

# Principles of co-design

---



## OUTCOMES-FOCUSED

What are we trying to achieve?



## INCLUSIVE

Who should be involved?



## PARTICIPATIVE

How and when can we make it safe and easy for people to have meaningful input?



## RESPECTFUL

How will we ensure participants feel respected and valued?



## ADAPTIVE

How and when will we review, share and adapt?

# PRINCIPLES OF CO-DESIGN

Co-design means actively engaging different kinds of people and knowledge, using creative and participatory methods and principles, in an iterative process to respond to shared challenges.

Principles adapted from:  
New South Wales Council of Social Service (NCOSS 2017).

**OUTCOMES-FOCUSED**  
What are we trying to achieve?

**INCLUSIVE**  
Who should be involved?

**PARTICIPATIVE**  
How and when can we make it safe and easy for people to have meaningful input?

**RESPECTFUL**  
How will we ensure participants feel respected and valued?

**ADAPTIVE**  
How and when will we review, share and adapt?



## Case Study

# Designing Sexual Health Education

Paper Giant designed an educational resource to help community workers from The Centre for Culture, Ethnicity and Health (CEH) start important conversations with young people from diverse cultural backgrounds about sexual health.

### Complex, taboo topics

Speaking frankly about sex and sexual health can be difficult and awkward at the best of times. Our challenge was to involve young people across a range of cultures, gender identities and sexual persuasions in honest and open conversations about the sexual health topics that mattered to them. To do this, we invited social workers to participate in the design of research methods with us, so that we could create safe spaces for participants to speak freely and openly.

### Stories as Research Tools

Rather than asking our research participants to talk to us about their personal experiences, we used fictionalised stories about sexual health issues to initiate conversations. We designed and facilitated a workshop to document real stories from CEH community workers, and turned these into storyboards. Given the linguistic diversity of our participants, we then turned these storyboards into comics that we could use as visual conversation prompts in our research.

### Let's talk about sex

In sessions supervised by community workers, we facilitated frank and honest conversations with a range of young people about sexual health and relationship issues. Using professionally designed comics, we were able to uncover participant attitudes and experiences in a sensitive and non-personal manner, revealing insights about cultural attitudes towards sex and relationships, as well as the challenges young people face in seeking help and advice on these topics.

### Shared resources

We also uncovered a strategic opportunity for CEH. Rather than building a single, self-guided tool, we saw the potential to create a shared education resource for other community organisations, teachers, and schools. Given the success of the comics, CEH decided to make these the focus of a new set of education resources, and to create a set of discussion guides and fact sheets to accompany them. Working closely with CEH, we also designed and developed the SHARE website, which was launched in 2016.

## PaperGiant

We're a strategic design consultancy that helps organisations understand and solve complex problems.

Stay in touch  
hello@papergiant.net

Level 3, 2 Russell St  
Melbourne, Australia 3000

[papergiant.net](http://papergiant.net)