

Issue

- Why are you taking a co-design approach? (e.g. young women are having a negative experience of physical activity)
- Is co-design the best way forward?
- Remember the issue will be different for each group – consider timing and authenticity

Identifying and Defining the Issue

Consult your target audience

- Identify the right audience (e.g. inactive young women and girls, not those who already participate)
- Relationship building – if you aren't best positioned, who is? (e.g. teachers, community members)
- Understand and define the problem – have you asked your audience?

Reflection

Consult your target audience

- Develop another iteration to test with your audience – implement changes based on feedback
- Remember to evaluate your programme or project – has anything changed for your audience?

Where to Next?

- How do you keep the audience physically active beyond your programme or project?
- Consider how you can make your programme or project sustainable – connection points and relationships in schools, clubs and/or other sport and active recreation providers

Taking a Co-Design Approach

Delivery

Consult your target audience

- Physically test your programme or project with your audience
- Remember to observe engagement, body language, attendance, and retention numbers
- Gather formal and informal feedback (e.g. imagery scale, general discussion)

Design and Prototype

Consult your target audience

- Design one possible solution using the insights from your audience
- Remember what the purpose of your programme or project is – what issue are you trying to address?

Possible Solutions

Consult your target audience

- Brainstorm possible solutions with your audience to understand what they want – understanding how you can meet their needs
- Gather these possible solutions through different methods (e.g. facilitated workshops, focus groups, surveys, informal conversations)
- Gather insights – what does the research say?



To access tips and tools on taking a co-design approach see <https://aktive.org.nz/resource-hub/?category=diversity-and-inclusion>