



GLOBAL BUSINESS
SCHOOL FOR HEALTH

8th Global China Dialogue

Supporting health engagement and co-creation

Dr Marzena Nieroda

Assistant Professor of Marketing and Commercialization for
health, UCL Global Business School for Health

Agenda

- a) Citizen engagement and health inequalities
- b) How did we get here?
- c) System and social innovation to drive change
- d) Co-creation to facilitate participation and engagement

What do we need to know?

Where do we want to get?

How could we get there?

Citizen health engagement and health inequalities

People-centric approaches are necessary to strengthen health systems (WHO, 2009)

Low engagement impacts life quality and likelihood of survival (Bambra, 2020)

- In England, between 2014 and 2016, the difference in healthy life expectancy between the most and least deprived areas was approximately 19 years for both genders (PHE, 2021). The roots of health inequalities lie in the intricate interplay of environmental and social factors within localities, significantly influencing people's lived experiences. Addressing these factors becomes imperative in the efforts to reduce such disparities.
- In 2018, over 45% of cancer cases were diagnosed at advanced stages (3 & 4). Ethnic minorities and those in socioeconomically deprived areas face lower screening participation due to factors like cancer stigma, practical barriers (e.g., travel, care costs, disabilities), cultural differences, lifestyle, and health habits (Macmillan Cancer Support, 2019).

How did we get here?

- Fragmented research
- Fragmented resources
- Focus on the disease aspect, potentially fostering feelings of blame or shame associated with the illness (Vapivala et al., 2021)
- Lack of trust
- Lack of engagement

Systems and social innovation is needed to facilitate engagement

A large red banner with the words 'SYSTEMS THINKING' in white, bold, sans-serif capital letters. Below the banner is a dark blue navigation bar with white text. On the left, it says 'An official website of the OECD. [Find out more](#) ▾'. On the right, there are links for 'About' and 'Work Areas ▾'. The 'Work Areas' link is highlighted with a pink background.

Whole systems approach to obesity

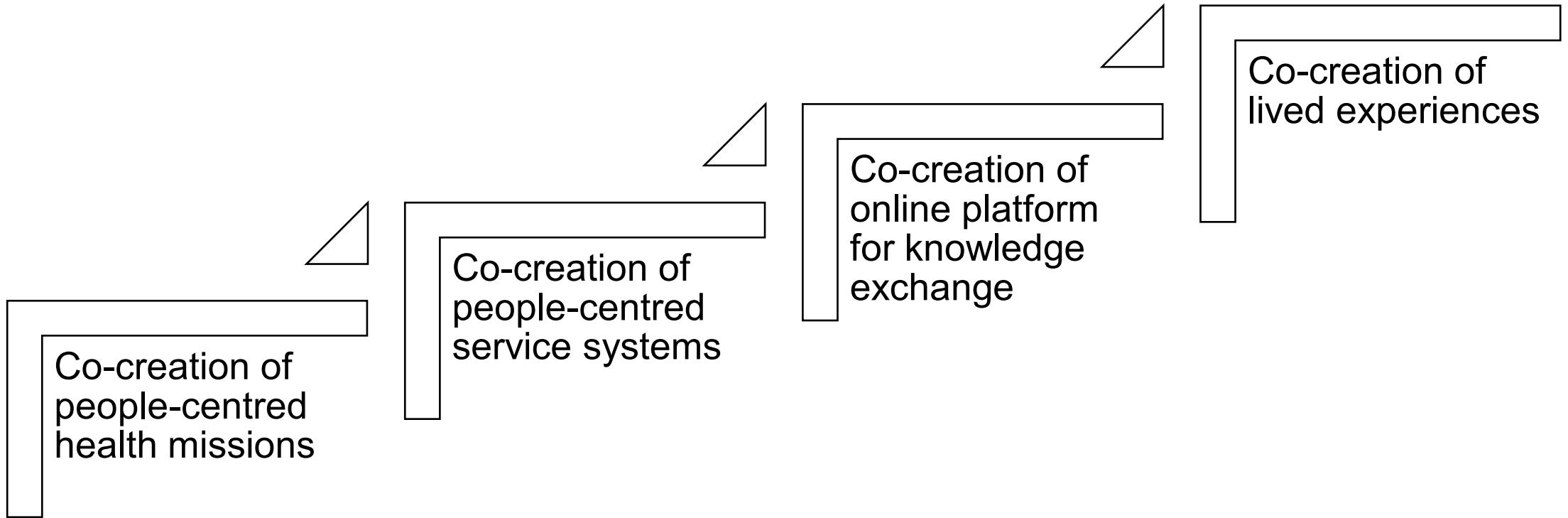
A guide and set of resources to support local authorities in implementing a whole systems approach to address and promote a healthy weight.

From: [Public Health England](#)

Published 25 July 2019

What is mission-oriented innovation?

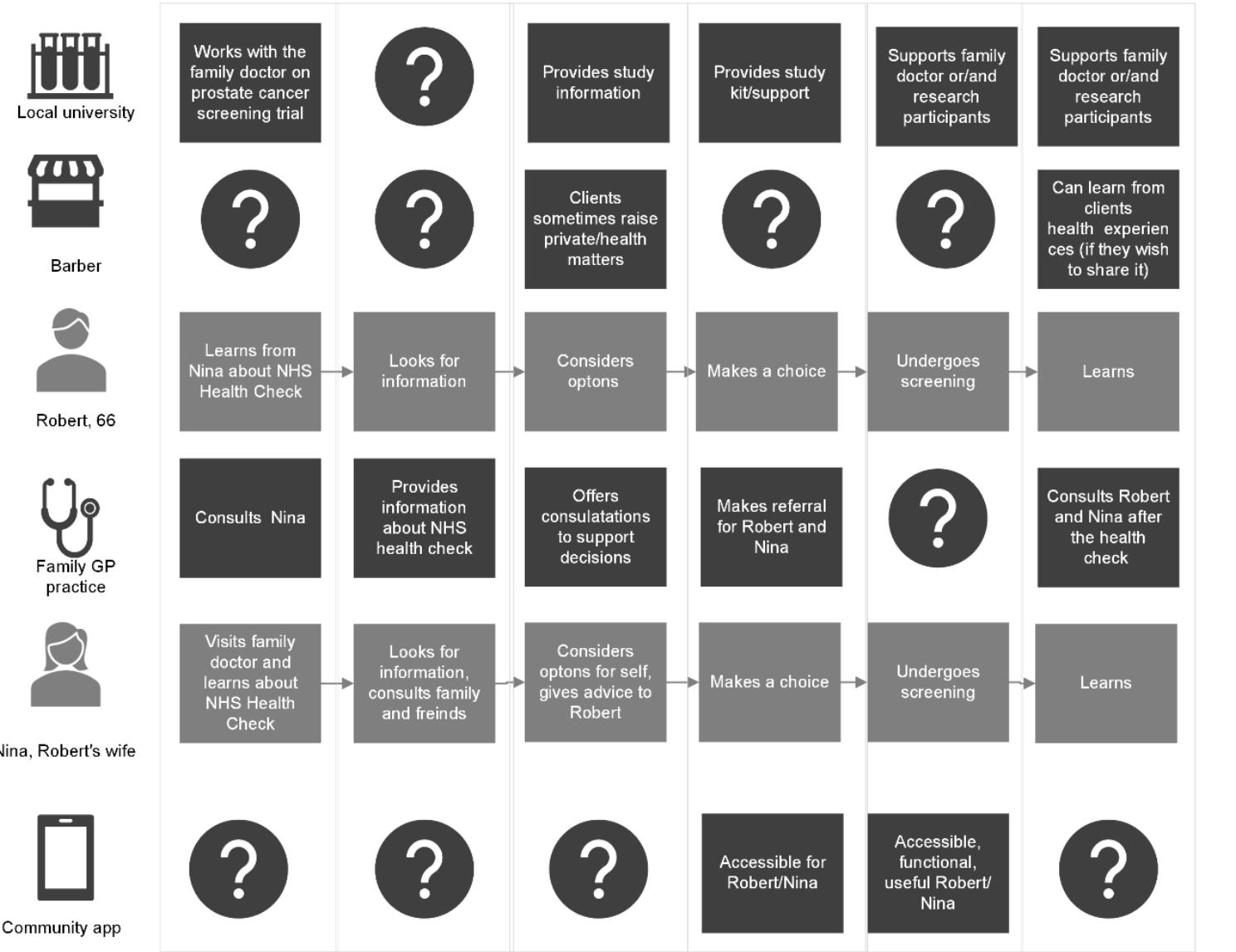
Potential engagement pathways



Research questions

- 1) How do we recognise people-centred (health) missions within a community?
- 2) How lived experiences could contribute to co-creation or co-destruction of quality of life?
- 3) How do we identify and mobilise stakeholders who could contribute to co-creating people-centred service systems?
- 4) How do we facilitate design and co-creation of people-centred service systems?

Future modes of co-creation



Future models require different inquiry methodologies

Empathise

AIM: Empathise with the system and the role of individual within it.

METHOD: interviews, focus groups, stakeholder workshops

Define

AIM: Define place-based network, relationships, journey one takes through the system and identify challenges along the journey

METHOD: Network mapping, journey mapping, problem mapping

Ideate

AIM: Decide stage in the journey to intervene, ideate potential co-creation solutions to the identified challenges.

METHOD: Experimental design

Test

AIM: Test the proposed solutions and learn from it

METHOD: Experimental results



GLOBAL BUSINESS
SCHOOL FOR HEALTH

→ [www.ucl.ac.uk/global-business-school-health/
study/mba-health](http://www.ucl.ac.uk/global-business-school-health/study/mba-health)

✉ mbaadmissionsgbsh@ucl.ac.uk

🐦 twitter.com/ucl_GBSH

linkedin [www.linkedin.com/company/the-ucl-global-
business-school-for-health](https://www.linkedin.com/company/the-ucl-global-business-school-for-health)

facebook facebook.com/UCLGBSH