CO-CREATION WITH STAKEHOLDERS TO TACKLE THE WICKED PROBLEM OF ZOONOSES PREVENTION AND CONTROL

ANNE F.G. VAN WOEZIK, MSC;
LOUISE M.A. BRAAKMAN-JANSEN, PHD; OLGA KULYK, PHD;
LISETH SIEMONS, PHD,
LISETTE J.E.W.C. VAN GEMERT-PIJNEN, PHD
IN TODAY’S SESSION...

- eHealth and *Wicked Problems* – now what?  
  (Introduction)

- Guideline for *Co-Creation with Stakeholders*  
  (Methods)

- *Zoonoses* Case Study  
  (Results)

- A *Critical Look* at the Guideline  
  (Discussion)

- Take Home Message  
  (Conclusion)
Wicked problems (1) are characterized by:

1. No consensus regarding the problem definition
2. Involvement of multiple, often independent stakeholders
3. No clear cut “stopping rule”

So how do you design and implement eHealth projects in this context? Little information and no step-by-step guide are available...

GUIDELINE FOR CO-CREATION WITH STAKEHOLDERS

Based on the CeHRes road map (2) and a stakeholder framework (3)

**Aim:** to develop an online platform (“eZoon” platform) that will support collaboration and risk communication on non-alimentary zoonoses between the veterinary, human health, and public health sectors in the Netherlands.

eZoon will be aimed at the *general public and professionals*

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Contextual inquiry:

Stakeholder identification: Literature scan, expert recommendations, snowball sampling. N = 73 SHs → 36 shortlisted
Stakeholder ranking: Stakeholder salience approach (4) → 1 key SH

Value specification:

Qualitative interviews (N = 20)
5 themes were identified using thematic analysis → input for survey
Survey (N = 15)
40 values were rated, resulting in disagreement on 32.5% of items

A CRITICAL LOOK AT THE GUIDELINE

Pros
• No guideline exists: filling the gap
• Structured, transparent, evidence-based

Cons
• Created based on findings in one country, one setting only

Pro/Con
• Timely

BUT… resulting in effective development and implementation?

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When working in the challenging context of wicked problems, the development of eHealth projects is often difficult...

...following a structured, evidence-based guideline with a focus on co-creation with stakeholders might be of benefit.
Thank you for your attention!

Are there any questions?

For more information, contact me at a.f.g.vanwoezik@utwente.nl