AWARENESS 4CHANGE

Co-funded by the Erasmus+ Programme of the European Union

Module V

Co-production and engagement of PwD as meaningful and effective methods

Introduction

Module Content

- The Medical Model of Disability vs Social Modelo of Disability
- UNCRPD
- Co-production vs Participation, Co-Design and Co-Creation
- Co-Production Principles and Levels
- Advantages of Co-Production
- How to put Co-Production into practice
- Practical Example - Specialistern

The Medical Model of Disability vs Social Model of Disability

Introduction

When organizations and companies try to engage with PwD, they may not be successful in:

- **The short term – For example when recruiting and hiring PWD**
- **The long term – For example helping PWD progressing in their career**

Only by involving PwD in organizational processes, can companies truly create an inclusive workplace, foster diversity and nurture the careers of PwD. To achieve this goal, this module will focus on the Social Model of Disability

The Medical Model of Disability vs Social Model of Disability

Definition

The **Medical Model of Disability** sees the individual as the "problem", meaning **that it is the individual that must adapt to the world**, and that the world does not need to adapt to the individual. Emphasis is given to the **medicalization and cure** of the individual

The **Social Model of Disability** sees the way the world is organized and run as the "problem", meaning that **society creates the barriers for PwD to thrive.** Therefore, the solution is to **reorganize structures and processes to be inclusive** for everyone.

UNCRPD

Timeline and Concepts

One of the most fruitful ways to put the Social Model of Disability in practice in the workplace is by co-producing and, through this, engaging with PwD. To contextualize it, it is important to firstly address the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD)

Dec 2006

The Convention on the Rights of Persons with Disabilities and its Optional Protocol was adopted on 13 December 2006

It is the result of decades of work by the United Nations to change attitudes and approaches to persons with disabilities

Change from the Medical Model of Disability to the Social Model of Disability

Jan 2011

In the EU, the convention entered into force on 22 January 2011. All EU Member States have signed and ratified the convention

The Convention reaffirms that all persons with all types of disabilities must enjoy all human rights and fundamental freedoms

Article 27 specifically focuses on Work and Employment and recognizes “the right of persons with disabilities to work, on an equal basis with others” (United Nations, 2006)

Jan 2019

22 EU countries have also signed and ratified its optional protocol in January 2019

Co-production

What is Co-Production

There isn't a single definition for Co-production. The concept represents a set of values and principles, such as engagement, participation, choice and control, and involvement (Social Care Policy, 2010).

Definition

"**equal partnership and collaboration between service providers and people using services.** Co-production is about recognising that people who use services are experts in their own right, rather than passive recipients of care, and about involving them in the shaping of services." (European Platform for Rehabilitation, 2016)

History

Co-production dates to the 1970s, in the US, as a result of the emergence of movements that were questioning existing power structures, combined with an increased citizen participation in communities. Academics in the USA explored how to harness more effectively the input of people who use services. (Needham, 2009)

Co-production

Organizational Level

Co-production can be embedded into all organizational levels (from senior management to frontline staff) and it entails the involvement of workers as a routine practice. A Co-production approach can be applied at all stages of service delivery:

> it is vital that **all the stakeholders involved in co production have a good understanding of the social model of disability** (...) This will help ensure that the necessary measures are taken to remove these barriers and make the co-production process **fully accessible to all**

European Platform for Rehabilitation (2016)

Co-production

European Quality in Social Services

Co-production is the most efficient and effective way for organizations to, further than integrating PwD, nurture a culture of cooperation and dialogue. It is essential to:

- **Involve Pwd when creating policies or delivering services**
- **Throughout the entire Process**

An important certification at the European level, related to Co-Creation is the EQUASS, enhancing the social sector by engaging social service providers in continuous improvement, learning and development

Co-production

Co-production vs Participation, Co-Design and Co-Creation

There are some other concepts that are similar to co-production in the field of Social Care, such as participation, co-design and co-creation:

Participation

Participation means **being consulted**, while in a co-production process intervinients are equal partners

Co-Design

People who develop services/products/projects usually **working with people who are the beneficiaries at a specific time**. Co-design might be a part of co-production

Co-Creation

The most similar concept to co-production. However, co-production intends to be a transformative tool for how organizations work, while co-design is associated with a **specific intervention**

Co-production

Co-Production Principles

There are four principles inherent to Co-Production (Social Care Institute of Excellence, 2020):

everyone involved should contribute and all inputs given should be equally assessed and considered

the more diverse the people involved in co-production, the better the outcome

there should be no obstacles stopping people from taking part in co-production

people's participation in co-production must have an outcome that makes them feel accomplished

Co-production

Co-Production Levels

The Social Care Policy (2010), identifies three levels of Co-production:

Transformation

- Recognising people as assets
- Valuing work differently
- Promoting reciprocity
- Building social networks

At the transformative level, co-production denotes a profound reform. It is about empowering the users of the product or service, acknowledging that they know best.

knowledging the importance of users input, luing, supporting and harnessing the power of xisting informal support networks and creating better ways for people to shape services.

minimum level of co-production. It es acknowledging that services cannot be produced without input from users

Co-production

Advantages of Co-Production

The execution of projects in co-production presents the following advantages:

Not incurring in unnecessary spending

If projects are co-produced between workers who have a disability and workers who do not have a disability, the results will be tailored to the target group, which allows for some cost saving and efficiency (OECD, 2011)

Make services and products better

If more “minds” are used in all stages of the business, this will be translated into better results (OECD, 2011)

Promote a culture of mutual help

Presents advantages to the overall work and management of the organization

Co-production

How to put Co-Production into practice

There are 4 essential components of a successful co-production process implementation (SCIE, 2020)

Culture

Guarantee that workers know what co-production means, what it entails and what using it can improve their work

C

S

Structure

A structure in place that allows for the implementation of co-production

R

P

Accompanying how the work is carried out and assessing the outcomes or impacts that result from it

Review

Provide training in coproduction
Tools, information and instruments necessary are available

Practice

Co-production

A plus to Co-prodution: Peer Support

Peer support in organizations can be beneficial to knowledge transfer and improve job performance, burnout, or even personal problems (Goth, 2018)

Peer support **encourages the development of an environment supportive of self-initiative** and open to new thoughts and ideas, which is essential for the success of Co-Production.

Disabled people have the passion and empathy to support others and have learned to come up with **creative solutions to the difficulties of everyday life**. They see what and how things could improve.

Disability Rights UK (2012)

Co-production

Practical Example - Specialistern

Specialisterne Foundation owns Specialisterne Denmark and the Specialisterne concept and trademark. The foundation works to enable one million jobs for people with autism and similar challenges through social entrepreneurship, corporate sector engagement and a global change in mindset.

- High unemployment or underemployment rates among neurodivergent persons
- Invisible barriers created by employers
- Lack of awareness and social stigma

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