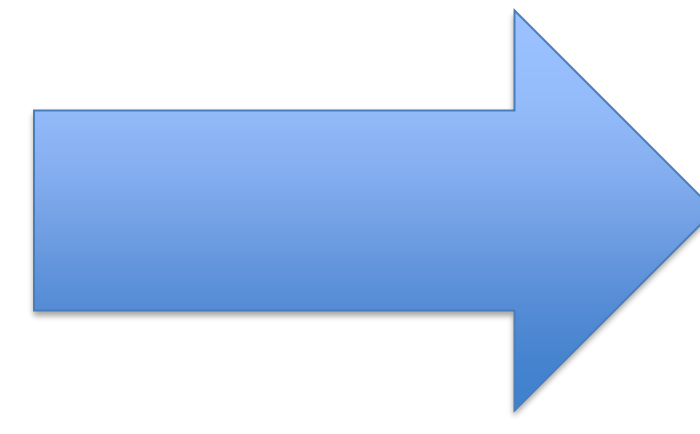


Challenging Stigma in Healthcare Through Co-Production

Background

Stigma remains a significant barrier to accessing support and engaging with services, particularly for individuals with lived experience of Multiple Unmet Needs. Addressing stigma requires approaches that are informed by those directly affected. Stigma can widen inequalities and create further barriers to accessing healthcare for communities already facing significant exclusion.



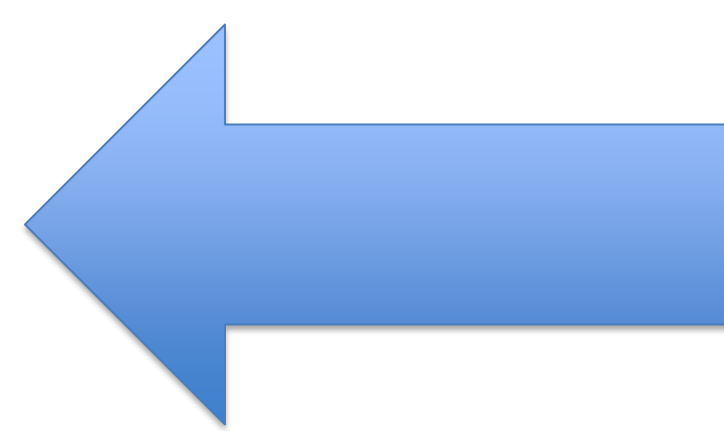
Aim

This project aimed to co-produce a training video tool to tackle stigma, and improve awareness and understanding, encourage reflective practice and promote positive behaviour change and culture change within Healthcare.



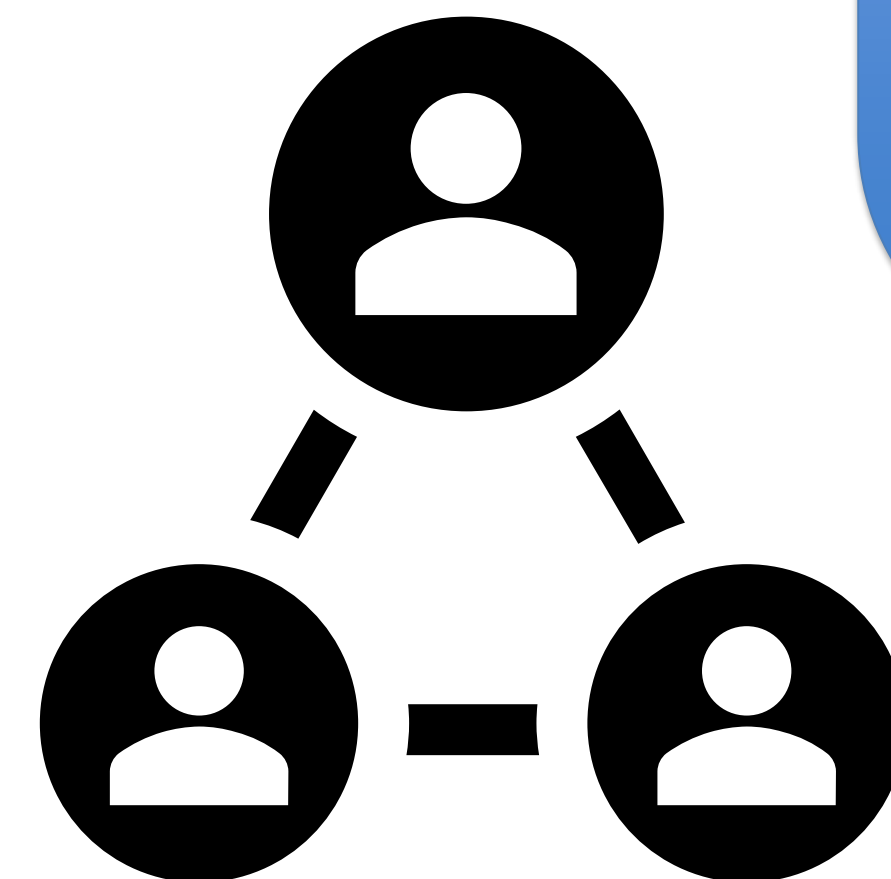
Embedding the Process

Co-production was embedded through structured and ongoing engagement, including regular workshops, collaborative storyboard development and iterative feedback loops with our external creative media partner (Jay Jay Media). All participants actively shaped key messages, narrative direction, and delivery style often in a face-to-face, in person environment. Governance and decision-making were shared, ensuring lived experience directly influenced all stages from concept to final output.



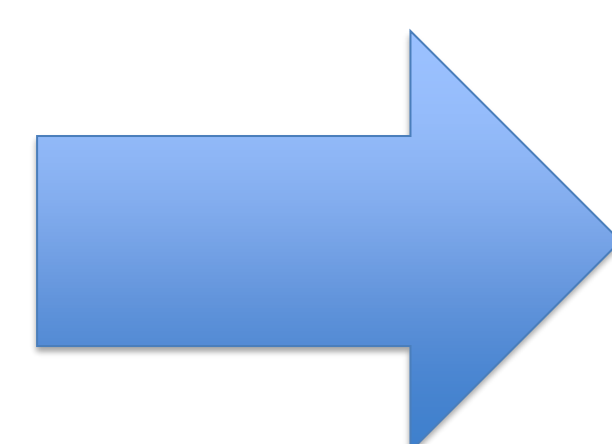
Approach

A co-production model was adopted, positioning people with lived experience, practitioners, and system stakeholders as equal partners throughout the development process. Emphasis was placed on shared decision-making, valuing experiential knowledge, and building trust.



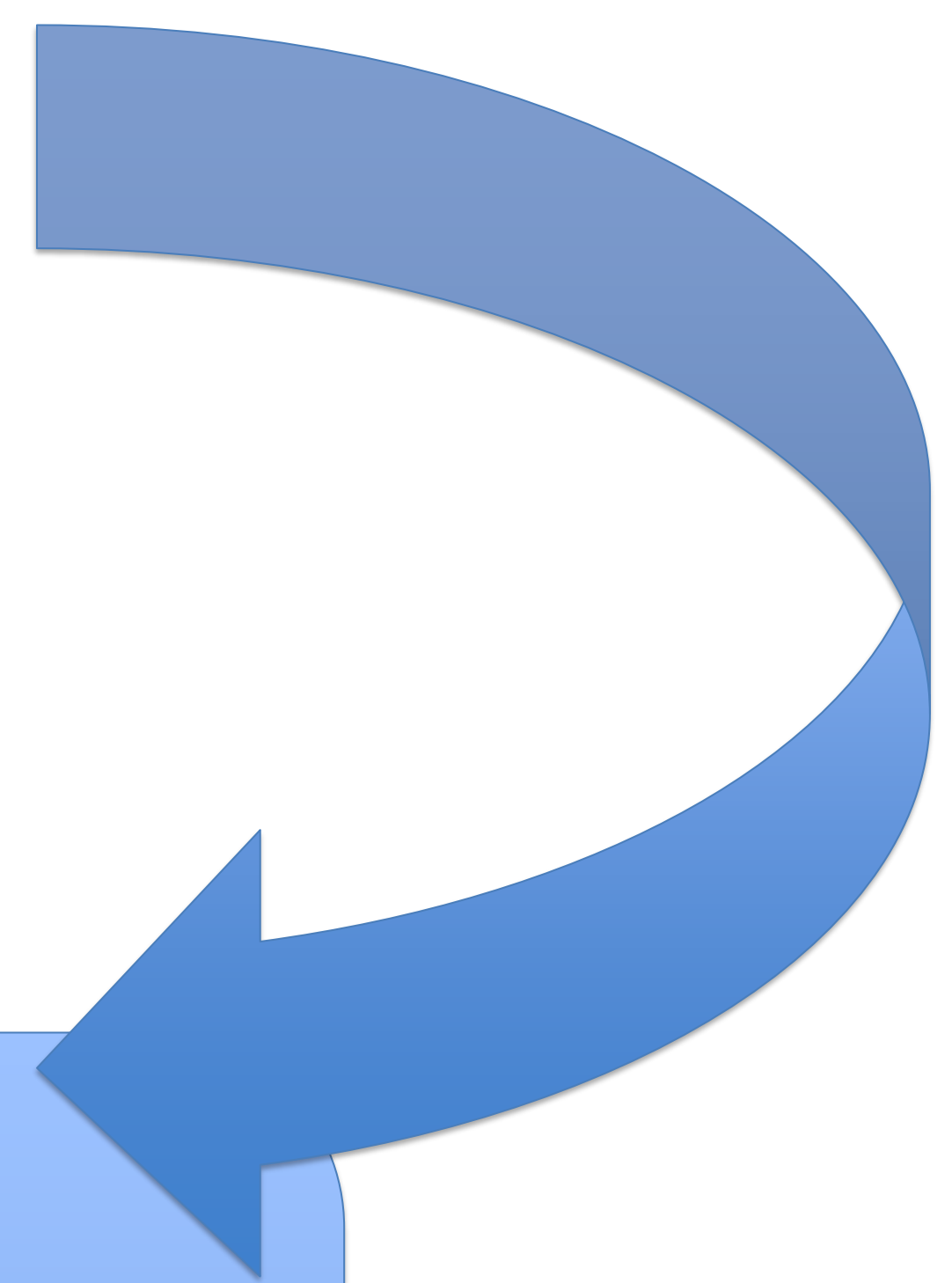
Methods

Activities included co-design sessions, script development, video production, and continuous refinement based on participant (lived and learnt experience) feedback. Capacity was built through supportive facilitation and inclusive engagement practices.



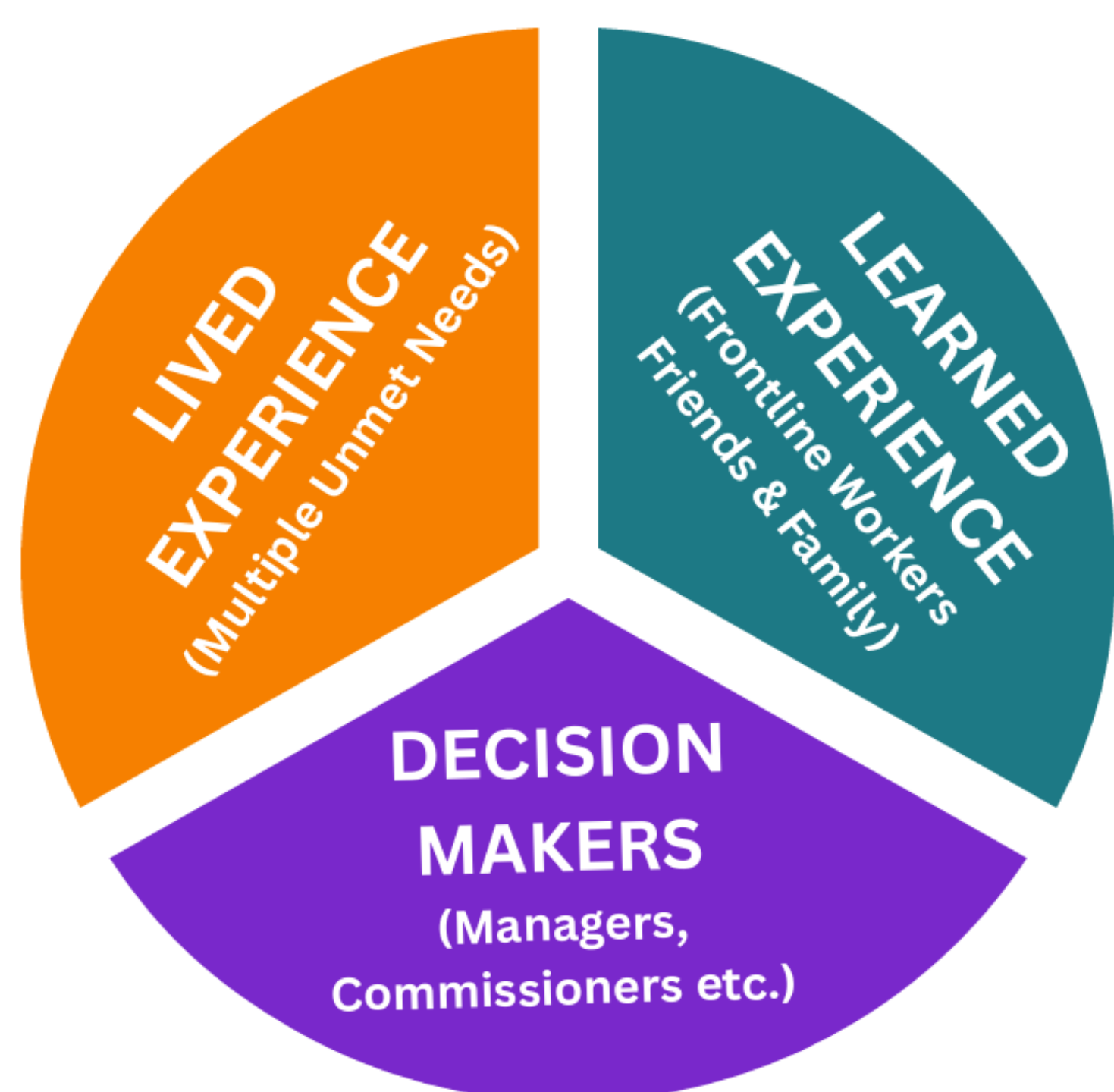
Results

The project resulted in a co-produced video training tool that authentically represents people who have experienced stigma. The tool was continuously, and positively validated by contributors and stakeholders, demonstrating improved relevance, credibility, and potential to influence attitudes and practice.



Conclusion

Embedding co-production throughout development strengthened the quality and impact of the intervention. This approach demonstrates the value of meaningful involvement in creating tools that are both effective and grounded in real-world experience, with potential for wider application in service improvement and stigma reduction initiatives.



Acknowledgements

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