

Co-production in practice: Breaking Barriers

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**OXFORDSHIRE
COUNTY COUNCIL**

Health Promotion

Scientific knowledge



Education



Behaviour change



Reduced infections

Only works if target population trust and engage with the source of the information (Heller, 2015)

Background to Breaking Barriers

"It can feel like we are just the ones with all the problems and they are our saviours. We don't want a saviour, like a coloniser."

"I just thought she's another one coming to talk us down."

"Whenever you see publicity, and it's a black woman, you know they're talking about disease or poverty, and that's why I wouldn't take it [HIV info leaflet]."

Health Promotion

Scientific knowledge



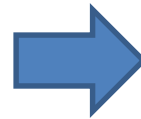
Education



Behaviour change



Reduced infections



Reduced infections



Inclusion and trust



Community led
intervention



Identify barriers and
needs together

Reflections

- Did you have any concerns/worries at the beginning?
- Why was it important to try a co-production approach to raising awareness of HIV and sexual health?

Breaking Barriers

- Create a safe space for discussions
 - 5 X focus groups
 - 5 X one-to-one interviews
 - Diverse project team



Findings

- Barriers to HIV prevention
- Perception that HIV was “in the past” / not in the UK
- Fatigue with being targeted by “problem-focused” health campaigns
- Language barriers to information
- Both distrust and trust in services, influenced by colonisation, white saviourism, and inequality. Trust was rooted in notions of confidentiality in NHS services

- Lived experiences and trauma relating to HIV&AIDS
- Some myths and misinformation about HIV transmission
- Social and cultural taboos surrounding sex and HIV
- Strong motivation to eradicate stigma and normalise discussions about HIV, particularly as a protective element for younger generations

Meaningful participation

- Information sessions
- Opportunities for idea sharing and continued involvement going forward:
 - featuring in the films
 - providing voice overs in different languages
 - helping with/attending celebration event



Reflections

- How did this project differ to others you have been involved with?
- How important was the participation element to you?

The videos

- **HIV Then and Now**

- Replicates a community meeting/setting
- Acknowledges lived experience
- Moves forward to a more positive outlook about HIV

<https://www.youtube.com/watch?v=XdRWGFglNeo>

- **Challenging stigma**

- Discusses the problems associated with stigma and silence surrounding HIV
- Encourages others to talk openly
- Acknowledges the expertise within the community

https://www.youtube.com/watch?v=_q2MPmgeayw

- **PrEP**

- Shows the inside of a sexual health clinic to reduce anxiety
- Acknowledges challenges associated with condom use
- Available in other languages

https://www.youtube.com/watch?v=XFOJ-_MpbOo

Reflections

- What did you take away from this project?

Funding applications

- Challenges
 - Demand for numerical data for evaluation
 - Less value placed on qualitative feedback
 - No defined outcome
 - Time constraints
 - Expensive

- Solutions
 - Critique numerical data
 - Show value of qualitative feedback
 - Don't make too many promises – true co-production means identifying and working towards a goal together
 - Benefits of a longer project
 - Expensive because you value people's time and input

CRYSTAL BIRUK

COOKING

DATA

CULTURE & POLITICS IN AN AFRICAN RESEARCH WORLD



Any questions?

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