

Tools to help involve experts by experience in food poverty alliance

Leon Cruickshank

Professor of Design and Creative Exchange

Lancaster University

L.Cruickshank@lancaster.ac.uk



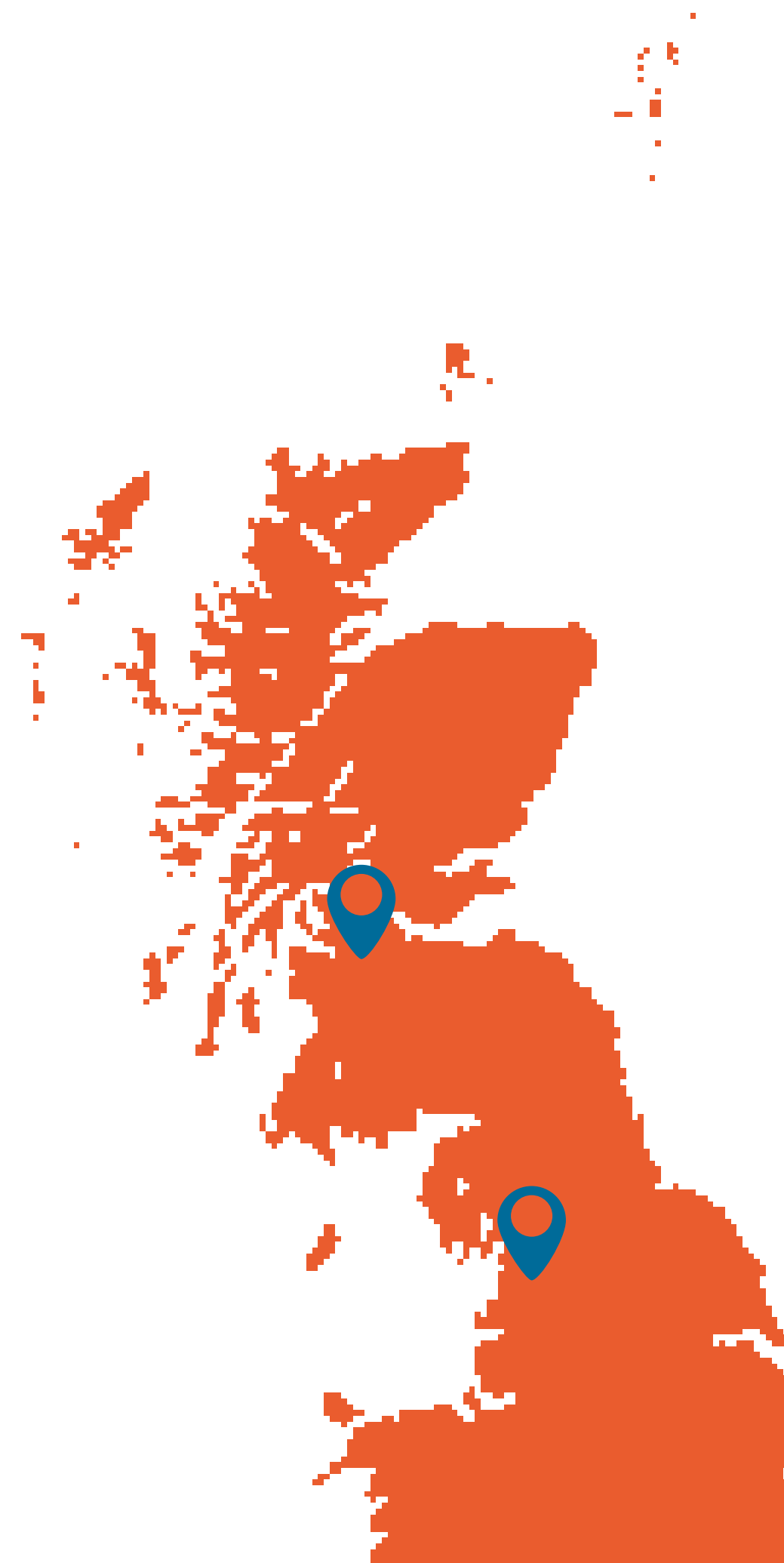
Leapfrog:

transforming public
engagement by design

3 year project
£1.28 million, funded by
The Arts and Humanities Research Council

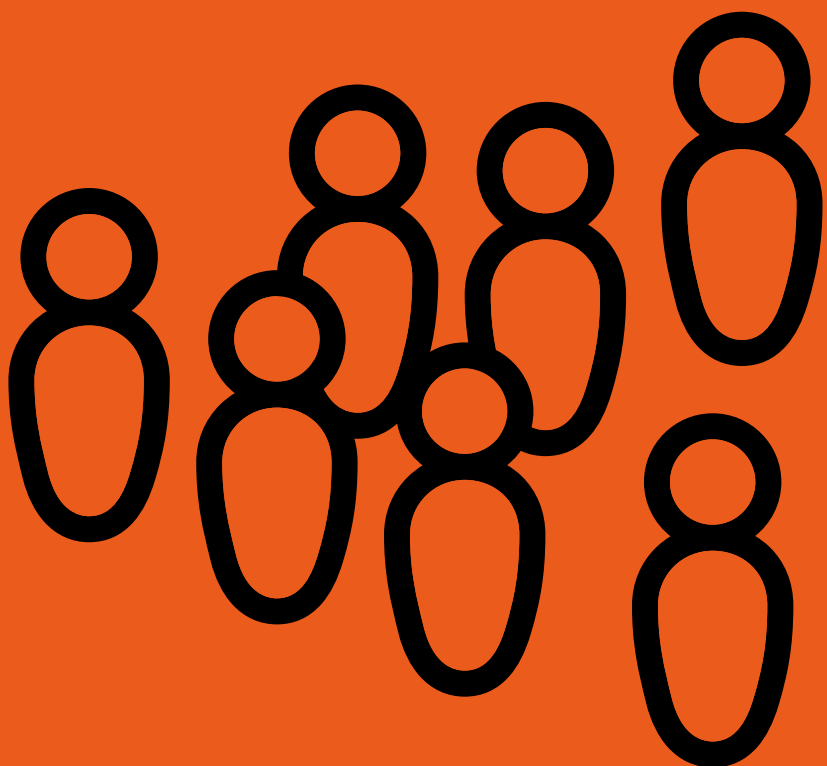
Lead: Lancaster University
Academic Partner: The Glasgow School of Art

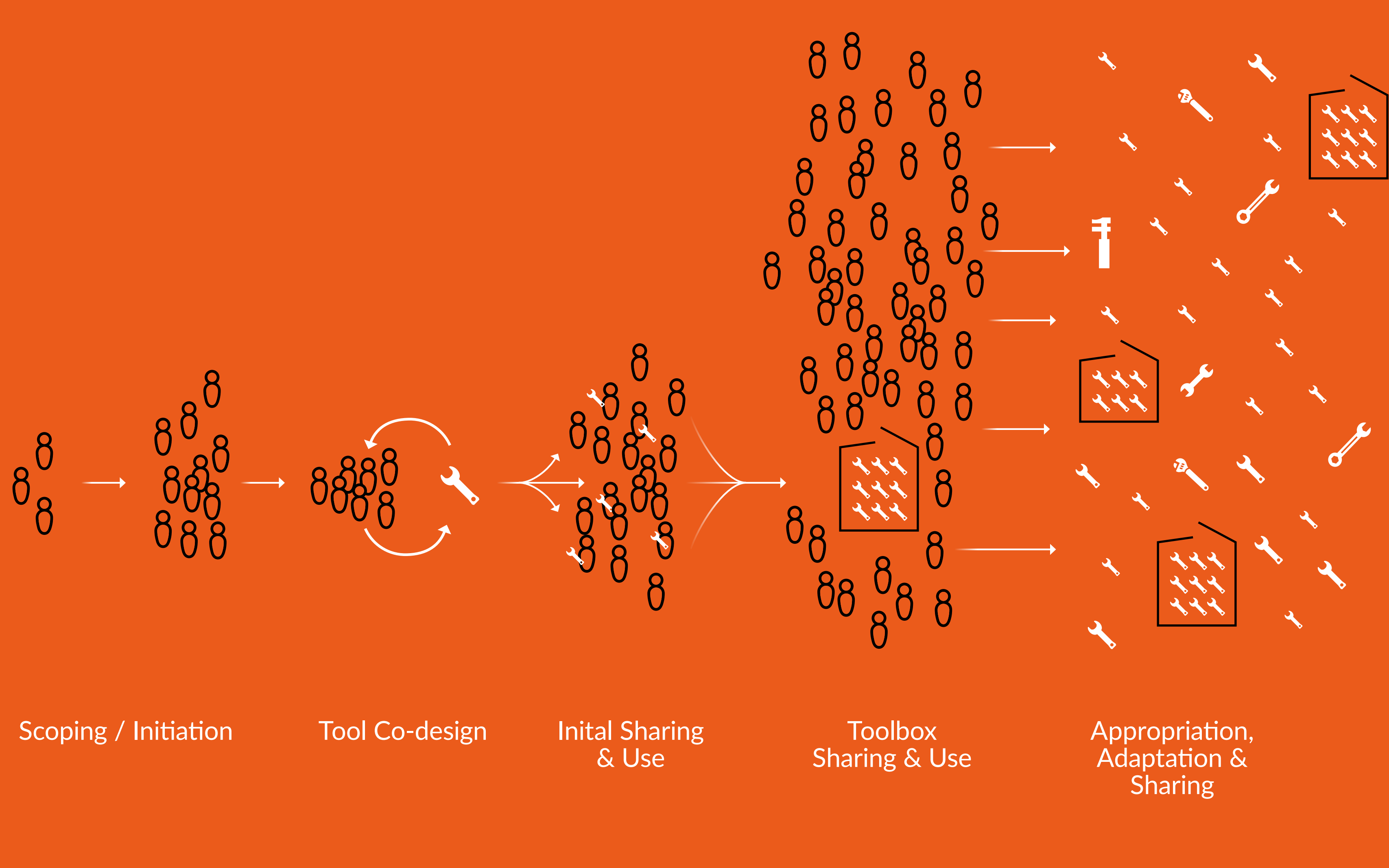
www.Leapfrog.tools











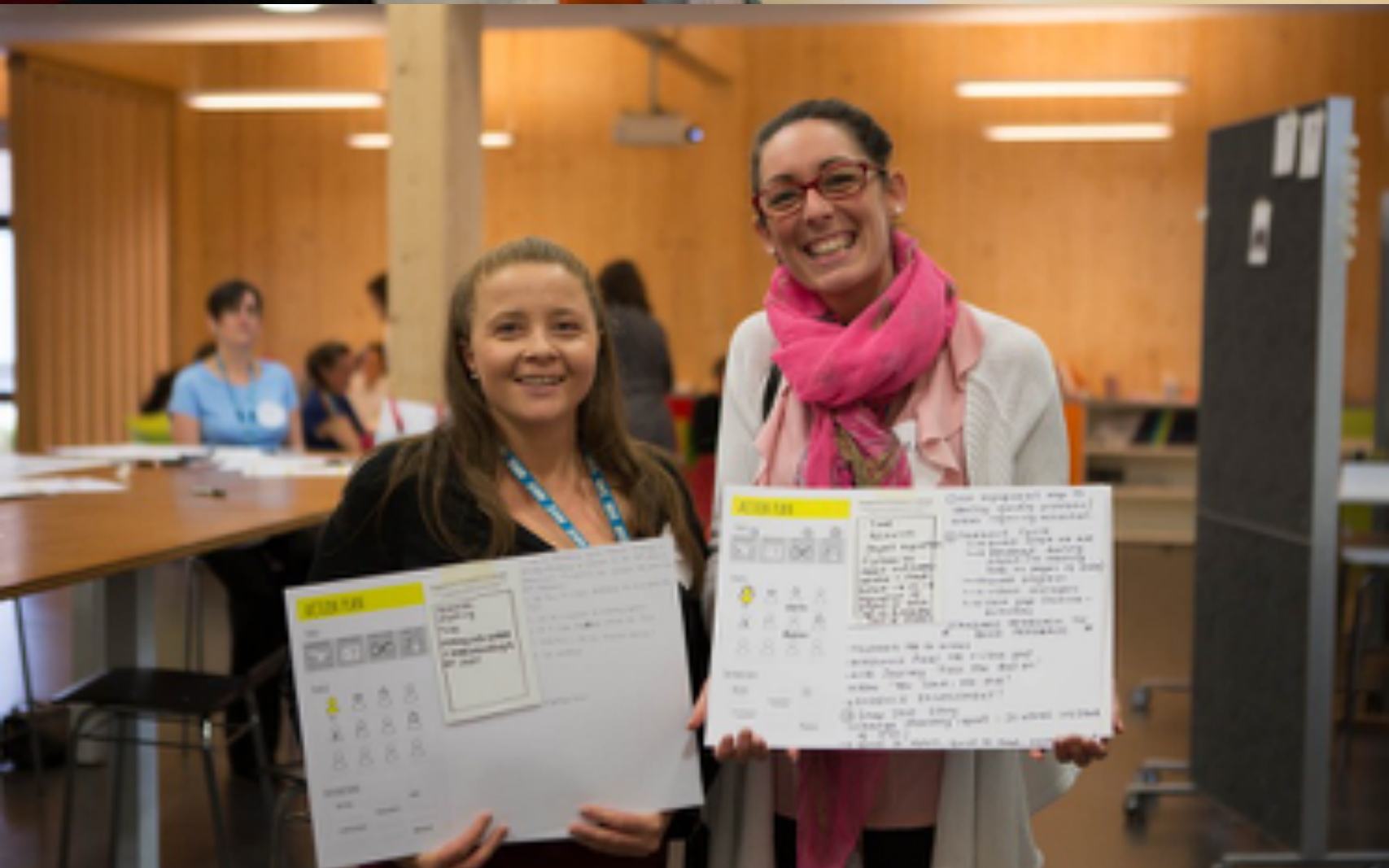
Scoping / Initiation

Tool Co-design

Initial Sharing
& Use

Toolbox
Sharing & Use

Appropriation,
Adaptation &
Sharing



Case Study..

Rigorous Stories

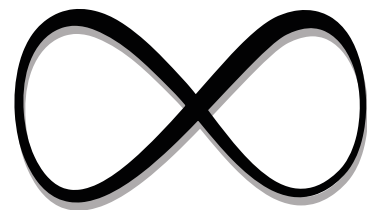




CONNECT

UP

TOOL

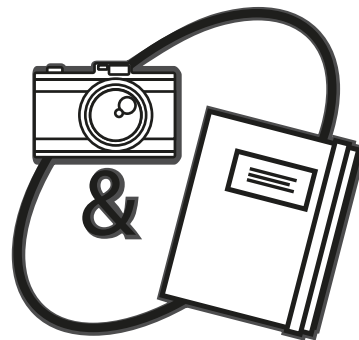


FEEDBACK CYCLE REQUEST

connect members of the organisation to the same story

compare opinions
validate information
facilitate communication
remove barriers

TOOL

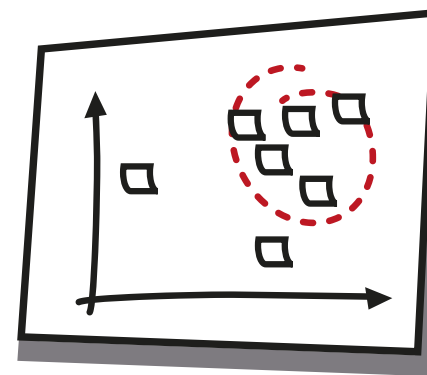


SNAPSHOT + STORY

connect members of the organisation to the same story

compare opinions
validate information
facilitate communication
remove barriers

TOOL

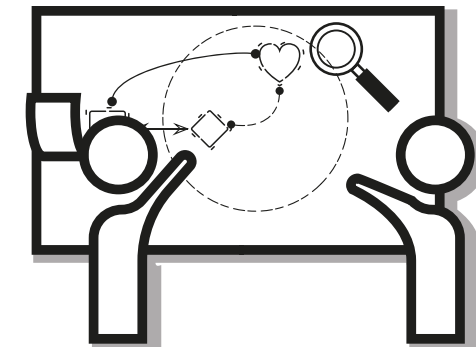


FEEDBACK CYCLE REQUEST

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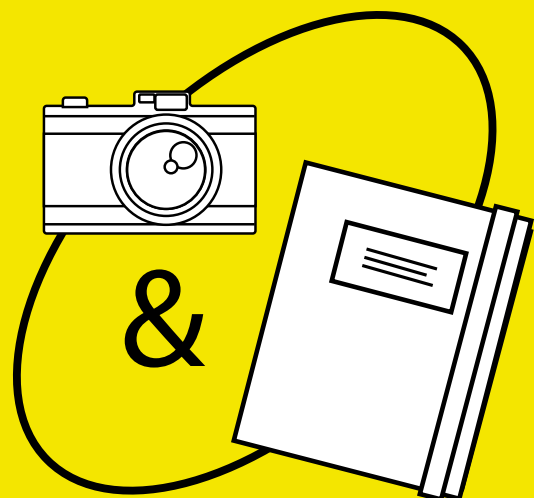
TOOL



FEEDBACK CYCLE REQUEST

connect members of the organisation to the same story

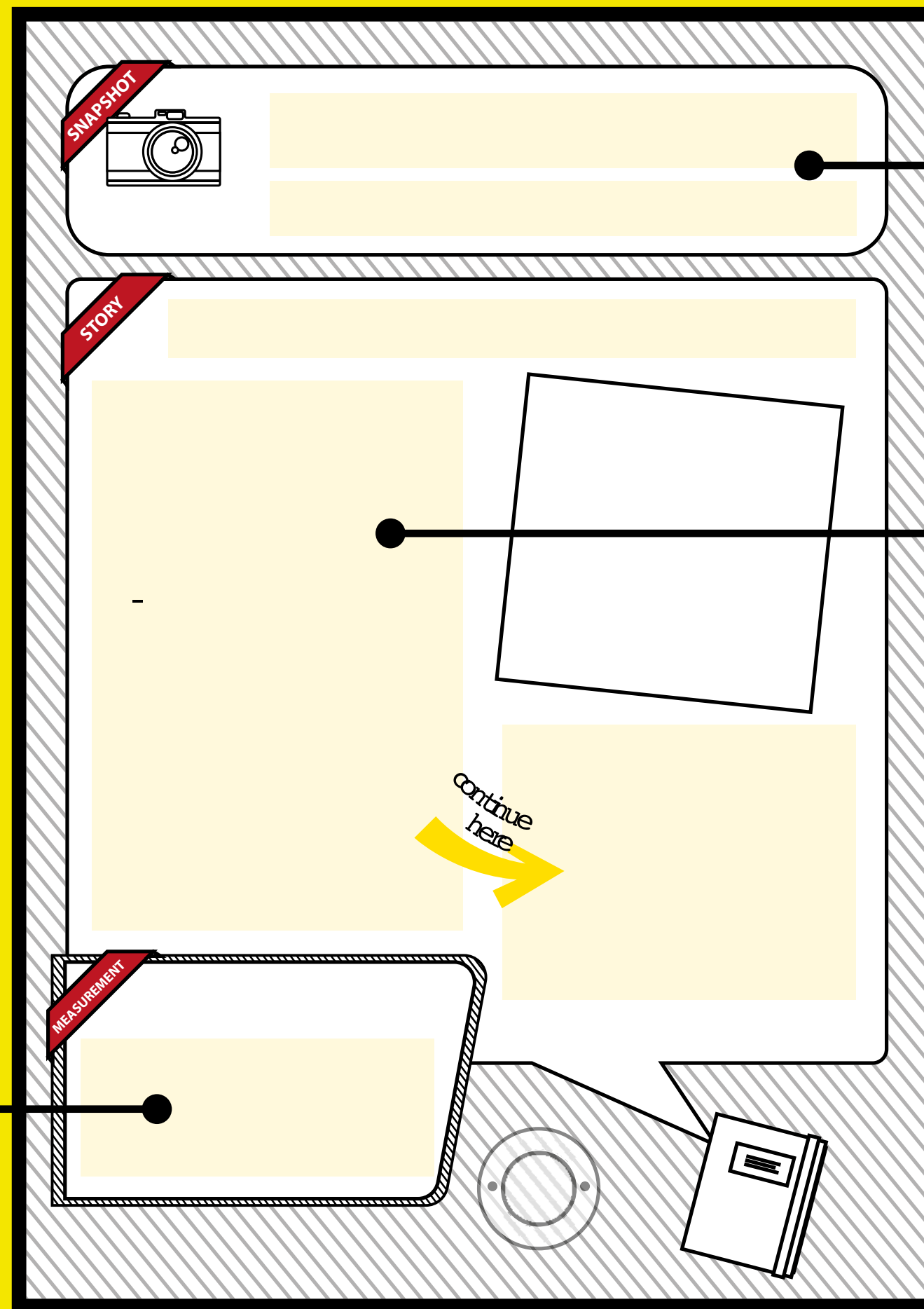
compare opinions
validate information
facilitate communication
remove barriers



Snapshot + Story

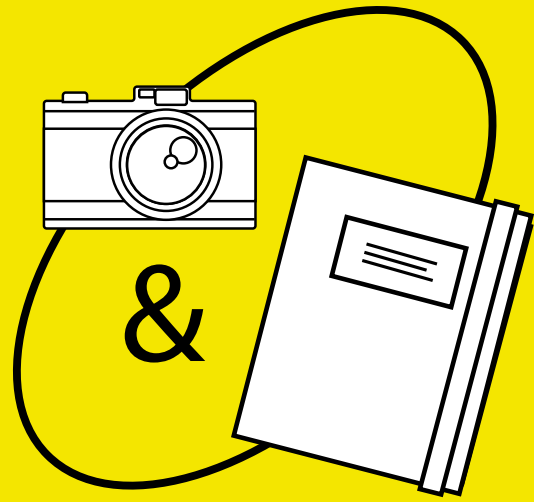
Create a quick overview of engagement work to share with others in your organisation.

Measures



Snapshot

Story



Snapshot + Story

Create a quick overview of engagement work to share with others in your organisation.

Measures

SNAPSHOT

Brand-spanking new engagement tools are put to the test!

Engagement professionals, policy-makers and managers attended an event with Leapfrog on 25th October to test new tools designed to help raise the voices of those we engage with.

STORY

Snapshots and stories and feedback, oh my!

Leapfrog has worked in close collaboration with ourselves at Blackpool Teaching Hospital NHS Foundation Trust to co-design tools to help translate results of engagement activities into policy decision-making.

It's especially important to be creative in engaging with young patients, however it can often be quite difficult to report on detailed qualitative engagement in a succinct way whilst still maintaining the richness of a story.

Together with Leapfrog, we have created four new tools and invited a range of professionals from different organisations to test them at an event held at Lancaster University.

Firstly we were tasked with using the Engagement Map Key tool to visualise how engagement outcomes are reported through participants' organisations; identifying which direction information flows, where 'black holes' lie, and places where improvement is needed.

Fueled by enthusiasm (and a selection of pastries) we put the tools to the test. With an introduction to the remaining tools, participants were asked to consider different ways they could be utilised in their organisations. From press releases to appraisals, feedback mechanisms to celebrating success- ideas were flying!

The event concluded with individuals developing an action plan to take back to their organisations. We look forward to seeing the tools in action!

MEASUREMENT

Which outcome measure could this support?

- Disseminating stories of impact
- Stimulating effective & engaging consultation
- Adapting tools effectively
- Capturing value of tools and co-design

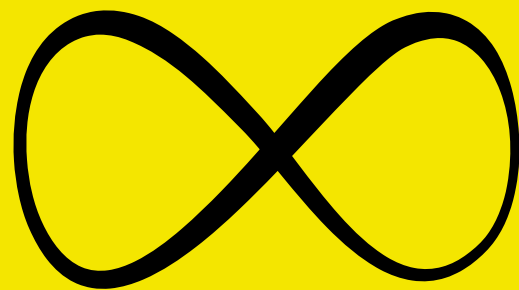
CC BY NC ND

This tool was co-designed with staff from the Blackpool Teaching Hospitals NHS Foundation Trust.

LEAPFROG

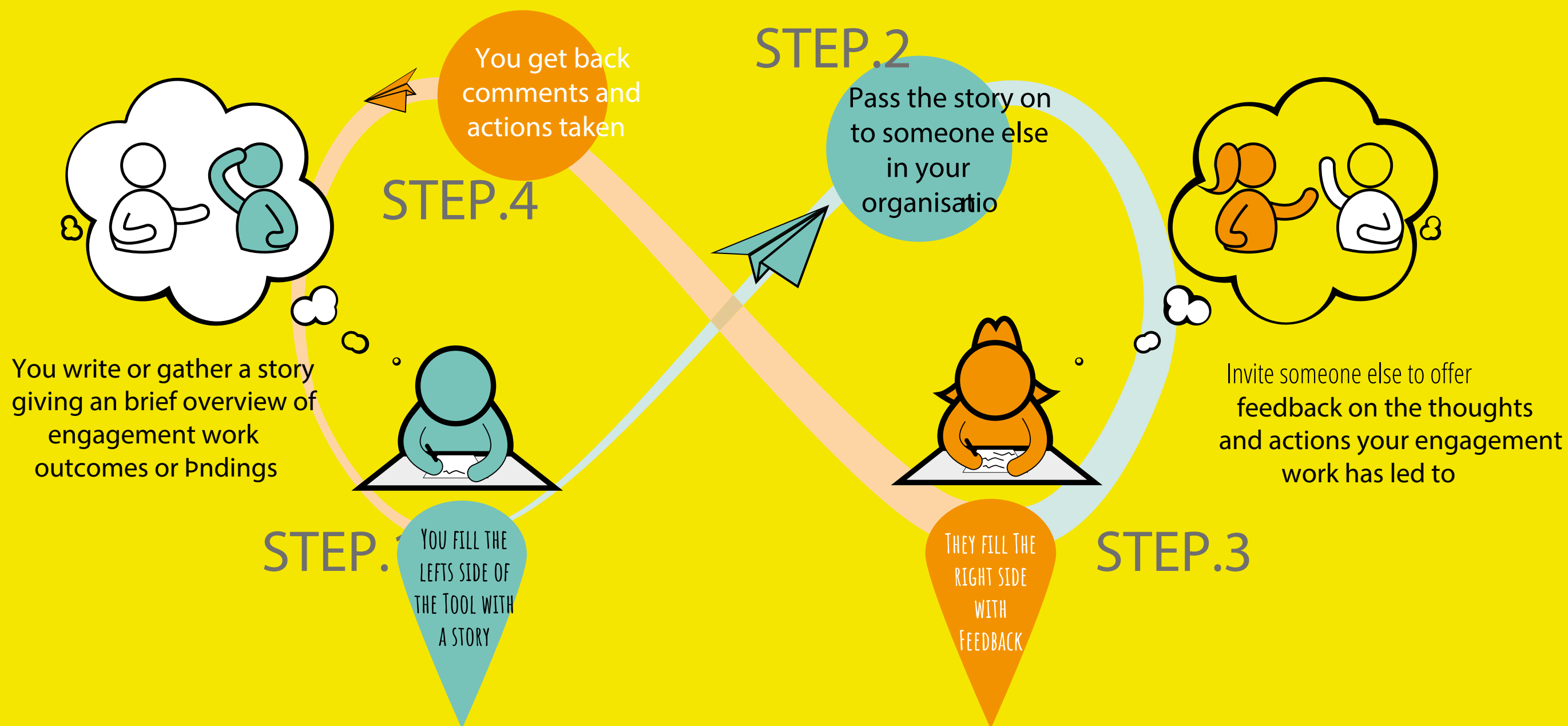
Snapshot

Story



Feedback Cycle Request

Get feedback on your engagement outcomes from people working at different levels of your organisation.



Title

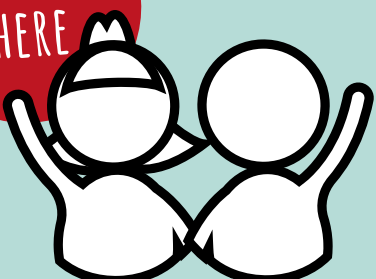
Story

Importance
to me

FEEDBACK CYCLE REQUEST

What is the story?

PICTURE
HERE



What does this story mean for you?

Whe think it is important because...

Completed by

What have you / will you do with this story?

Completed by

Draw or drag circles over the emojis that match your thoughts

Draw or drag circles over the emojis that match your thoughts

Title

Story

Importance
to me

Meaning
to them

Their
action /
Intent

The form is a storyboard template divided into two main columns: light blue on the left and light orange on the right. At the top, a central 'Title' label points to a horizontal bar spanning both columns. Below this, a 'FEEDBACK CYCLE REQUEST' label points to a light blue rounded rectangle in the top left. The main body of the form consists of four large rounded rectangles arranged in a 2x2 grid. The top-left rectangle (light blue) is labeled 'What is the story?' and contains a placeholder for a picture with the text 'PICTURE HERE' and an illustration of two figures. The top-right rectangle (light orange) is labeled 'What does this story mean for you?'. The bottom-left rectangle (light blue) is labeled 'Why do you think it is important because...'. The bottom-right rectangle (light orange) is labeled 'What have you / will you do with this story?'. Each of these four rectangles has a corresponding 'Completed by' label and a horizontal bar below it. On the far left and right sides of the form, there are vertical columns of 12 circular emoji icons each, representing a range of emotions from happy to sad. At the bottom of each column, there is a dashed red circle containing a pencil icon and the text 'Draw or drag circles over the emojis that match your thoughts'. A line from the 'Story' label points to the top-left rectangle. A line from the 'Importance to me' label points to the bottom-left rectangle. A line from the 'Meaning to them' label points to the top-right rectangle. A line from the 'Their action / Intent' label points to the bottom-right rectangle.

FEEDBACK CYCLE REQUEST

What is the story?

PICTURE HERE

What does this story mean for you?

Why do you think it is important because...

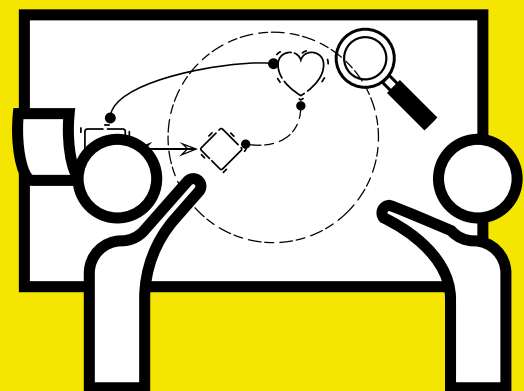
What have you / will you do with this story?

Completed by

Completed by

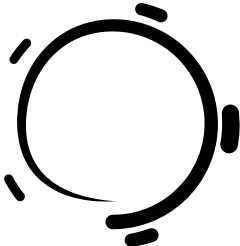
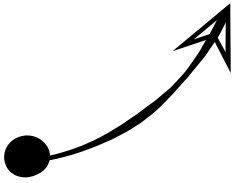
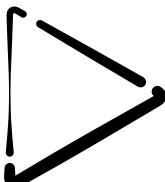
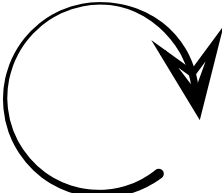
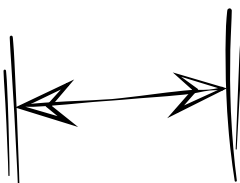
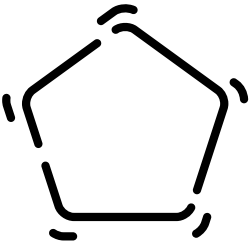
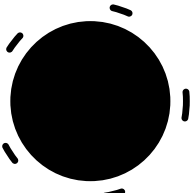


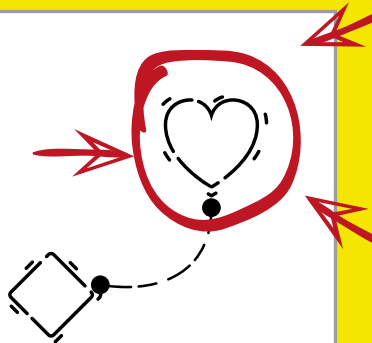
Draw or drag circles over the emojis that match your thoughts

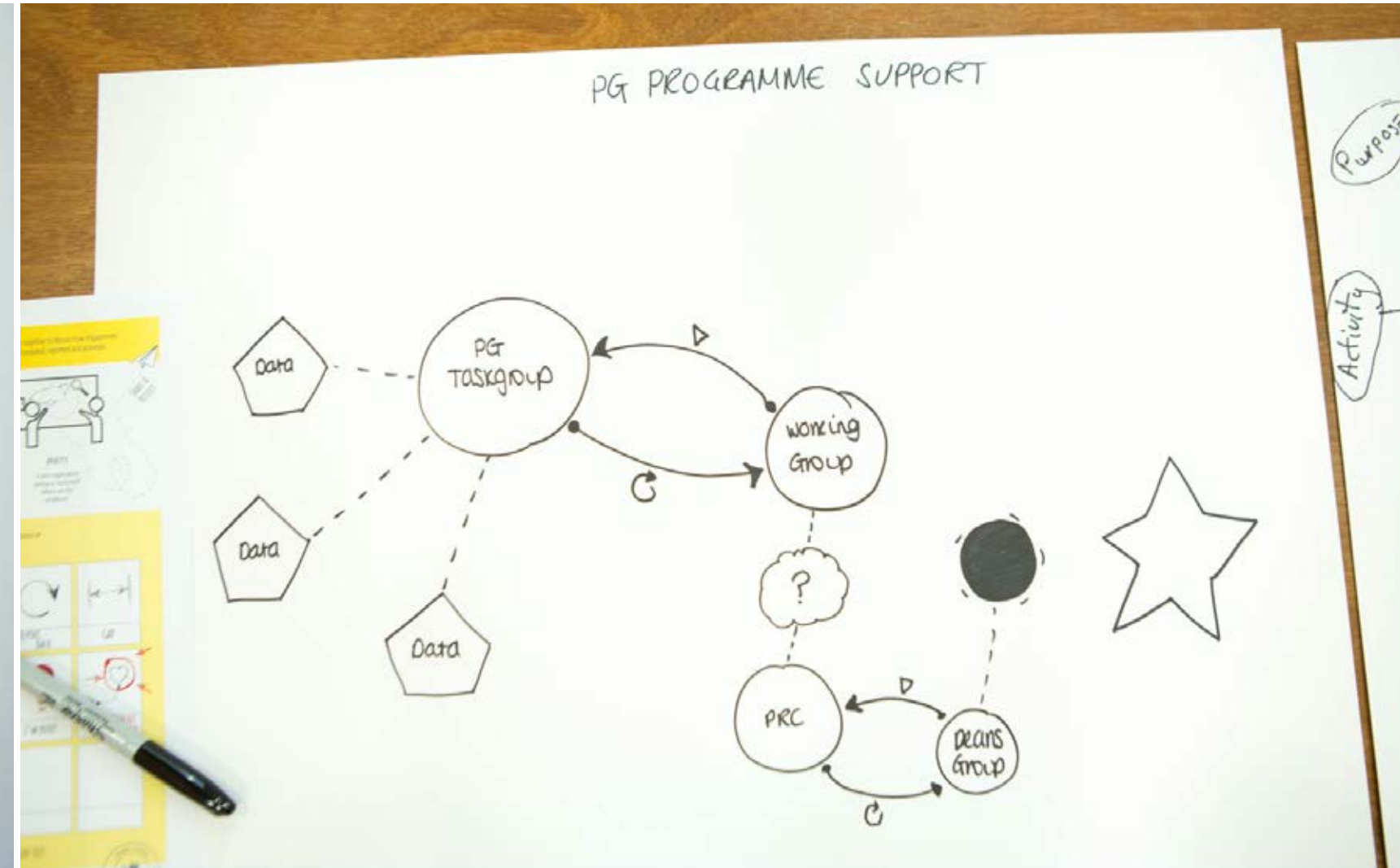
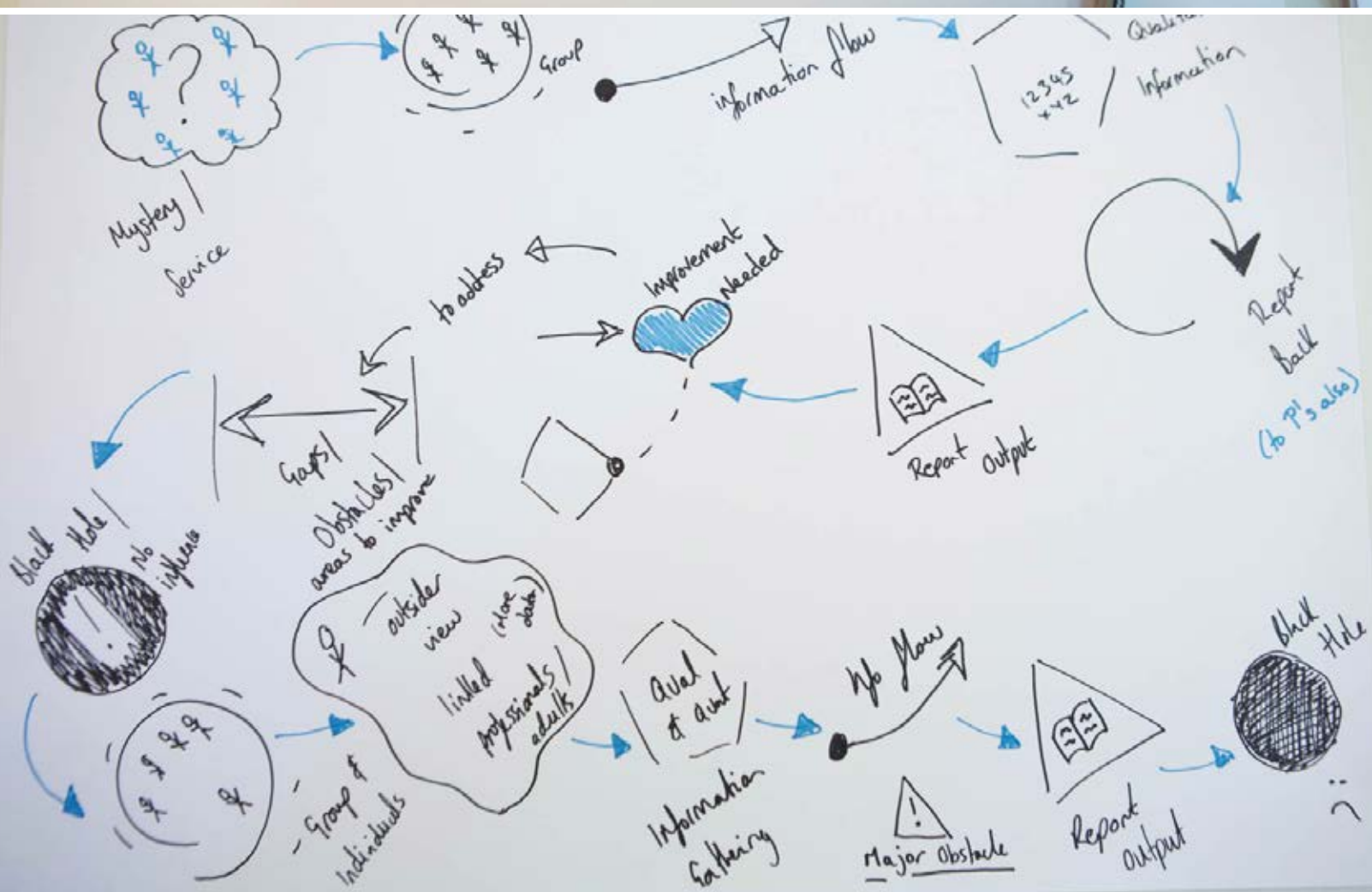
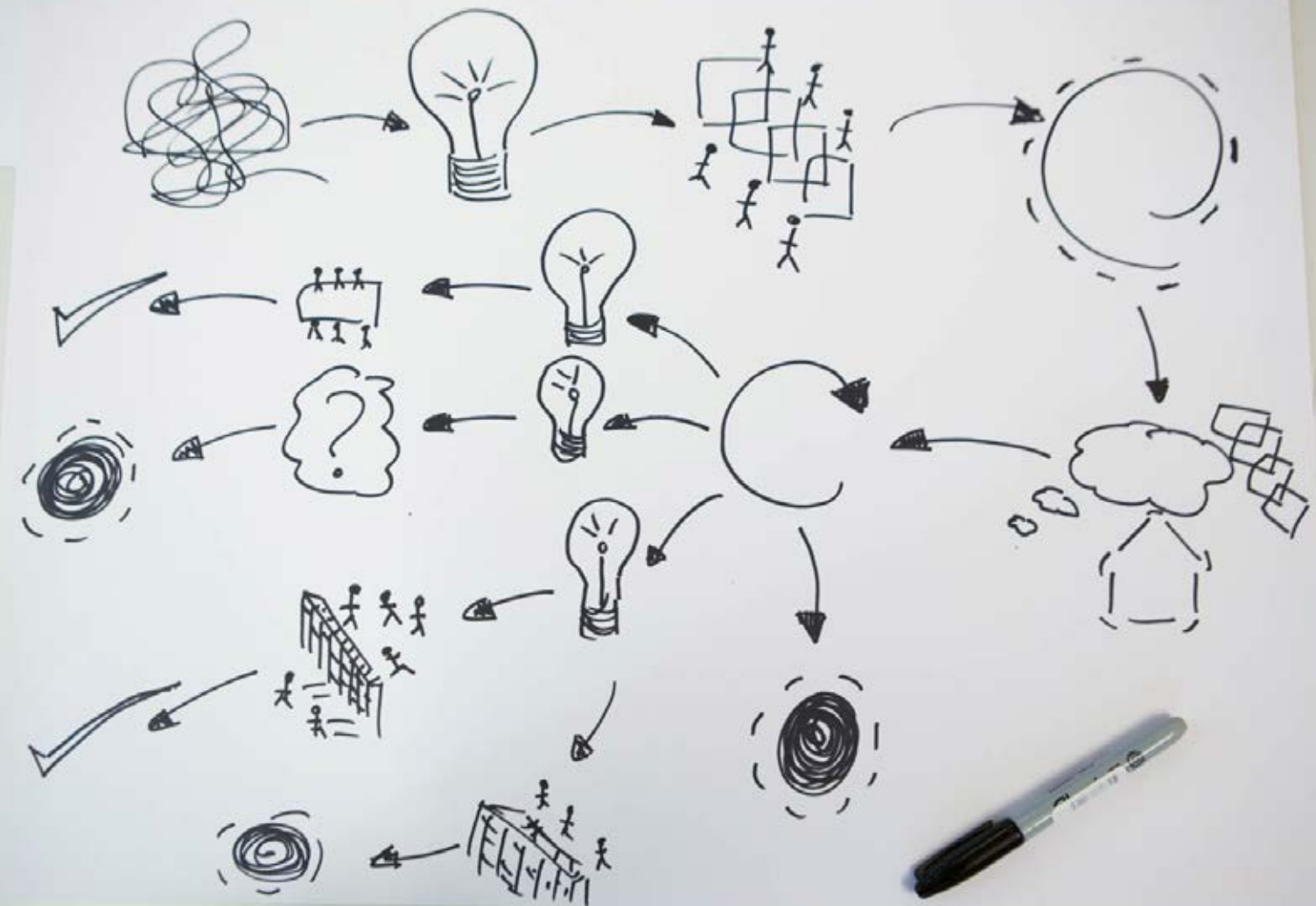
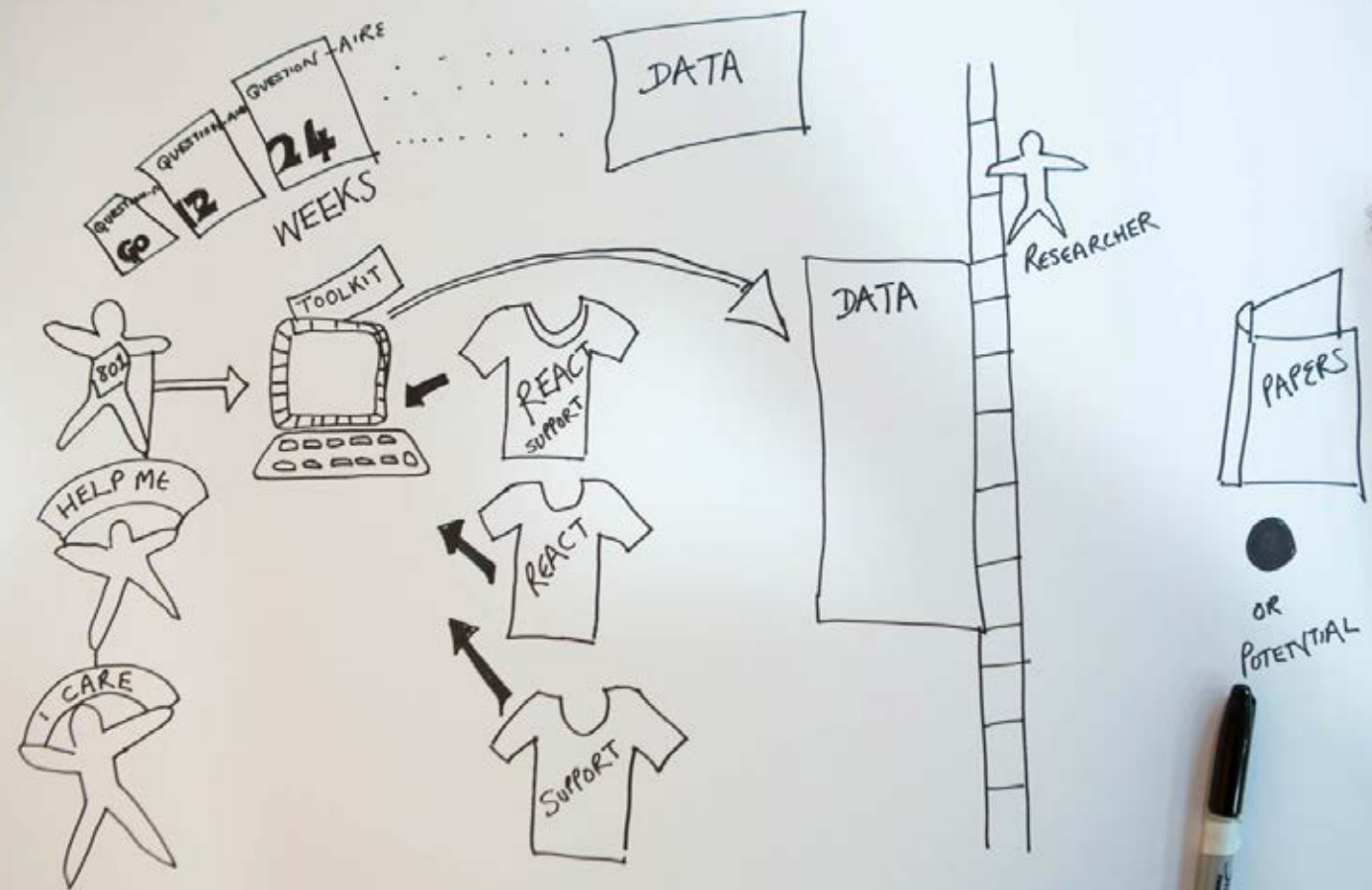
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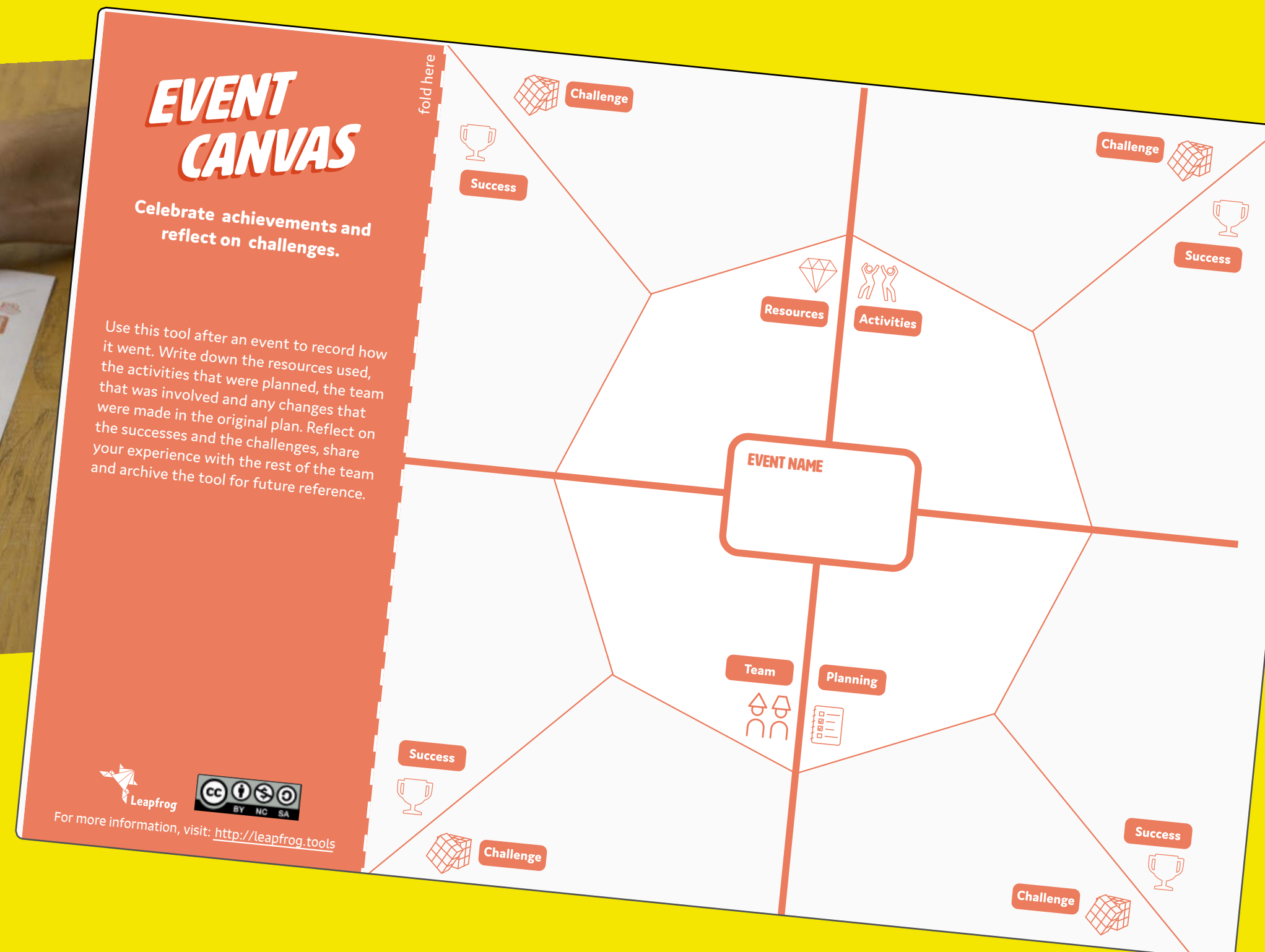


Engagement Map Key

Bring your team together to discuss how engagement information is translated, reported and actioned

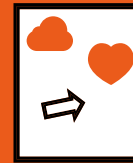
| | | | | |
|---|---|---|---|---|
|  |  |  |  |  |
| INDIVIDUAL OR GROUP | INFORMATION FLOW | REPORT OUTPUT | REPORT BACK | GAP |
|  |  |  |  |  |
| QUALITATIVE INFORMATION | BLACK HOLE | MYSTERY | I'M HERE! | IMPROVEMENT NEEDED |
| | | | | |



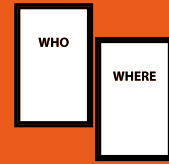




BADGE



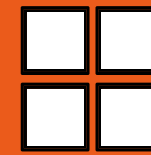
Everybody



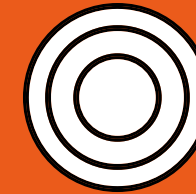
Seeing
Things



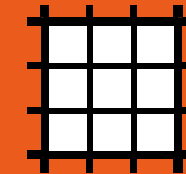
Sound
Advice



Storyboard
Contract



Target
Control



Grid



Any Idea
Cards



Comms Stretcher
& Comms Focus



Flip



Flow Customer
Tools



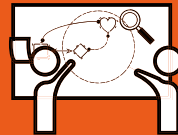
The Small
Things



The Right
Ideas



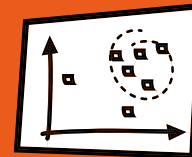
Progress
Tools



Engagement
Map Key



Feedback
Cycle Request



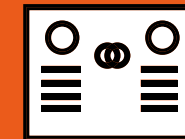
Prioritise
Together



Snapshot +
Story



Think Outside
Bookmark



Topic
Tally



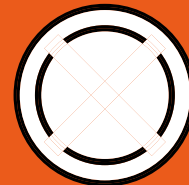
Snapshot
Tools



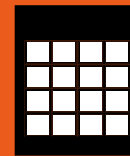
Event
Canvas



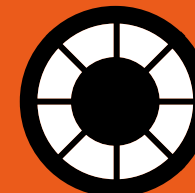
Event
Jigsaw



Plan B



Role
Bingo



Target
Support



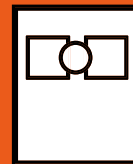
Word
Play



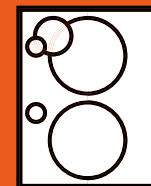
Reflective
Tools



Interactive
Journey



Make it
Stick



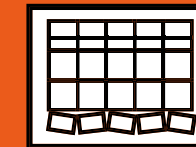
Personally
Important



Seeing
Differently



Unwrap your
Potential



Stick
With It



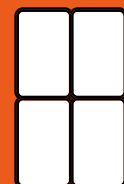
Visual
Voice



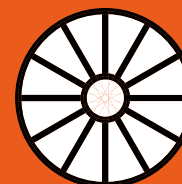
Building
Success



Bunch of
Impact



Communication
Cards



Derbyshire
Matrix



Evaluation
Game



Facilitator's
Note Sheet



Sorting Out
Target Control

Scaling Up Leapfrog: Improving a million creative conversations

£100,000 Funding application, November 2018 start

**Resources to adapt and publish free tools and
resources specifically for Food Power**

www.Leanfrog.tools