



**SCHOOL:  
OF DESIGN  
THE GLASGOW  
SCHOOL: OF ART**



## **A Little Birdie Told Us...**

**Community Engagement events**

**Living it Up**

**October 2012**

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## **Introduction**

The [Health and Social Care Alliance Scotland](#) (The ALLIANCE – formerly the Long Term Conditions Alliance Scotland) and the School of Design at [Glasgow School of Art](#) (GSA) have been contracted to work in partnership to use their collective experience of community engagement and communication to support the development and delivery of the DALLAS Programme in Scotland.

The partnership recognised that the captured views of individuals, carers and communities would actively influence and shape the design and implementation of the programme throughout and beyond its lifespan.

## **Background**

### **DALLAS – Delivering Assisted Living Lifestyles at Scale**

The DALLAS programme is a [Technology Strategy Board](#) competition which has established 4 communities of 10,000 people or more across the UK to show how assisted living technologies and services can be used to promote well-being and provide top quality health and care, enabling people to live independently. The aim of the identified communities is to open new markets in social innovation, service innovation and wellness, enabled by technology.

The Technology Strategy Board has identified that Scotland is one of the DALLAS communities.

A total investment of up to £23 million is being made in the UK-wide DALLAS programme – Delivering Assisted Living Lifestyles at Scale. This comprises an £18m investment by the Technology Strategy Board and the National Institute for Health Research, with a further £5m contribution from the Scottish Government, Highlands and Islands Enterprise and Scottish Enterprise.

### **DALLAS in Scotland – Living it Up**

The DALLAS Partnership in Scotland has been given the name 'Living it Up' and aims to

- promote an intelligent, effective, relational model of care within which people are supported to be happy, valued and safe
- co-enable wellbeing and health at individual, organisational and community levels across the 'circles of care' model
- create collaboration between service providers, businesses and creative industries to convert human insights into innovative products, interactions and services.

The 5 **target populations** for Living it Up have been identified as;

- A. General population (family and friends)**
- B. Active and generally healthy people aged 50–75**
- C. People aged 50-75 with/or at risk of havin long term health and care issues**
- D. People aged 75+ with existing LTCs/frailties/social isolation**
- E. Formal service providers (statutory, voluntary and independent)**

The following table identifies the percentage spread of these groups and recruitment targets per area;

			Lothian	Highland	Forth Valley	Moray	Western Isles
Recruitment target	%		49%	24%	19%	6%	2%
Age group 50+		550,000	269,500	132,000	104,500	33,000	11,000
Target size 10% of 50+	10%	<b>55,000</b>	<b>26,950</b>	<b>13,200</b>	<b>10,450</b>	<b>3,300</b>	<b>1,100</b>
Subgroups							
A	15%	<b>8,250</b>	<b>4,043</b>	<b>1,980</b>	<b>1,568</b>	<b>495</b>	<b>165</b>
B	20%	<b>11,000</b>	<b>5,390</b>	<b>2,640</b>	<b>2,090</b>	<b>660</b>	<b>220</b>
C	25%	<b>13,750</b>	<b>6,738</b>	<b>3,300</b>	<b>2,613</b>	<b>825</b>	<b>275</b>
D	25%	<b>13,750</b>	<b>6,738</b>	<b>3,300</b>	<b>2,613</b>	<b>825</b>	<b>275</b>
E	15%	<b>8,250</b>	<b>4,043</b>	<b>1,980</b>	<b>1,568</b>	<b>495</b>	<b>165</b>
<b>Total</b>	<b>100</b>	<b>55,000</b>	<b>26,950</b>	<b>13,200</b>	<b>10,450</b>	<b>3,300</b>	<b>1,100</b>

The **Living it Up Partners** are;

<b>NHS24</b> (lead)	NHS Lothian	Illumina	Glasgow School of Art	STV
NHS Forth Valley & Social Care prt	Scottish Enterprise	Highlands and Islands Enterprise	Health & Social Care Alliance Scotland	O2
Western Isles CHSCP	Vodafone	Maverick TV	Carers Scotland	Intrelate
NHS Highland	Scottish Government	Looking Local	Ernst & Young	Sitekit
Moray CHSCP	Intersystems	Andago	Philips	ATOS

## **Social lifestyles**

Social innovation and lifestyles will be foregrounded, realising that an individual's independence and wellbeing is predicated on 'interdependence' – that is, positive and supportive relationships with others in a network of connections.

- 'Living it Up' will ensure that individuals will have the means to create and sustain relationships with family, friends, neighbours, local communities and care professionals in ways that are meaningful to them and that support independence and wellbeing.
- 'Living it Up' will also enable social innovation opportunities by scaling the connectivity across communities to local, regional and distributed areas.
- 'Living it Up' places the person firmly in the centre, nurturing and fulfilling their social, intellectual, health and personal interests over time, while acknowledging that responsibility for care is shared and dynamic.
- 'Living it Up' will create a menu of scaleable, individually customisable 'pick & mix' options which will be people-focused - available and accessible from the home, local community (via mobile devices, library, shops, chemists) or on the move.
- Consumer designed products e.g. mobile phones, television, will be used as the reference for both design quality and familiarity of interface/device to ensure choice, inclusion and desirability.

## **Creativity and design**

To ensure maximum benefit for all stakeholders, 'Living it Up' has embraced participatory design processes, creatively engaging users, carers, professionals, businesses and technologists in community events, opportunity identification activities, and product and service design. This ensures optimum understanding of needs, promotes inclusion, maximises expertise, and enables scalable innovation.

Solutions will be designed to fit the lifestyles of the users - in their homes, communities or organisations - and will be attractive, usable and appropriate - akin to the design quality and ease-of-use of consumer lifestyle products.

This approach will create potential for industries to develop innovative products and markets that are non sector specific, will apply to a mix of lifestyles and contexts, and create global business opportunities.

# Community Engagement and A Little Birdie Told Us



## Background

This series of community engagement events and sessions builds upon the work carried out previously by the Community Engagement Team (Glasgow School of Art, Long Term Conditions Alliance Scotland – now known as the Health and Social Care Alliance Scotland – and Carers Scotland) for Living it Up, and based around 'Hidden Talents'.

The details of the 'Hidden Talents' work can be found in the separate companion report 'What's Your Hidden Talent' from March 2012.

**Phase One** of the Community Engagement process was planned to run from June to November 2012, focusing on gathering information that will inform the prototyping phase for Living it Up. The insights gathered during this time give a flavour and impression of the values and expertise within communities that already exist and will need to be developed to support the notion of a 'life worth living'.

We planned an initial series of

- five 'pop-up' community engagement sessions (one in each geographical areas of Living it Up – Lothian, Forth Valley, Western Isles, Highland and Moray) in Phase One
- one-to-one in depth interviews with a target of 10 local people in each area
- focus groups with professionals, carers and member of the public

These activities were aimed at

- community minded people who may become co-designers, champions or members
- insights about what people value and need from their community

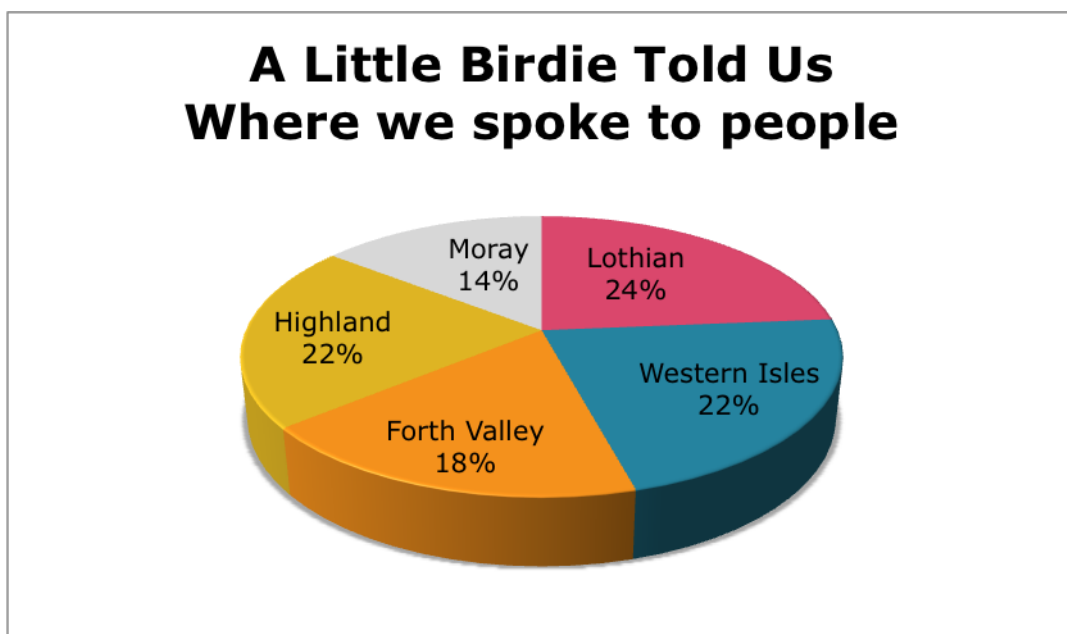
- acknowledging and respecting existing community resources and champions
- beginning to map out local community assets and services valued by the community
- exploring possibilities for the Living it Up 'Menu of Options'
- exploring ways in which people share information, resources and services within their communities, or would like to

### 'Pop-up' community engagement events

Five initial 'pop-up' events engaged with the general public in a number of diverse and busy locations;

- **Lothian** - Edinburgh Royal Infirmary
- **Western Isles** - Western Isles Hospital, Stornoway; Stornoway Leisure Centre; An Lanntair Arts Centre
- **Highland** - Mid Argyll Community Hospital, Lochgilphead
- **Forth Valley** - Forth Valley Royal Hospital, Larbert
- **Moray** - St Giles Shopping Centre, Elgin

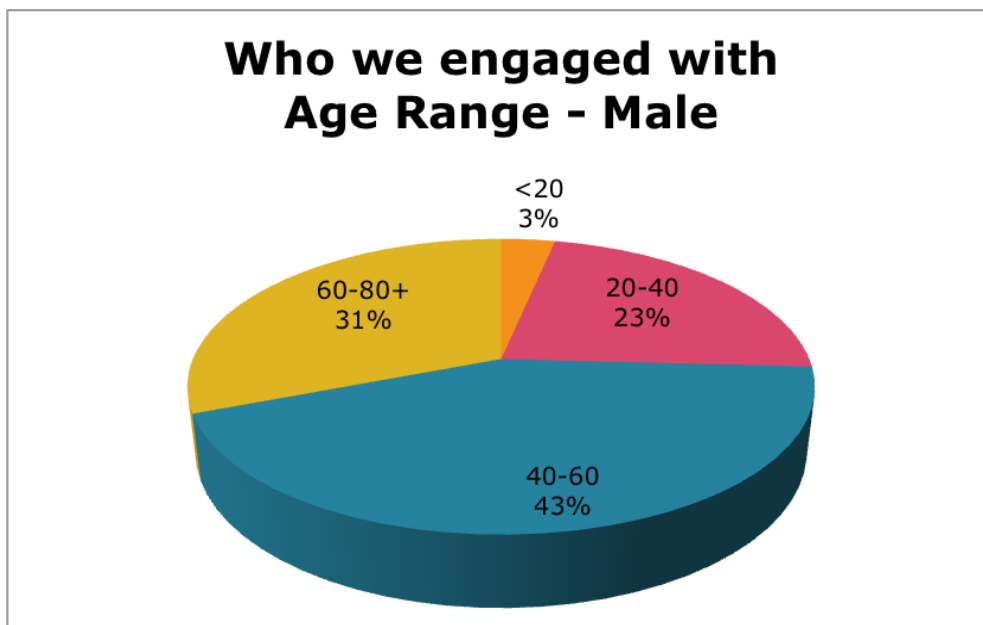
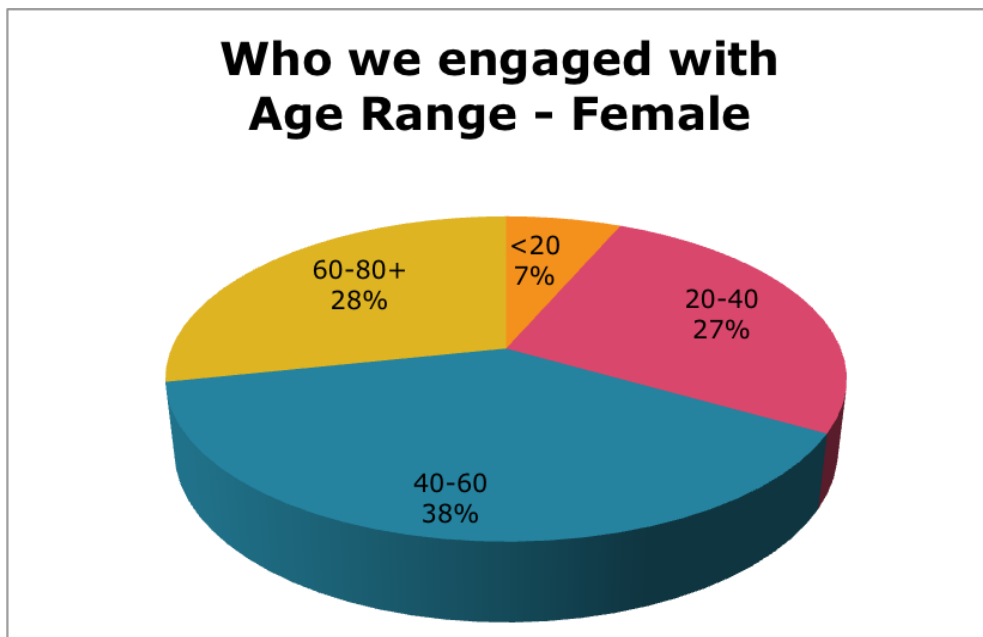
We spoke to **532** people across the five locations;



The aim of the sessions was to reveal 'assets' in the community and understand what services, support and people are valued most locally.

The events were deliberately designed to avoid explicit reference to technology, to avoid any potential barriers to engagement such as aversion to or lack of understanding of new technologies.

The following charts shows the breakdown of ages and gender of people that we spoke to;



The participants were asked to let us know who they would like to say 'thanks' to locally for making their community special – a person or an organisation. We explained that we would then contact



them and pass on the 'thanks', either by naming the person who said 'thanks' or by saying 'A Little Birdie Told Us that you make the community special by...'. This allowed us to create a database of community assets, organisations, services and individuals to engage further in with Living it Up.

The participants were invited to write their contributions on postcards and post them in a freestanding birdhouse (see figures 1, 2 and 3).



Figure 1: A Little Birdie postcards to record participants 'thanks' and details We also asked people if they would like to stay connected to the project, and if so we noted down their contact details. Some participants preferred to take away the postcards and deliver them themselves, we provided our contact details, website and Twitter account to allow people to contact us.



Figure 2: posting cards in birdhouse



Figure 3: pop-up stand and birdhouse

The participants were rewarded with a sticker (figure 4) and a pen before the purpose of the exercise was explained.



Figure 4: stickers given to participants

Additionally, participants were invited to have their photograph taken posting their card.



Figure 5: participants posting thank you cards

## **One-to-one in depth Interviews**

We conducted a series of one-to-one interviews, each lasting between 45 and 60 minutes, with people in each Living it Up area. We aimed to conduct around 10 interviews in each area. Interviews were recorded by dictaphone, and then transcribed.

Participants were given a brief introduction to the Living it Up project as background and were then asked a series of questions designed to uncover their thoughts and experiences relating to Health & Wellbeing and Technology.

Each question was followed up by additional questions depending on the answer given, in an agile and fluid way.

Health and Wellbeing

- **Where do you find out about your health?**
- **Who inspires you to be healthy?**
- **Who do you inspire?**
- **Can you think of someone who would benefit from inspiration?**
- **Are there any aspects of your own health that you track?**

Technology

- **Is Technology part of your life?**
- **If yes, what does it help you to do? If no, why not and what could it help you do?**
- **Are there any technologies that you would like to use?**

The final part of the interview consisted of participants being shown a short film created specifically for the interviews showing five fictional characters (based on real people that we had engaged with during the community engagement sessions), one from each target population group, all discussing a possible Living it Up service of the future and how it had been of benefit to them.

Participants were then asked

- **Would you use this service?**
- **What would you use it for?**
- **What devices would you use it on?**

## **Focus Groups**

We conducted two initial focus groups – one with a group of professionals in Lothian and one with a group of carers in Highland – where we used the format and questions of the one-to-one interviews to facilitate discussion.

## Learning from the events

### A Little Birdie Told Us... 'Pop-up' Community Events

The 'pop-up' events were each held in very different locations, in terms of geography and footfall. Each location proved to be popular with many curious people stopping to speak, and overwhelmingly people responded well to being asked positive questions.

**"...You need a caring community, that's what I have, you know, and I do what I can with what I've got. I cut the grass for neighbours and I do shopping when it needs done, especially in the winters or in the snow, for old age pensioners – there are a lot of people who live alone. Every single one of us has gifts and sometimes we don't use them, you know I never used mine for ages"**

As with the 'Hidden Talents' work previously carried out by the team, the 'A Little Birdie Told Us' theme and the 'birdhouse postbox' notion worked well, striking a chord with local people.

Overall people were very keen to tell us what made their community special, and they seemed to appreciate talking about positive things which made them and their community 'unique' and 'good'.

The conversations often developed into wider issues relating to the community, perhaps how things have changed over recent years or other communities that people were aware of that seemed to work well.

**"Sometimes it's just nice to do things for other people and there's no price on that... This is my coping mechanism, getting out there and helping other people."**

People identified a huge list of community assets, services and individuals that they would like to say 'thanks' to, including;

- **Voluntary organisations** – people thanked organisations who had helped them personally, or had 'been there' for members of their family and had made a real difference locally
- **Statutory organisations** – people wanted to thank medical professionals or teams who had been particularly helpful

- **Commercial organisations** – people recognised the contribution of particular businesses in being welcoming and supportive to the community
- **Individuals** – many people wanted to thank neighbours and members of their own family, as well as people they described as 'community champions'
- The **community** in general – many people told us that their community itself was a great place to live because of all the many services, people and organisations that were there

## A Little Birdie Who people wanted to thank

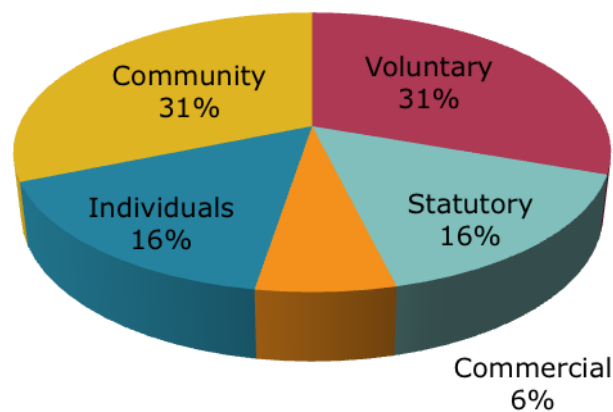


Figure 6: types of being thanked

The reasons people gave for their individual 'thanks' varied, but generally fell into one or more of the following categories;

## What people valued locally

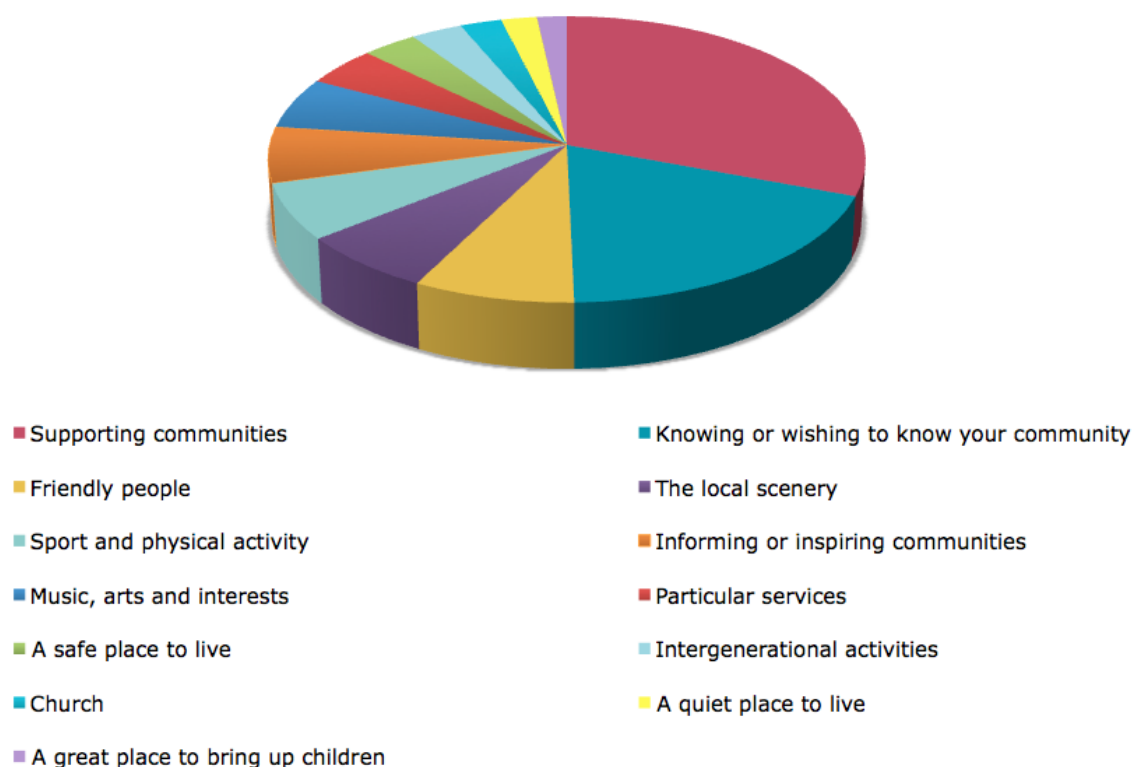


Figure 7: breakdown of what people valued about their community

### One-to-one in depth interviews

The one-to-one interviews were all held in 5 local locations – some participants were identified beforehand and agreed to be part due to a particular interest, and others were identified while the Community Engagement team were in the area.

Each interview, although based on the same set of questions and film prompt, generated different insights and reactions from the participants. However the insights can be grouped together under common headings.

### Circles of Care

Throughout the interviews participants informally gave details of their 'circles of care' – people that they rely on or support themselves in daily life. Each participant talked about family members, personal contacts, work contacts and people who support them with their health.

For each interview we have been able to draw their 'circle of care' as this example shows;

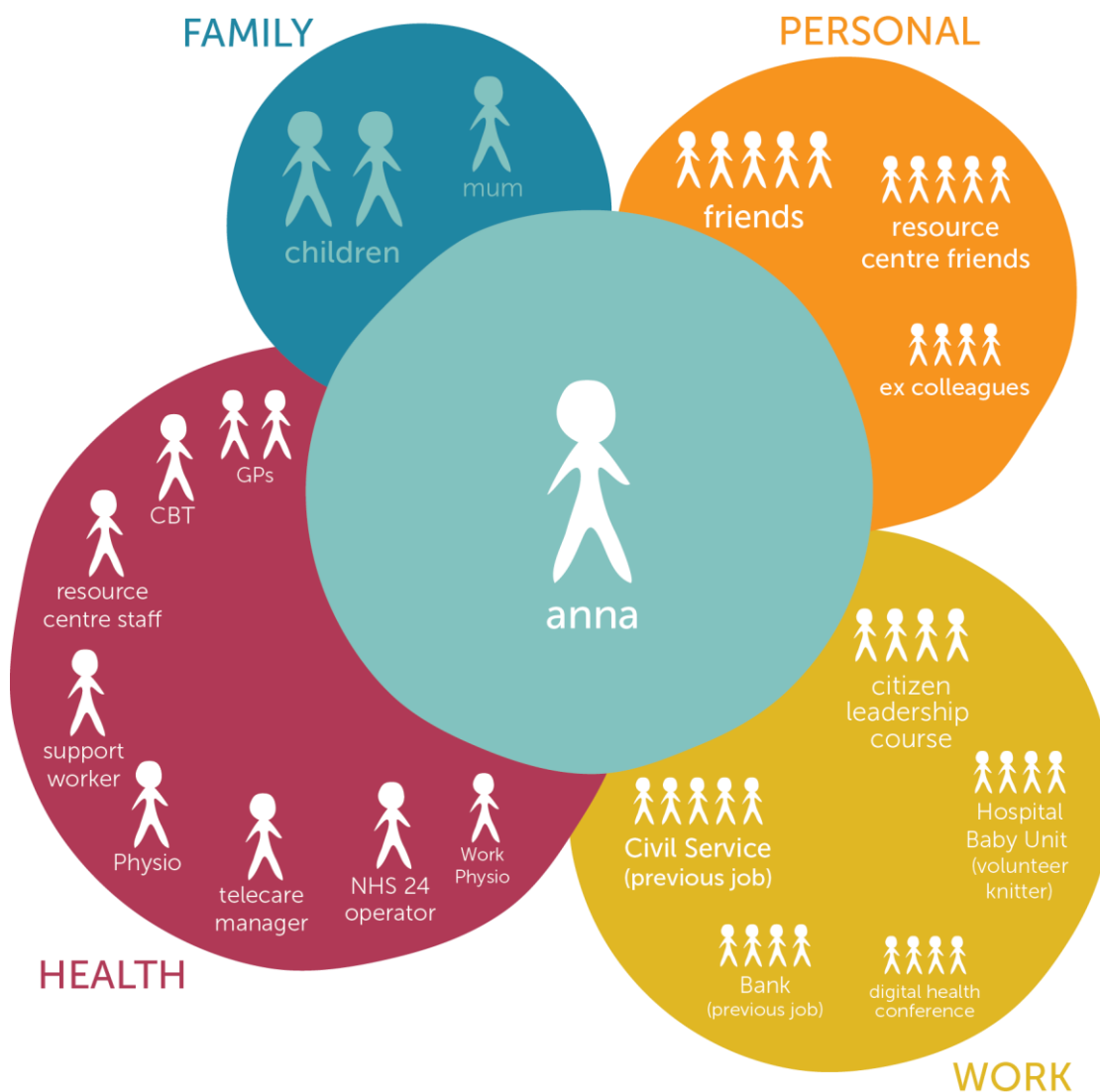


Figure 8: Anna's circle of care

### Information and self management

Prompted by the questions about where people find information and who inspires them to be healthy, people were keen to tell us how important the role of information and support was in their lives.

**“I’m actually looking for solutions rather than wallowing in my condition.”**

People told us about a range of strategies and approaches that they adopt themselves to manage their own long term conditions, or support others to do so.

**"...the more information we've got then the more understanding we have of our condition then the better we feel."**

People were keen to tell us how they had found out about support and information, and where the best sources of information and support were to be found.

**"What can I do to help myself? I don't want somebody else to sort my problems, I want to sort it but I need help to find that information and there is nowhere."**

## **Technology**

Everyone that we interviewed told us that technology was part of their lives, and people were able to give lots of examples of what kind of technology they used, and what benefits it brought to them.

**"...my wife just learned (to use a computer) actually I've been teaching her the past month, she's refused point blank to go on it and now she's sort of like hooked (to computer shopping). You've converted her? Aye, cause of the shopping like."**

People told us about technology that they used themselves, which their families used, that they used for work and for supporting their health.

**"There probably are things out there that would make my life a lot easier but you just muddle along."**

**"Some days I don't have the energy to speak to somebody but you know like Facebook, people slag it off but I'm happy I can see other people are doing things and I can message folk in Australia. It's the feel good factor, I'm not totally cut off from the world I can see what's happening."**

Some people told us why they were wary of certain technology and it's role in their lives.

**"...we're far thriftier, we remember rationing, we remember when we didn't have things in the fifties and we were brought up to save and to look after**



**things because you weren't going to get another one and that's why we're a wee bit scared."**

Having the opportunity to engage with technology and see the benefits was often dependent on having family who use technology.

**"People that we do come across, kind of older people that do have computers, I think probably 99% is because a son or a daughter has helped them buy it for them."**

For each interview we have been able to draw their use of 'technology' as this example shows;

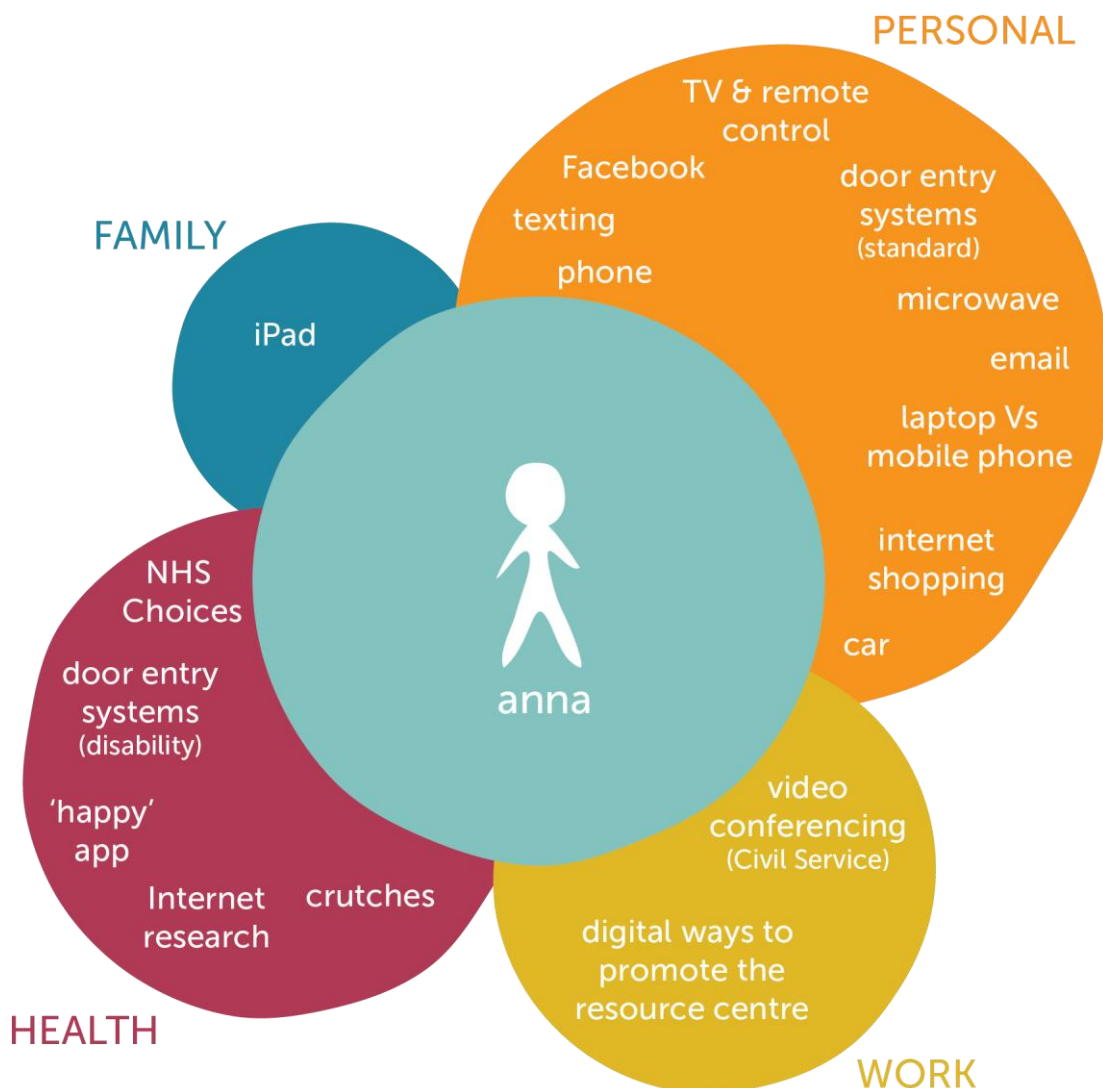


Figure 9: Anna's technology usage

## Tangible ideas for the Menu of Options

Each interview has given us a list of very tangible ideas that can be taken forward as part of Living it Up, and in particular for the Menu of Options which the project platform aims to provide.

**“...my wife’s sister and husband and kids live in New York so we Skype them and actually even my mother in law who’s in her seventies knows how to use Skype. That’s all she knows how to use, she knows how to turn it on and use Skype any thing else to do with computers no, but we showed her how to use Skype and she uses that...”**

Examples of ideas include;

- Connecting with other people socially - locally, or virtually especially through SKYPE
- Supporting each other, sharing experiences
- Information ‘curators’
- Condition specific information
- Inspirational services acting as ‘nudges’
- Gaming
- Social contact in the evenings when services are traditionally closed
- Gatherings such as church meetings
- Supporting hobbies and interests such as family history research
- Support and advice e.g. weight management, healthy eating, physiotherapy, benefits, housing
- Courses and education opportunities
- Employment and voluntary opportunities
- Shopping and buying products
- Co-designing products for the future
- Business and Service creation and promotion, such as cleaning

We did not at this stage prompt or test any ideas, but people were very keen to make suggestions and tell us the kind of things that they would like to see or be able to access.

**“If I’ve joint pain and can’t get downstairs in time (a door entry system) would be handy but if I have that, that means I am disabled, to me. I want it, but at the same time I think it’s marking my territory. My home is my safe place as well, and I**

**want it to be my home and my children's home and I don't want it to be full of disabled things because then I am disabled... I'm cutting my nose off to spite my face."**

## **Living it Up**

Overwhelmingly the response to the short film was positive, with most participants saying 'yes please' to the idea of the Living it Up service. Participants could see uses for themselves, and throughout their 'circles of care'.

Participants identified a range of different technologies and platforms that they would like to access a service like Living it Up from, both now and in the future.

**"My mum sits in the house all the time by herself, retired, hates it, but if I said to her go and use that (LiU) she'd be like 'No way!', feart, but thirty years ago I remember my granny saying 'I'd never have one of they microwave things, they're dangerous... that's what pots are for!' we bought her a microwave and you were getting your cup of tea made in the microwave because she loved technology. It's getting over that fear, isn't it? And it's getting the right people to make sure people are happy to do that."**

All participants showed an interest in using Living it Up, people talked about using it to access information, connect with new and existing friends and to buy products recommended by the community. People were generally interested in generating their own content.

Everyone wanted to be part of the co-design process and would like to attend future workshops.

## **Focus Groups**

The focus groups allowed people the opportunity to discuss shared ideas and experiences together, informing and supporting several of the key themes which follow.



## Local information

**“That bit of support sometimes that you need, somebody you can just, download the information, you don’t actually want them to find a solution for you, you just want someone to say (to) right this is what I’m trying and this is how I’m feeling. And that’s OK. It’s a burden shared isn’t it?”**

People told us that they found local information difficult to find, and difficult to judge for effectiveness. People were well able to find general information on-line, but identified a particular gap in sourcing local avenues of support and encouragement. People who had found these great places had a desire to tell more people about them, and again could not find a good way to do this locally.

## Need for new job roles

**“You know, if they don’t have that kind of family going out and actually buying it for them and plugging it in and getting it up and ready. So it’s a bit like there’s a little bit of a gap in the market for a kind of IT support worker!”**

**“Get them set up. Show them very basic bits that they just need to go and that’s more often than not where it works. And I think if someone doesn’t have that family member around, it’s about who can fill that gap, have a support worker that can set them up with, you know, Skype or something...”**

Staff told us that existing job roles within the statutory and commercial sectors did not match people’s needs to understand and try out new technologies, or to support or be supported locally.

## Desire to know your neighbours

**“You could set up groups for things that you want to do and then you’ve got easy access you can talk to somebody...”**

In some areas people told us that ‘knowing your neighbours’ was a key factor to feeling safe and involved in the local community. In other areas, people told us that not knowing your neighbours had the opposite effect. Generally people told us that knowing their

neighbours was an important aspect of connecting communities and sharing skills and resources.

### Need to support intergenerational activity

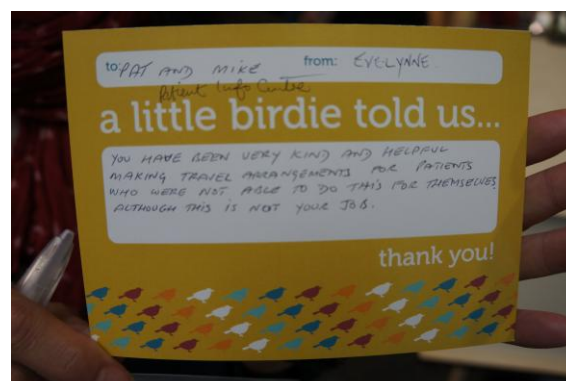
**"...It's all about the next generation to me – my ceiling is their floor. My Dad is dead, been dead a long time, when I was younger I didn't listen to him much you know. He told me stories about the War and you know what he went through – now I can see the value of that."**

People told us of examples where young and old shared experiences and worked well together, and also instances where they wished that this was the case. People told us that they recognised for ideas to flourish and be maintained, skills and experiences had to be shared between generations, but that they weren't always sure how this could be achieved successfully locally.

### Technology

**"...I've got two boys aged 30 and 28 and I haven't seen them since they were 14 and 16 – their choice because of the alcoholism. I don't have any photographs of them, so with technology, once we DO get some sort of relationship, I want to remember it. I want photographs with smiles on their faces."**

People told us of the strong role that technology has in their current lives, and their desire to learn more about what technology could help with. At the same time people were keen to let us know that it was important to them that 'technology did not take over' and were keen to be involved in designing ways that technology could be integrated into their lives and perhaps even support more face-to-face community contact.



## Recommendations

At the end of Phase 1 of this Community Engagement programme, we have been able to show;

- Increased information about the communities we have engaged with and the local assets, services and support that they value
- Increased understanding of the engagement methods
- Increased understanding of what is important for people living in the communities to inform the service models and menu of options which Living it Up may provide

This information will be invaluable as we progress into Phase 2 of the programme, and throughout the lifetime of Living it Up in Scotland.

This phase of community engagement uncovered six main themes that were important to people in all three areas, and which should remain central to Living it Up in Scotland. These themes were;

- **Giving back**
- **Local Information**
- **Need for new job roles**
- **Desire to know your neighbours**
- **Need to support intergenerational activity**
- **Technology**

Generally, people across the three areas appreciated the focus on what they can do, rather than what they were not able to – and this should be built upon throughout the Living it Up programme to maximise the contribution that individuals can make to the success of the programme, its development and its scalability for others.

These themes will be explored further in a series of co-design workshops across the country, involving Living it Up partners and people that we have encountered during the community engagement activities.

In addition, we will work with other Living it Up partners to incorporate the data and understanding that we have uncovered into service user 'personas' to inform the development of the Living it Up service and Menu of Options.

## **Contacts**

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