The Story of the #PDDigital16 Festival
28 / 29 November 2016
<table>
<thead>
<tr>
<th>Page Range</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-10</td>
<td>Introductions</td>
</tr>
<tr>
<td>11-15</td>
<td>Frugal Innovation Debate</td>
</tr>
<tr>
<td>16-30</td>
<td>Pitches</td>
</tr>
<tr>
<td>31-39</td>
<td>Sharing (Open Space and Bartering)</td>
</tr>
<tr>
<td>40-48</td>
<td>Learning (Panel Reflections and Social Reporting)</td>
</tr>
<tr>
<td>49-53</td>
<td>Future (Blue Print and Call to Action)</td>
</tr>
</tbody>
</table>
Introducing #PDDigital16

A Festival Takeover of #YHDigitalEco
28/29 November 2016
Behind the Scenes
People Drive Digital emerged from the understanding that when digital is at its best it is driven by the people who it is designed to serve.

What started out as a conversation between Victoria and Anne about the lack of air time at conferences given to this concept turned into #PDDigital15. Held at the unique ODI in Leeds, the first festival brought changemakers from many backgrounds together to share, learn and connect. Friendships were made, ideas were hatched and the PDD community was born!

A White Paper which captured the essence of #PDDigital15 was launched and it soon became obvious that there was the energy and desire to continue....

The challenge was to keep the creative community magic whilst amplifying and influencing the wider context. A conversation or two later and a People Drive Digital takeover of Yorkshire & Humber Digital Health & Wellbeing Ecosystem began to take shape.

With a little help from their friends the co-founders co-created this year's festival of delights: #PDDigital16
The Values  We believe...

- Good ideas can come from anywhere
- Small is beautiful
- There is more than one way to do everything
- Having fun matters
- Everyone can participate
- In being connected - outside in and inside out
- The process matters as much as the outcome
- Learning is an important matter and we should learn through doing
- Generosity is a fundamental way of being
- In celebrating different approaches
- In the principles of the maker community (http://en.m.wikipedia.org/wiki/Maker_culture)
- In co-design and co-production
- The value of the sharing economy - sharing treasure increases value
- The value of diversity of people, backgrounds, approaches and opinions
The Build Up

Determined to spread the word, blog posts were produced, tweeps got busy and a challenge was set to find some great examples to showcase at the event.

Demand far outstripped supply for #PDDigital16 with tickets selling out almost immediately and a fantastic group of pioneers were selected to pitch their innovations at the event.

The organisation, thought and creative energy that went into #PDDigital16 was phenomenal!

*Read Warm Up Posts Here:*

Victoria Betton *What Has Frugal Innovation Got to Offer Digital Health*
Anne Cooper *Hitting the Target but Missing the Point*
Pippa Hedley-Takhar *Empowering Digital Patients*
#BeyondTheRoom *It’s Alive and It’s Social*
Roz Davies *Patient-Driven Digital Prescription*
Around 80 people came to the ODI in Leeds with a community of 605 joining in online via Twitter.

People came from many different backgrounds with a wealth of experience, knowledge and skills, we could talk about their ‘roles’; nurses, techies, entrepreneurs, patients, carers, volunteers and so on but that would miss the point!

This was a fantastic group of people who came together to learn, share, have fun and ultimately to make a difference through a common interest: ‘People Drive Digital!’
Nov 28: On a cold, northern November evening, it all began...

We were encouraged to debate, air our clean laundry under the Christmas lights, & eat!
Four speakers were invited to give opposing viewpoints. The topic? Frugal innovation.

The room took a vote before the speakers began, and it was a landslide in favour (with a few undecided)

For: 30
Against: 3

“This house believes frugal innovation has the potential to create better solutions to citizen challenges than traditionally designed digital technologies”
Edited One in Four, national mental health magazine from 2007 to 2014. Mark was shortlisted for the Mind Champion of the Year Award in 2010. He is currently one of Community Care magazine’s top 60 social care tweeters.

CEO and co-founder of Dotforge. She has a wealth of experience in tech innovation, Third Sector integration and fund management. Emma was responsible for raising the initial investment funding of £500,000 to launch the first Dotforge accelerator programmes.

Professor of Marketing and Jawaharlal Nehru Professor of Indian Business at Judge Business School, University of Cambridge. His most recent book, Frugal Innovation, was published in February 2015 and won the CMI’s Management Book of the Year Award 2016.

Professor in Strategy and Innovation at Leeds University Business School. His research links the domains of strategic management, technology and innovation management, manufacturing strategy, and R&D policy.
For

“Frugal innovation is looking at the ways that tech can rebalance inequalities by striving for the same outcomes while also being aware that not everyone has an effing perfect life”
  - Mark Brown

“Frugal innovation is the ratio of the value you generate from your idea to the resources you use. This is about doing things faster, better and cheaper”
  - Jaideep Prabhu

Against

“The companies we support all start with a minimum viable product and they will not have built anything until they have validated it with a customer. But talking to patients has its challenges and this is not necessarily frugal.”
  - Emma Cheshire

“When someone says there is one superior way to innovate that makes me nervous. There is no best way to innovate, so when you all raise your hands think about this!”
  - Krsto Pandza

After some interesting comments from the room we had a recount. A few people had been swayed by the ‘against’ movement. But, as always, the house won.

For: 17 Against: 5
There were name badges to be made, a guest with puppy dog eyes, and a growing mountain of gifts.

Nov 29: We were back bright and early, just in time for breakfast!
#PDDigital16
Pitches
The #PDDigital16 Pitches Films

Morning Pitches

Afternoon Pitches
Hannah Chamberlain, Mental Snapp

Hannah talked about the power of digital storytelling through Mental Snapp, a video app that enables mental health service users to tell their own stories by recording short video updates on their mental health.

@mentalsnapp

“Your camera can be the therapist in your pocket. I want to leave a legacy where people and their ability to tell their stories is empowering and new.”

The power to tell your own story
Diana Bird, Mother’s Tongue

Diana gave a candid and invaluable presentation which explained the pitfalls of working with app developers through the story of developing her app - Mother’s Tongue. The app is designed to help mums-to-be who don’t speak English communicate with their midwives.

@DianaCBird

“I relate the development of my app to an unplanned pregnancy. It was very brief, very quick, and disappointing.”
Nicola Tiffany, HMA

Nicola shared her findings on co-creation from an NHS Blood and Transplant project where HMA created an app for a blood transfusion service. HMA involved the clinicians who would be using the app from day 1, which she said made a significant difference to the quality.

@nicolatiffany
@HMADigital

“If I had once piece of advice in terms of the co-creation process it is to listen.”
Stephen outlined his ambitious plan to revolutionise the collection of clinical research data through online marketing and social media. The numbers speak volumes, as he was able to recruit 600 patients in 4 days.

@SGLocky
Jacqui Gladwin, Health Pledge

Jacqui shared the story of the award-winning co-created Health Pledge project in Manchester, which promoted local conversations and brought nursing students face to face with the public. The website launched in 2015 as an interface for the project.

@gladersj

"Small small things can make massive differences and that's what we're trying to promote."
Jo Eckersley, Sheffield Flourish

Jo Eckersley talked about how Sheffield Flourish, a blended digital and real life wellbeing community, was co-produced from its foundations. The project now has 40 volunteers and 300 members, recruited in large part through the positive effects of co-production.

@joeckersley @ShefFlourish

“Co-production hasn’t just given us added value; it is our value. Work out what matters to the people.”
Kat Jones and Rebecca Minton, IAPT/CMHT London

Kat and Rebecca led us through a pilot evaluation of free mental health apps. Kat conducted the 20-app study while working at a London Improving Access to Psychological Therapies service, focusing on apps which covered different areas of mental health.

@katljones_  @mintonbec

‘There’s an app for that! But which one do I choose?’

“Clinicians signpost patients to support with housing, debts etc, but where do we signpost people to get digital support?”

Stephen Lock @SGLocky · Nov 29
Towards a standard for mental health apps. The shortlist from @katljones and @mintonbec is really valuable #pddigital16
Sarah Smizz, RADCARE

Artist and newly qualified radiotherapist Sarah got the audience laughing with her talk on co-creating a radiotherapy information app. She highlighted cultural barriers within the health sector, and reminded everyone that the best way to break through barriers is self belief.

@smizz
Elizabeth Shassere, Textocracy

Elizabeth used statistics to highlight the challenges of digital inclusion, before demonstrating the effectiveness of Textocracy through user examples. Textocracy is a service which can be used to consult with patients in the most accessible way possible (yes, you guessed it, via text!)

@startupliz
@SMSTextocracy

“Sometimes the first step in co-creation is simply providing the easiest, most universal way for everyone to be able to have their voice heard in any process.”
André Tomlin, The Mental Elf

The Mental Elf is part of the National Elf Service, a digital tool which helps health and social care professionals keep up to date with the latest reliable research. André talked about how the project works to make complex research more digestible, and how digital has democratised how people learn about their conditions.

@Mental_Elf

“You can lead a nurse to Twitter but you can’t make them tweet about research. We try and create a space that feels safe and where people feel able to talk to each other.”

@Mental_Elf discussing barriers getting people involved in mentalhealth research evidencobaecod pddigital16
Anindita Ghosh, Shift.ms

Anindita gave us a whistlestop tour of the process used to create Thought Sort, a co-produced CBT tool involving peer support for people living with MS. Introducing us to a new word - ‘pretotyping’ - she reminded the room that people don’t need to be in the same room for co-production to take place.

@ditaghosh
@shiftspeaks
Zoe Harris, mycarematters

Zoe’s presentation exemplified what the whole event was about, as she told us how mycarematters began from a simple post-it note innovation designed to improve care for her husband. Today mycarematters is a web-based tool where patients and carers can store information which can be used by providers to personalise care.

@ZoeHarrisCCUK
@Mycarematters

“The tech is the easy bit; far more challenging is finding ways to reach the people who would really benefit.”
#PDDigital16 Pitches Hall of Fame!
Open Space
Emma Bearman

Emma hosted a conversation about the potential of play and asked how can we encourage more play. The group talked about memory capture, play box and how play reinforces shared experience.

@EmmaMBearman
@PlayfulLeeds

“Thinking about the potential promise of the maker movement and if more people created made and thought creatively together where would that take us?”
Pippa asked for help in co-designing the next Yorkshire & Humber Digital Health & Wellbeing Ecosystem event. The group talked about using case studies to share what works and learning, co-production, and sharing practical tools.

"Inspiring day #PDDigital16 thought-provoking, meaningful debate in room and online."

@piphedley
@AHSN_YandH
Victoria and Diana facilitated a discussion around collaborating in technology projects. The group had lots of top tips including being clear about IP, process and purpose, considering whole life costs, jargon busting and using agile processes.

“Keep it simple, start with one thing and do it well.”

@victoriabetton
@dianacbird
Elizabeth Shassere

Liz and her group shared their knowledge, ideas and frustrations about STPs and how to influence them! People found the 44 STPs to be variable and some to be impenetrable.

@startupliz

Influencing Sustainability and Transformation Plans

“Digital roadmaps, new models of care, STP’s...there are a multitude of plans that don’t align.”
Karen’s topic was very relevant to the day. This close-knit group quickly got chatting about the importance of digital ambassadors - people who support and mentor in digital skills - across different sectors. There was a broad consensus on the usefulness of this idea!

@kareninns1
Julie Oxley

Julie’s topic built on themes discussed earlier. The group talked about how to build skills and confidence of the workforce to support the public in connecting with digital tools.

@infoantech

“There’s got to be a joined up approach. Tech changes so quickly it’s always about staying one step ahead.”
Bartering
Facilitated by @CeriBatchelder, everyone found two people in the room with whom to form a bartering triangle.

Using a process which gave us each an opportunity to share a ‘problem’, listen and ask probing questions.

Everyone gained and gifted something!
Panel Reflections
“Why don't we just do great stuff, instead of problem stuff- focus on prevention?” @EmmaMBearman

“People in this innovation space need to look after themselves and retain energy” @rachelcoldicutt

“We’re seeing real lightbulbs moments in creativity - moving from a medical to a social model” @piphedley

“Start where no one wants to go. Just crack on with stuff and make it happen.” @EmmaMBearman

"If you want your message to be heard, make your message simple and make it easy for the recipient to action" @john_farenden

“If we are always look out for disruptive innovation, we miss the things in front of us right now & vice versa” @john_farenden

“In the context of Personalised Care 2020. How do we simplify and capture the good stuff?” @DylanRRoberts

“Lots of good stuff happening in little pockets. How do we share and apply elsewhere?” @DylanRRoberts

“This is a room full of community builders; together we can do so much” @roz_davies
#PDDigital16

Social Reporting
Washing Line Feedback...
### The #PDDigital16 Influencers

**Top 10 by Mentions**
1. @mental_elf 389
2. @markoneinfour 241
3. @anniecoops 226
4. @vanessalgarrity 186
5. @victoriabetton 146
6. @roz_davies 124
7. @jaideeprabhu 106
8. @ahsn_yandh 105
9. @germinates 94
10. @joeckersley 84

**Top 10 by Tweets**
1. @vanessalgarrity 208
2. @anniecoops 152
3. @markoneinfour 141
4. @mental_elf 123
5. @piphedley 100
6. @mariamaryee 90
7. @caribatchelder 77
8. @healthukkd 77
9. @ahsn_yandh 65
10. @roz_davies 62

**Top 10 by Impressions**
1. @mental_elf 5,267,010
2. @markoneinfour 2,376,392
3. @anniecoops 1,963,237
4. @vanessalgarrity 1,084,741
5. @shirleyayres 726,004
6. @nhs_robw 398,771
7. @roz_davies 332,014
8. @sectioned_ 284,979
9. @patientopinion 199,337
10. @ahsn_yandh 187,286

### The Numbers

- **16,596,485** Impressions
- **2,593** Tweets
- **471** Participants
- **54** Avg Tweets/Hour
- **6** Avg Tweets/Participant

Twitter data from the #PDDigital16 hashtag between Mon Nov 28 12:00 through Wed Nov 30 12:00 2016 Pacific Time (GMT-0800).
Vanessa Garrity @VanessaLGarrity · Nov 29
#pddigital16 @piphedley Having time and headspace to think things through, reflect & bring different perspectives to the conversation.

Matt Edgar @mattedgar · Nov 29
Obligatory @ODLeeds looking lovely panorama, #pddigital16 edition
mHabitat and ODi Leeds

Anne Cooper @Anniecoops · Nov 29
This is a festival of makers and doers in our view the #greatandgood #pddigital16

The Mental Elf @Mental_Elf · Nov 29
Exhausted but satisfied group of people in the room PDDigital16
Well done everyone who made this happen! (The cake sorted my hypo out!)

Emma Chishira @emmamusic · Nov 29
Excellent blueprint for testing if you are building an application to solve a problem people care about or just you :) #pddigital16

Kat Jones @katjones · Nov 29
Inspiring, creative day presenting & listening at #pddigital16 thank you @VictoriaBetton @embatchelder @Anniecoops indigineousinnovation
Audio Clips

Our resident Elf André collected voices from the day. Click on the photos to hear the interviews.
The Animation

A wonderful summary of #PDDigital16 by Inkwell Arts
‘People Drive Digital’ helps to unleash potential in people regardless of background & role/s. It’s fundamentally about people and great ideas driven by people with shared values making a difference to real lives.

Digital is an enabler, the means not the end.

Keep it simple.

Digital can be a powerful tool for building community.

Digital can help to co-create a valuable sharing economy.

Small is beautiful & impactful. The magic is often in the unique context, engagement process & relationships of trust. This is a challenge which must be recognised in scale up/replication.

Building digital resources can be challenging & complex.

Adoption of innovation isn’t easy even with a great idea.

Active listening with intent to understand is important.

Being purposefully creative, playful & having fun can lead to a better world.

Frugal innovation gives us clues for a making a better more inclusive future together but there are other great ways to innovate & the bigger picture is important too.
Call to Action
#PDDigital16 Calls to Action

- Think cheaper, faster, better and more inclusive but do remember the bigger picture
- Be a champion for ‘people drive digital’ wherever you live and work
- Connect, share, imagine, look after yourself and be playful
- Find ways to collate and share insights and examples
- Bring on #PDDigital17! :)

53
Thank you to all the amazing #PDDigital16 contributors!

If you would like a PDD takeover of your event get in touch with @victoriabetton or @anniecoops

Report produced by @joeckersley and @roz_davies of Recovery Enterprises, @helen_fisher of mHabitat, December 2016