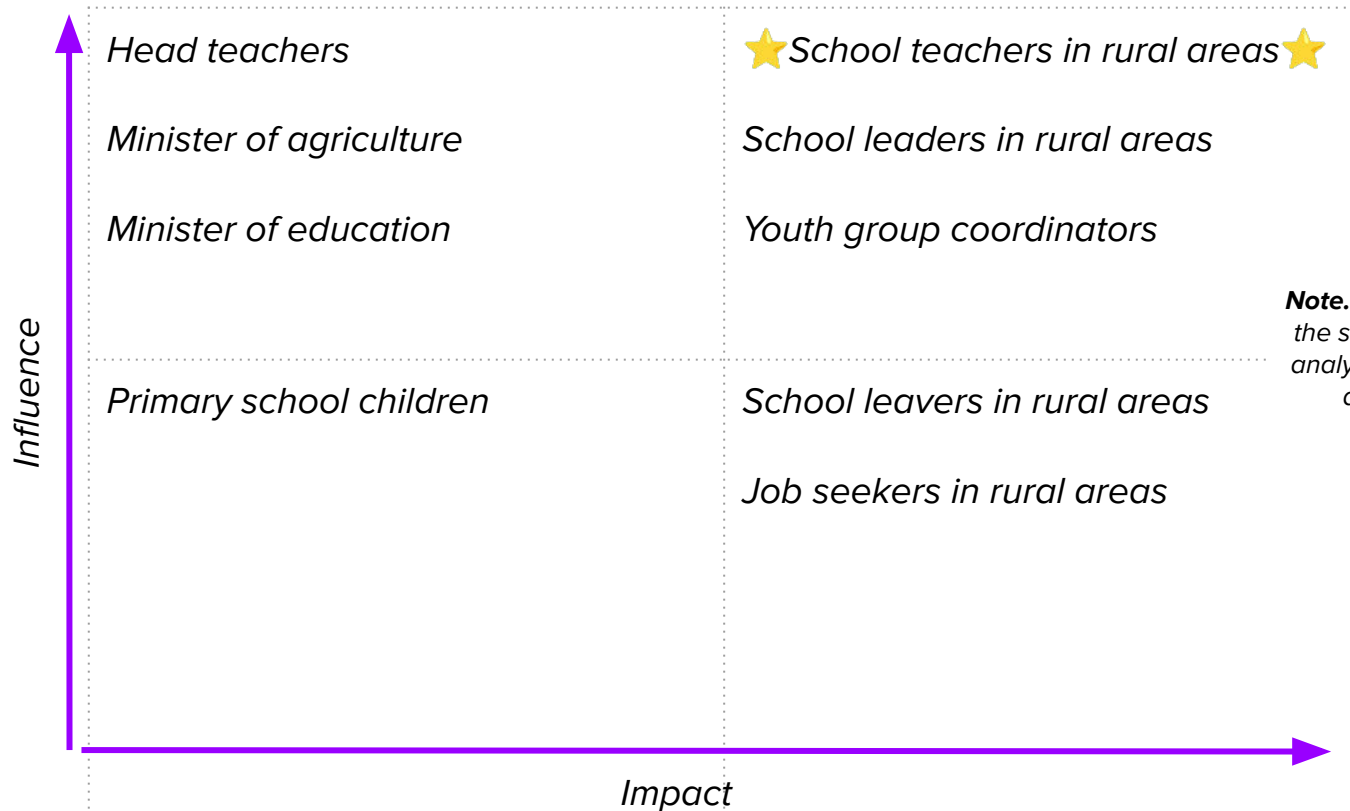


1 -Discover- *stakeholder analysis*

- Go back to your Miro board workspace
- Go to the stakeholder mapping part of your canvas.
- Add post-it (one stakeholder/post-it) to the canvas, and at the end of the exercise agree on who you will focus your public engagement efforts.



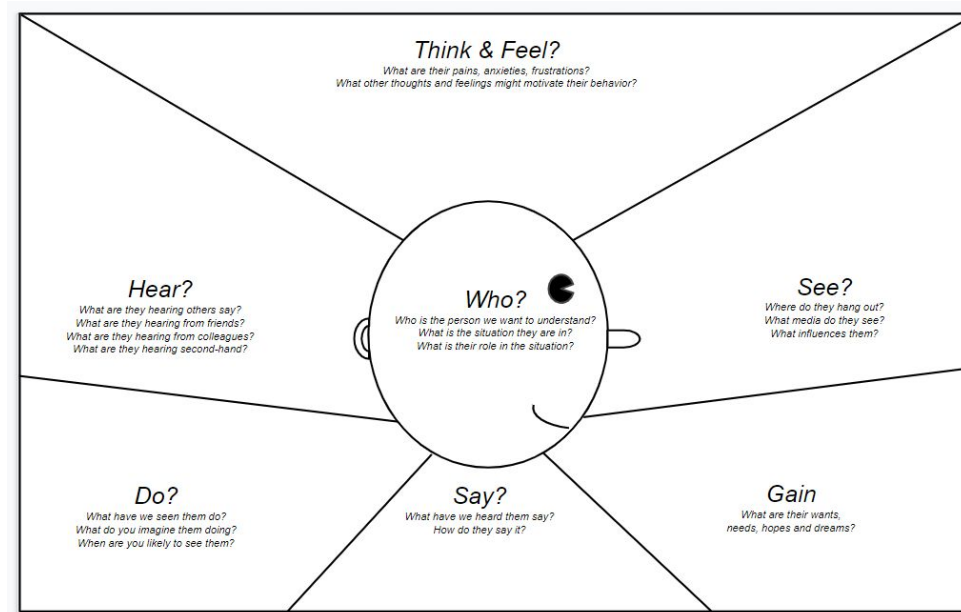
Example stakeholder analysis for: “because young people aren’t taking up farming as a career.”



Note. this analysis is specifically for the statement from the root cause analysis, it works best when it's for a concrete, specific issue.

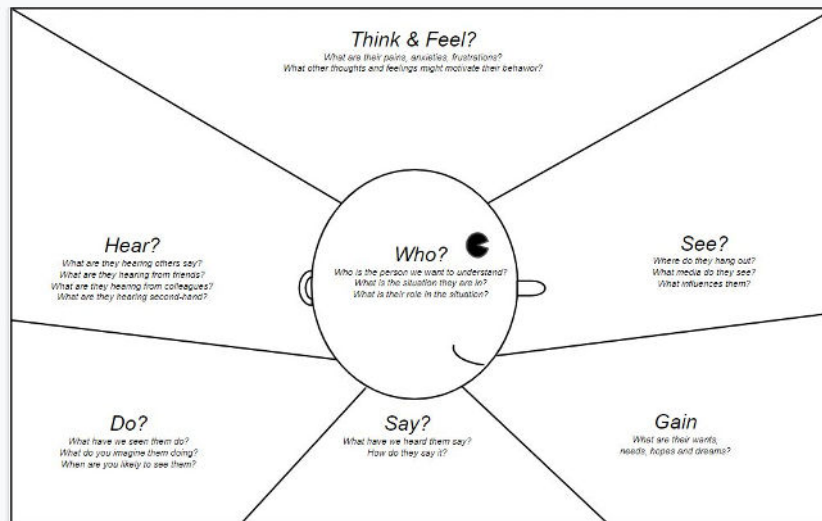
1 -Discover- *empathy map*

- Before developing ideas for how to engage your target audience, we need to *empathise* with who they are. This will lead to better solutions that speak to **your root cause**



1 -Discover- *empathy map*

- Together work through the empathy map for the chosen individual.
- Use the post-its to answer the prompt questions.

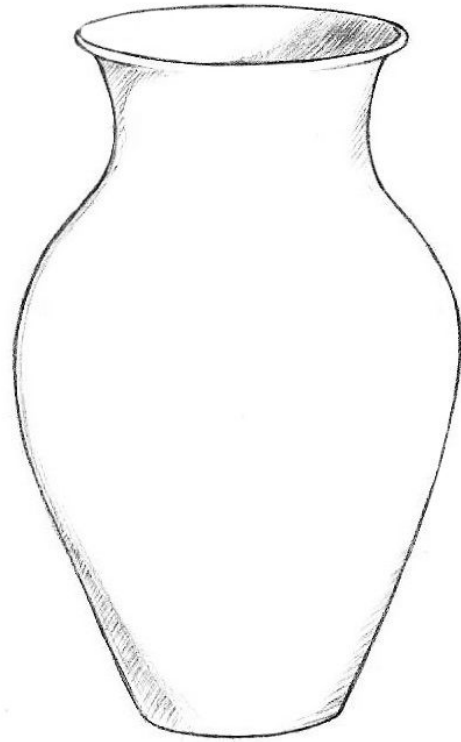


Break - 5 minutes

How might we display a bouquet of flowers?

(2 minutes)







How might we...






How might we...

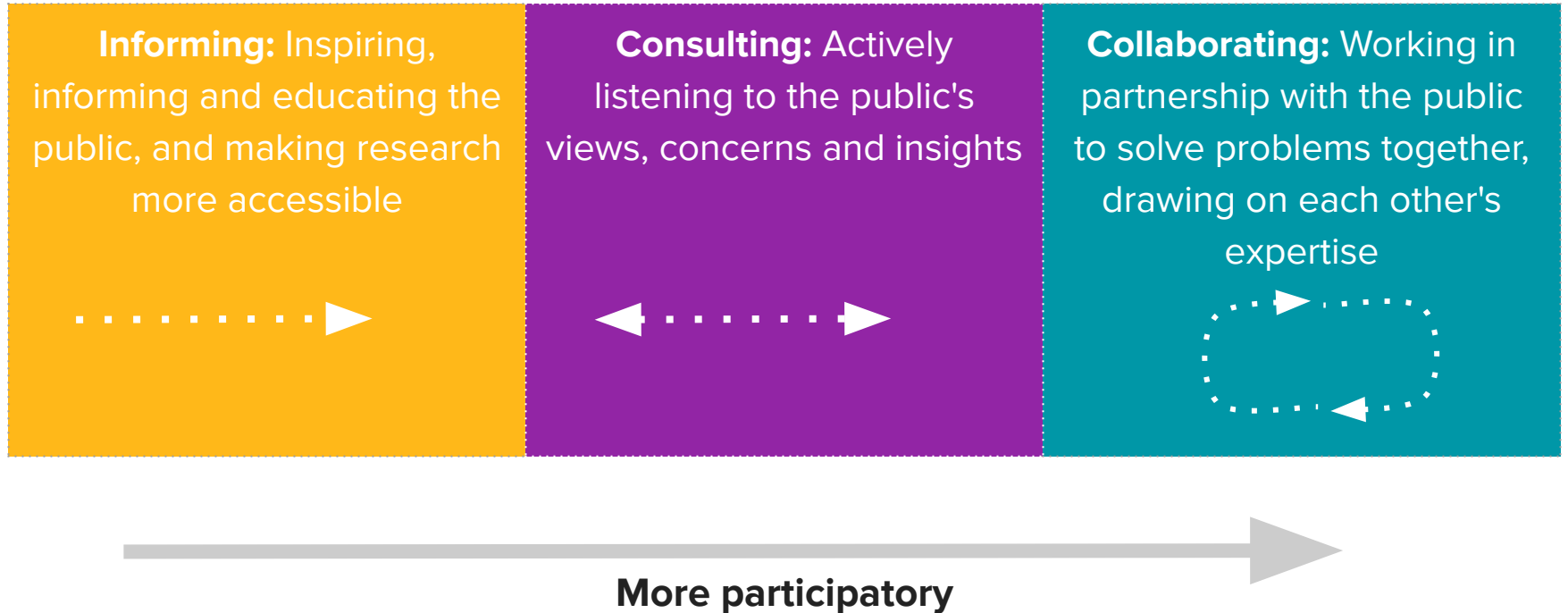
Public engagement - a reminder before developing ideas

- ★ A clearly defined public
- ★ Method appropriate to the purpose + public
- ★ Use of evaluation

Public engagement - many frameworks out there

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

2. Define/develop



Inspirational talks - from relatable role models

Many studies have shown that talks from **relatable role models** can influence young people's behaviour.

E.g. Over the course of the three years of an intervention, students from Bristol University went out to give a talk to pupils in local schools and college. The Behavioural Insights Team found a significant increase in the rate of young people applying for and subsequently accepting offers from selective universities

Interactive online engagement

Apps and software can be used to engage citizens in interesting ways. For example treetalk.co.uk generates walking 'tree walking' tours of London based on the users location. It uses data from the Greater London Authority and uses technology to create short walking routes with interesting trees to see on the way, thereby engaging users with their local nature.

This type of an approach can generate public engagement and consultation through asking people to consider and explore their local area and provide feedback and suggestions.

Forming communities of practice

The project Older People as Co-Researchers involved older people as co-investigators leading a study designed to improve the quality of life in low-income communities and to develop neighbourhoods responsive to the needs of people as they grow older.

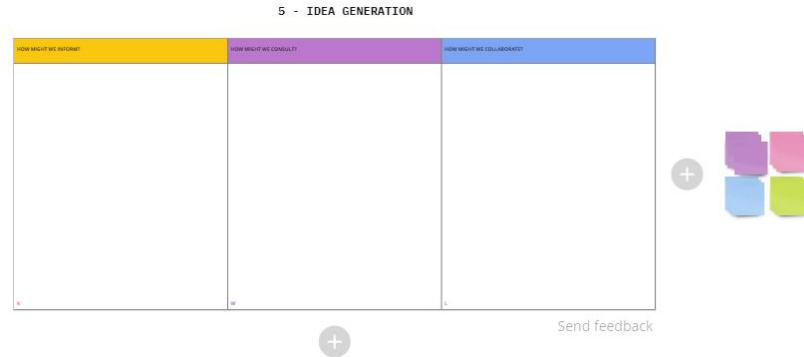
2 - Define/develop - *possible methods*

1. **Individually**, spend 5 minutes scanning the approach cards in section 4 of the canvas. Read the ones that jump out at you. Which methods could you use?
2. Note down which ones you think are appropriate for your **audience** and **root cause** of the problem you're trying to address. Or drag them down to the idea generation section at the bottom of your canvas.
3. *Consider: how might you adapt them to your purposes?*



2 - Develop ideas together










1. **In breakout groups**, share your ideas for how to engage your target user.
2. Combine/refine ideas with post-its on the Mural in the final section, making use of your respective expertise/
3. What does this public engagement idea look like if it's to:
 - a. Inform
 - b. Consult
 - c. Collaborate?



THE APPROACH

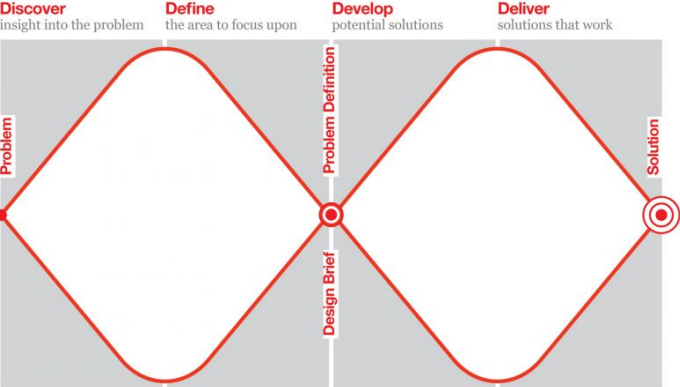
THE NORMAL RULE

BENDING, BREAKING & STRETCHING THE RULE

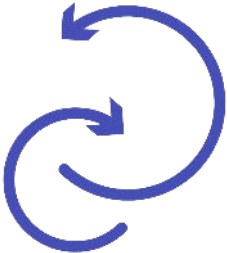
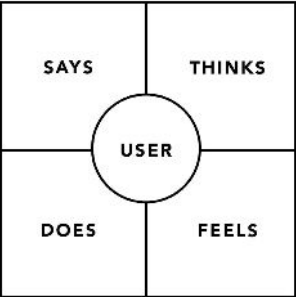
 Inversion	Turn common practice upside down	Doctors treat patients	What if patients became doctors?
 Integration	Integrate offer with other offers	People access a range of services in different locations	What if different local services had one point of access?
 Extension	Extend the offer	Schools provide learning opportunities to children and young people during the day	What if schools also offered sport and recreation and community learning provision out of hours?
 Differentiation	Segment the offer	There is a 'one size fits all' approach	What if a service was personalised and differently segmented?
 Addition	Add a new element	Supermarkets deliver groceries	What if supermarkets delivered groceries and also provided hot meals to older people in their homes?
 Subtraction	Take something away	Prisons are critical to an effective criminal justice system	What if you had to close three prisons?
 Translation	Translate a practice associated with another field	Hospitals and airports are different kinds of operations	What if airport management practices were applied to hospitals?
 Grafting	Graft on an element of practice from another field	Teaching and coaching are separate practices.	What if coaching were introduced as part of secondary school education?
 Exaggeration	Push something to its most extreme expression	Schools support children and young people to learn, but only within designated times and in a designated space	What if students could access learning, anytime and anywhere they chose?

Feedback from (some) groups

Final reflections



EMPATHY MAP



Check-out



Stay in touch

@jdcasasbuenas (Twitter)