

The role of design in public health

Jessie Johnson – Design Council,
Design Innovation Lead

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Design Council



About Design Council

Creation

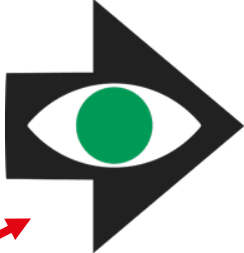
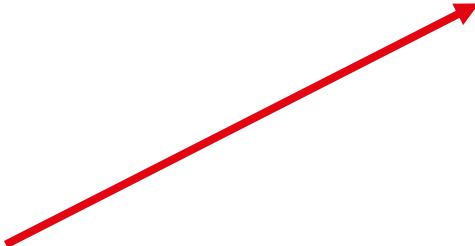
1944

“To promote by all practicable means the improvement of design in the products of British industry”.

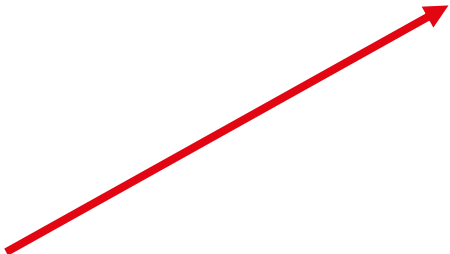


Mission & Value

A regenerative world



**Design
for
Planet**



What we do

**We publish world
leading research**

**Develop next
practice in design**



**Develop thought
leadership across
sectors**

**Use this to influence
government policy**

We publish world leading research

Economic,
Social &
Environmental
Value of design in the UK



Design is a growing & significant part of the UK economy

2019 design economy contributed

£97.4bn

in GVA to the UK economy

it accounts for

1.9m

jobs and 1.4 million designers in the U.K

77%

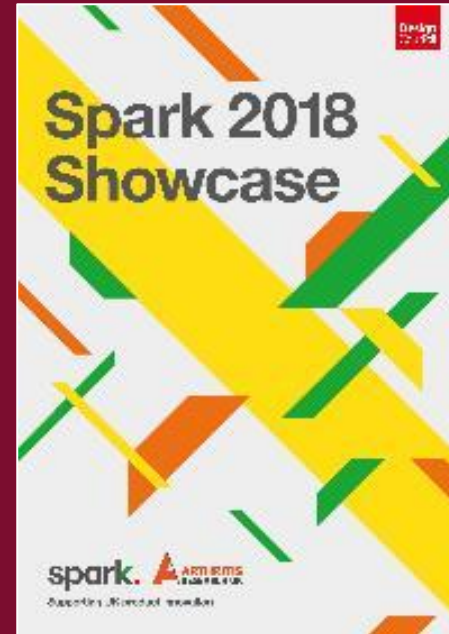
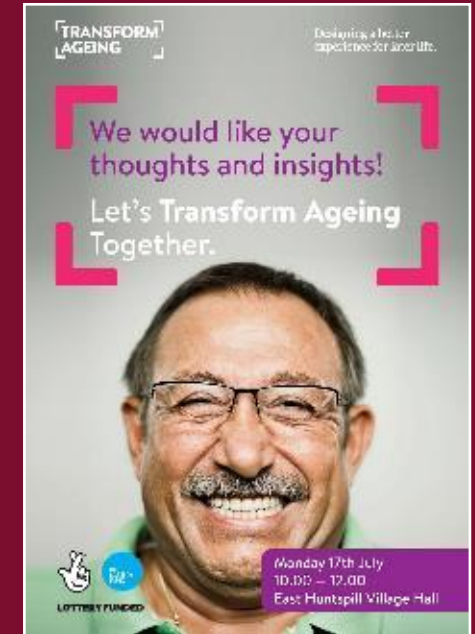
of designers now work in sectors beyond design

design economy grew

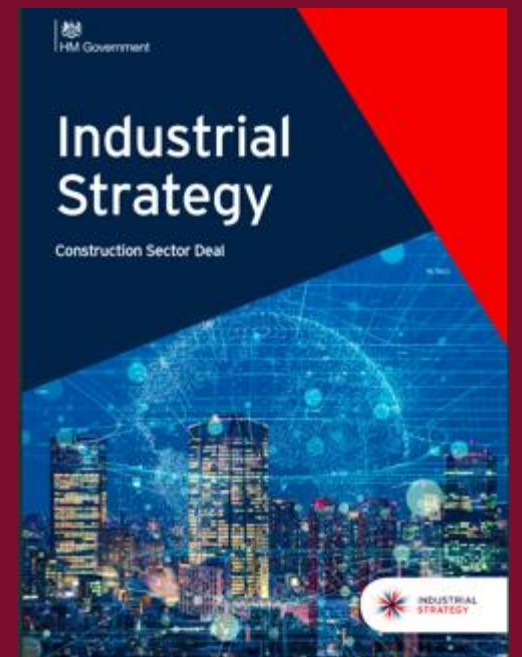
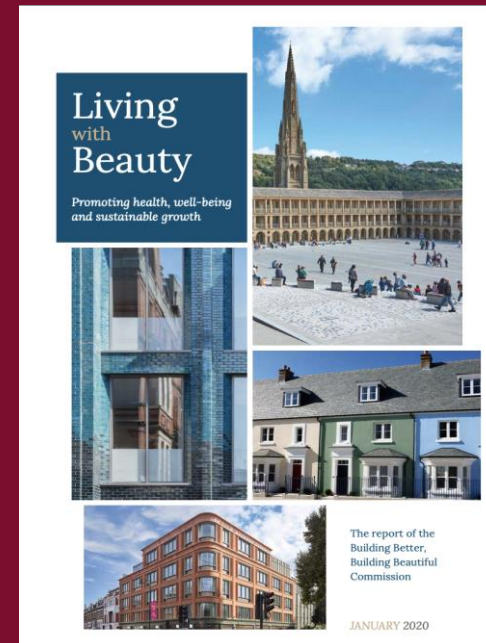
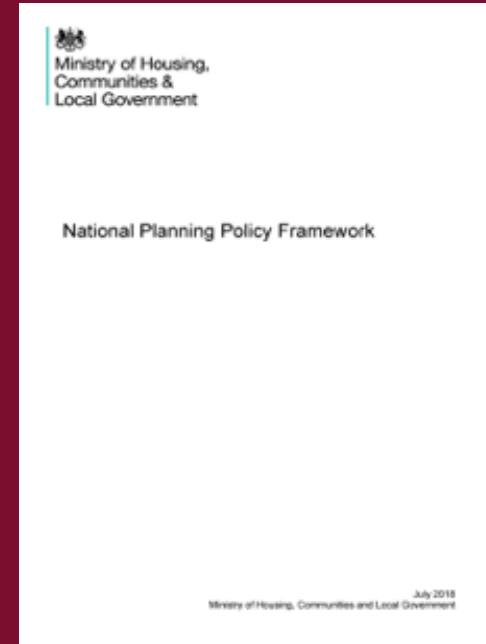
15%

since 2017 despite the early impacts of Covid-19

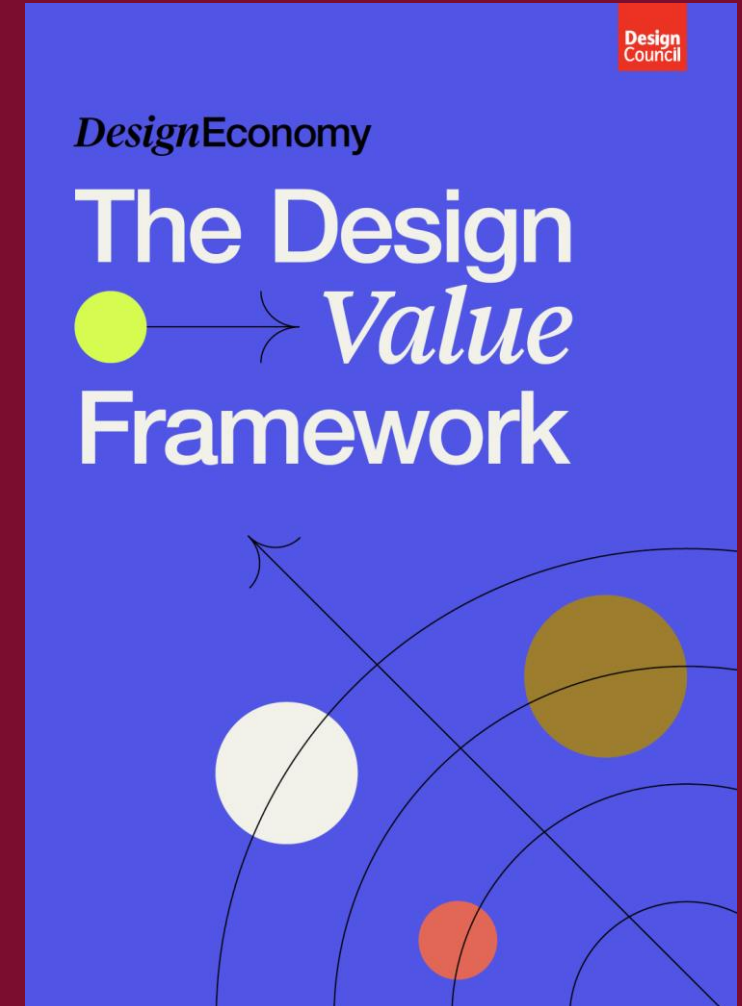
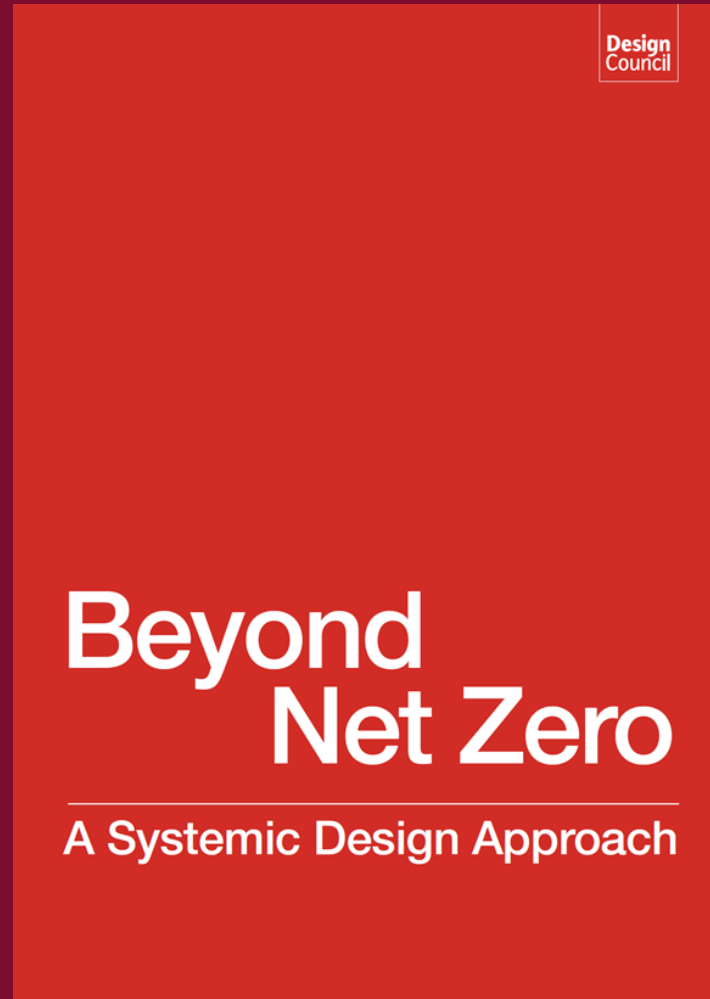
Thought leadership across sectors



We use this to influence government policy



We also develop next practice in design



About Design

What is design?

Design shapes the world

A mindset and skillset

Critical thinking &
creativity combined



What is design?



**‘Design is what links
creativity & innovation.
It shapes ideas to become
practical & attractive
propositions for users
or customers.’**

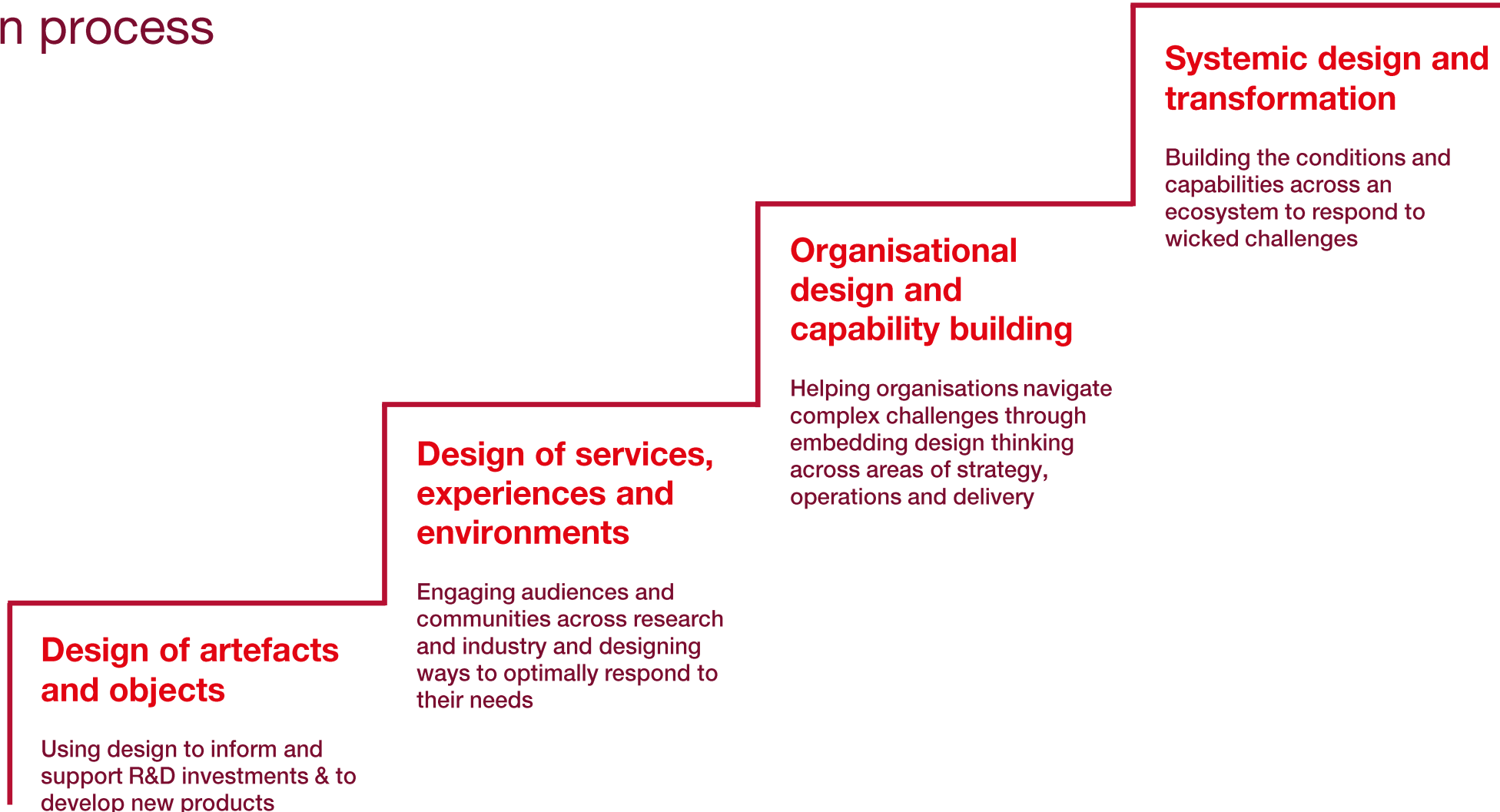
Sir George Cox
Chairman of Design Council
2005 – 2010

‘Design is the best tool we have for bringing that **human perspective into the innovation process & so plays a vital role in delivering outcomes that are more viable, desirable and usable.’**

Innovate UK

Design Ladder

Design process



Introducing Systems Design

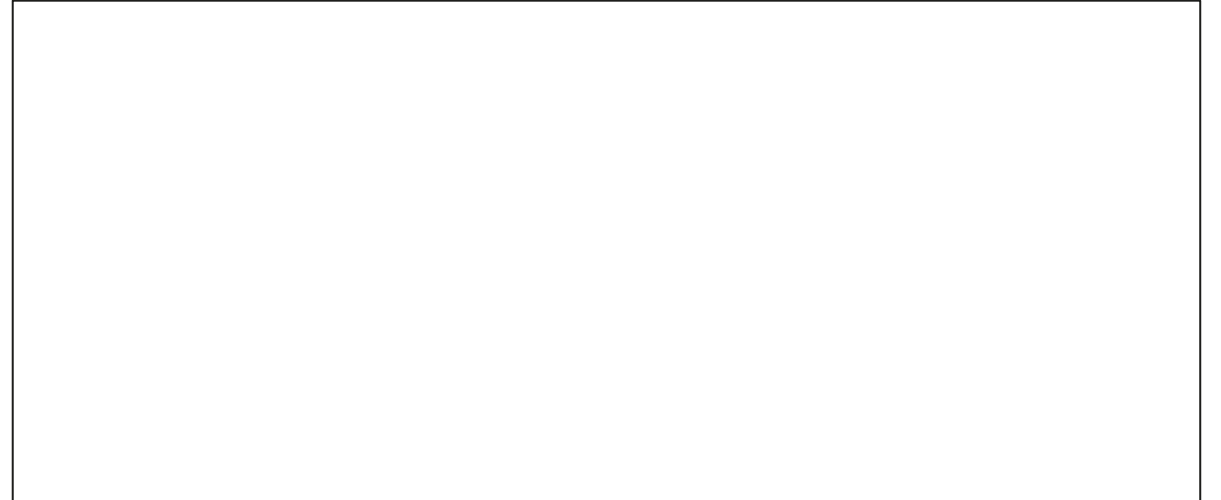
What is a system?

...composed of multiple components of different types, both tangible and intangible. They include, for example, people, resources and services, as well as relationships, values, and perceptions.

Systems exist in an environment, have boundaries, exhibit behaviours, and are made up of both interdependent and connected parts, causes and effects. Social systems are often complex and involve intractable, or 'wicked', problems.

New Philanthropy Capital & Lankelly Chase

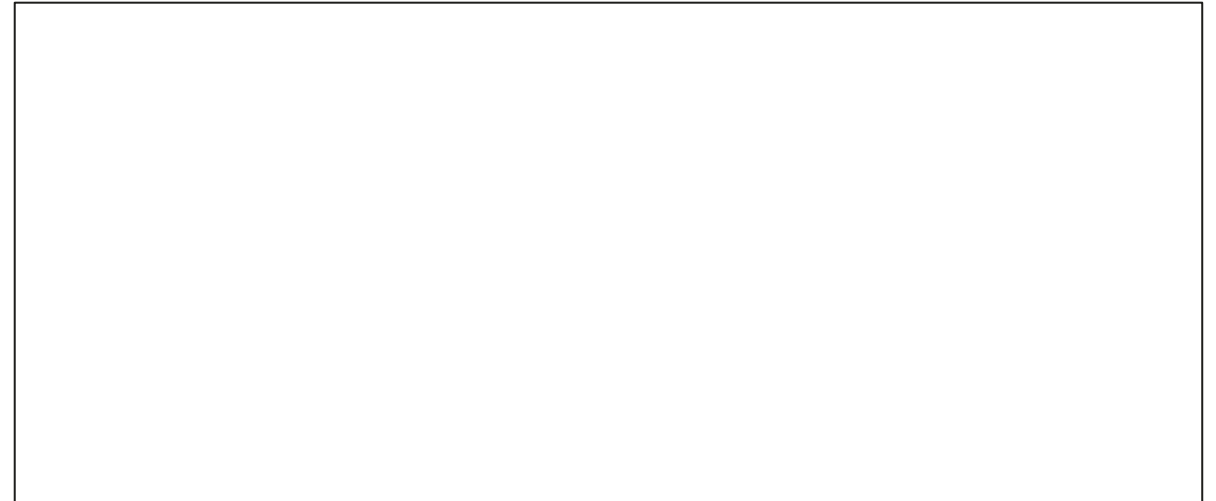
What springs to mind when you think about systems?



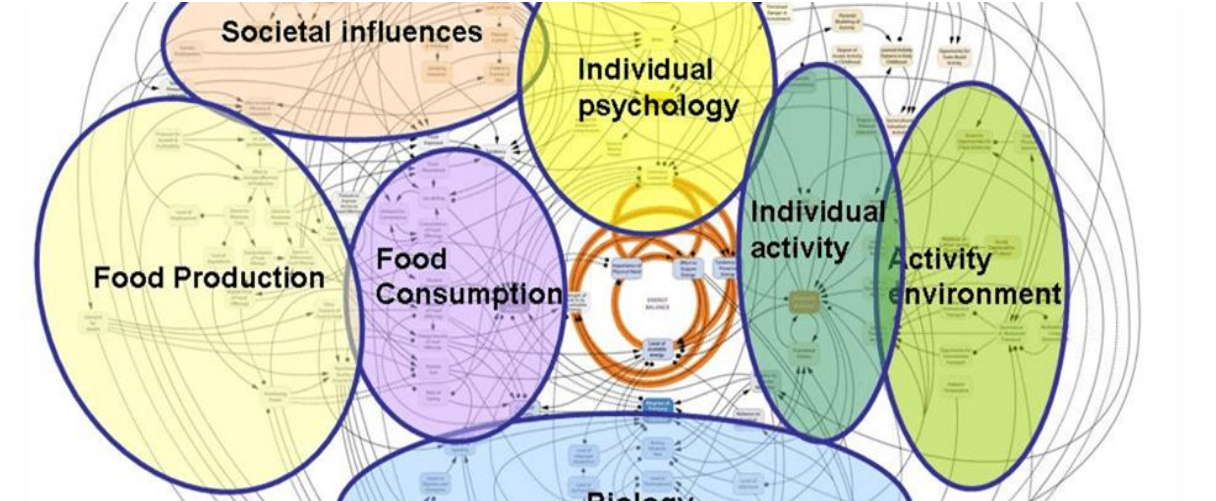
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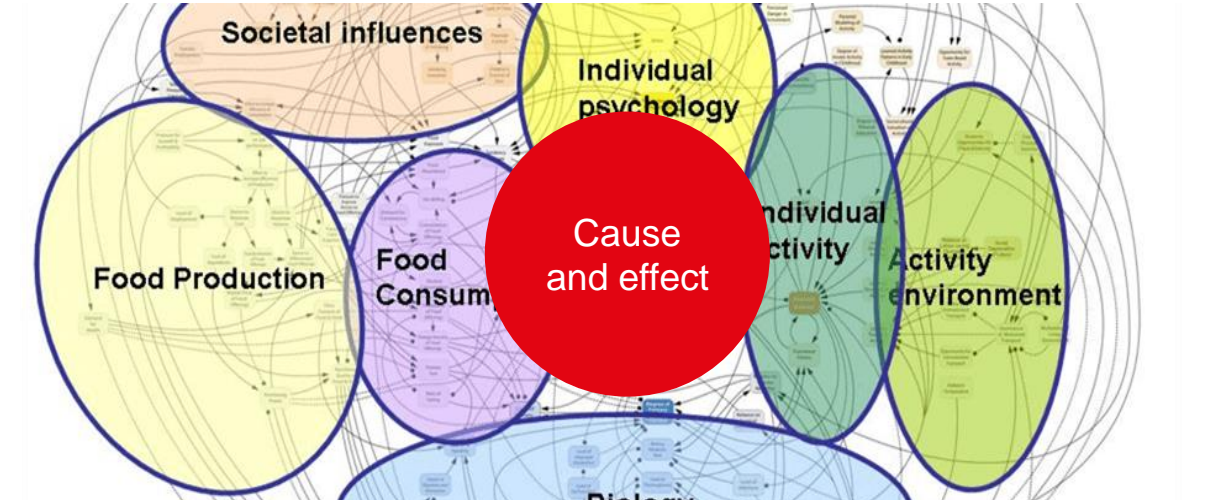
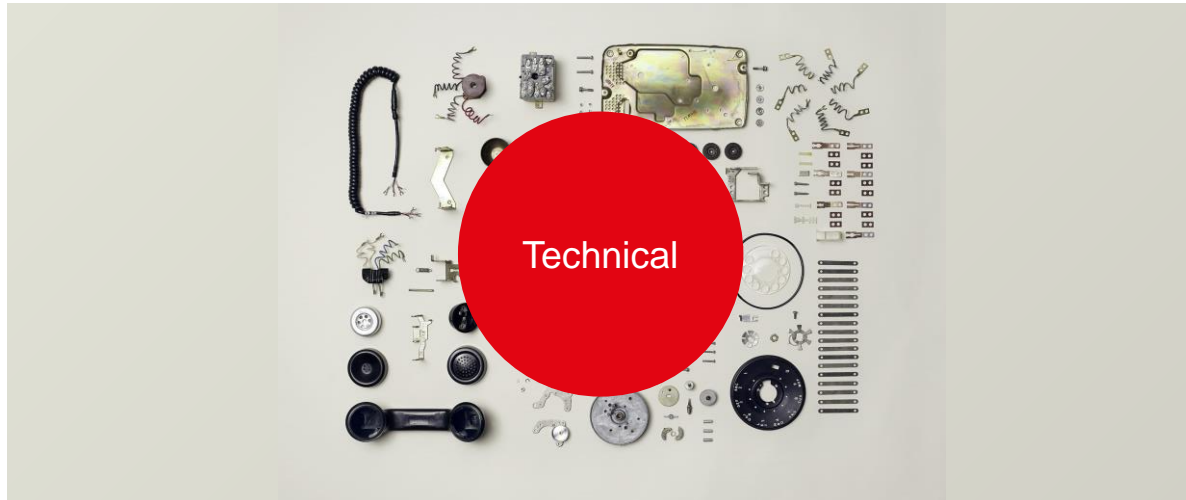
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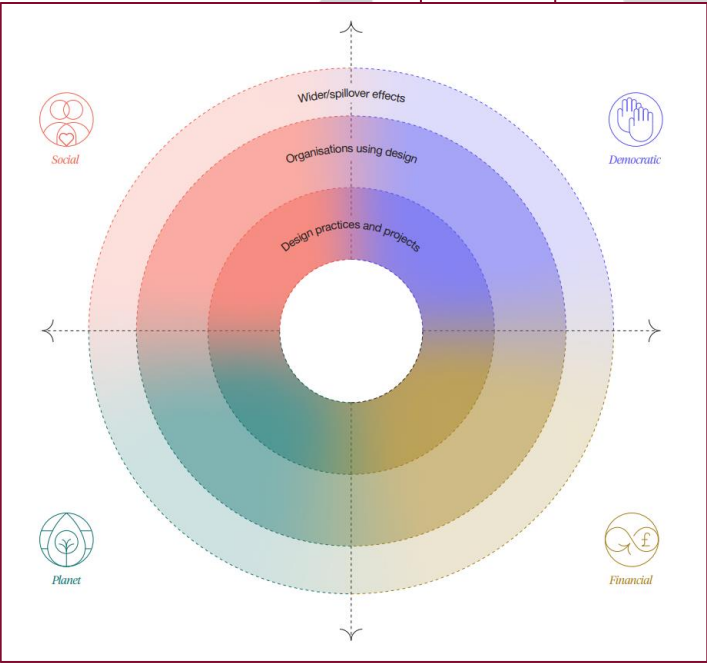
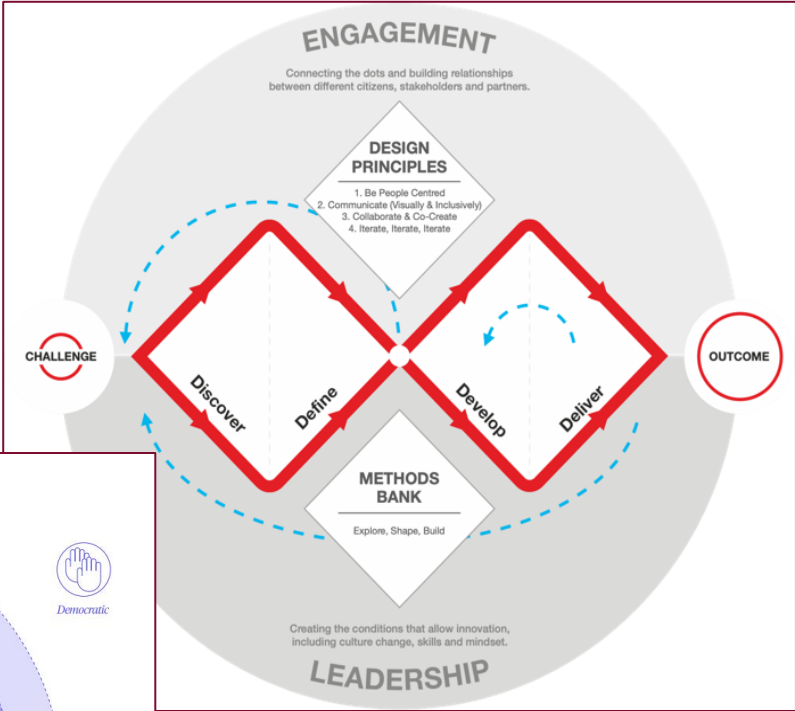
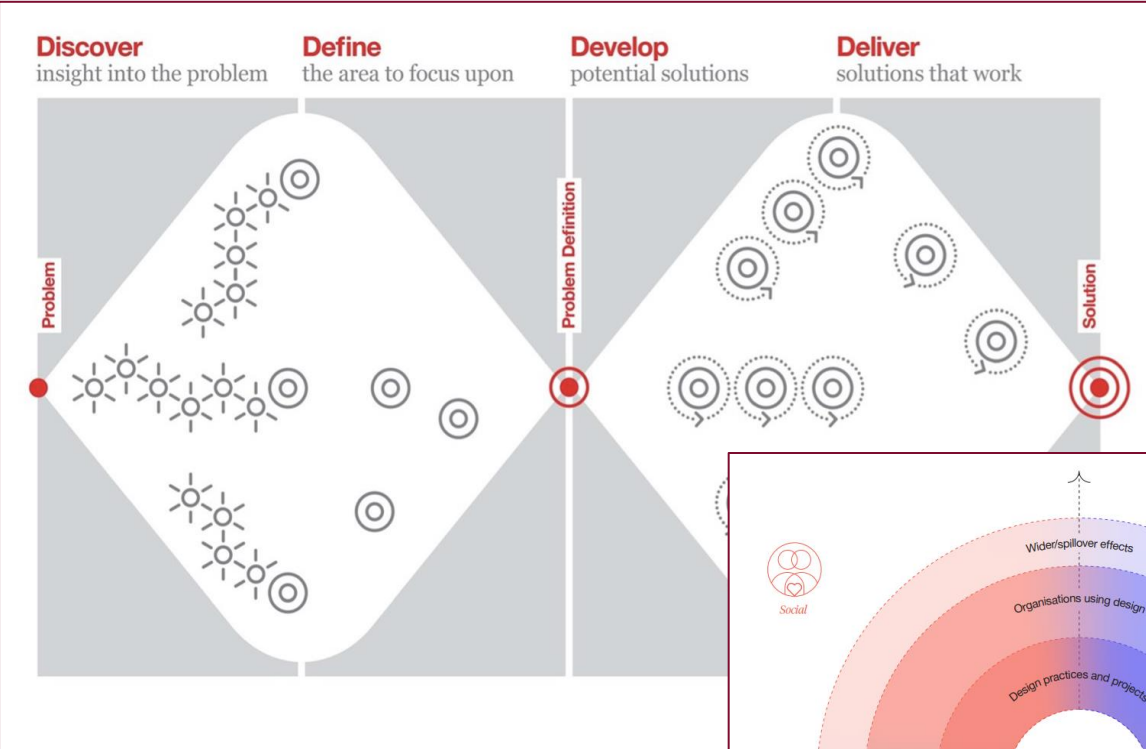


What springs to mind when you think about systems?



Introducing Our Systemic Design Framework

A history of design frameworks



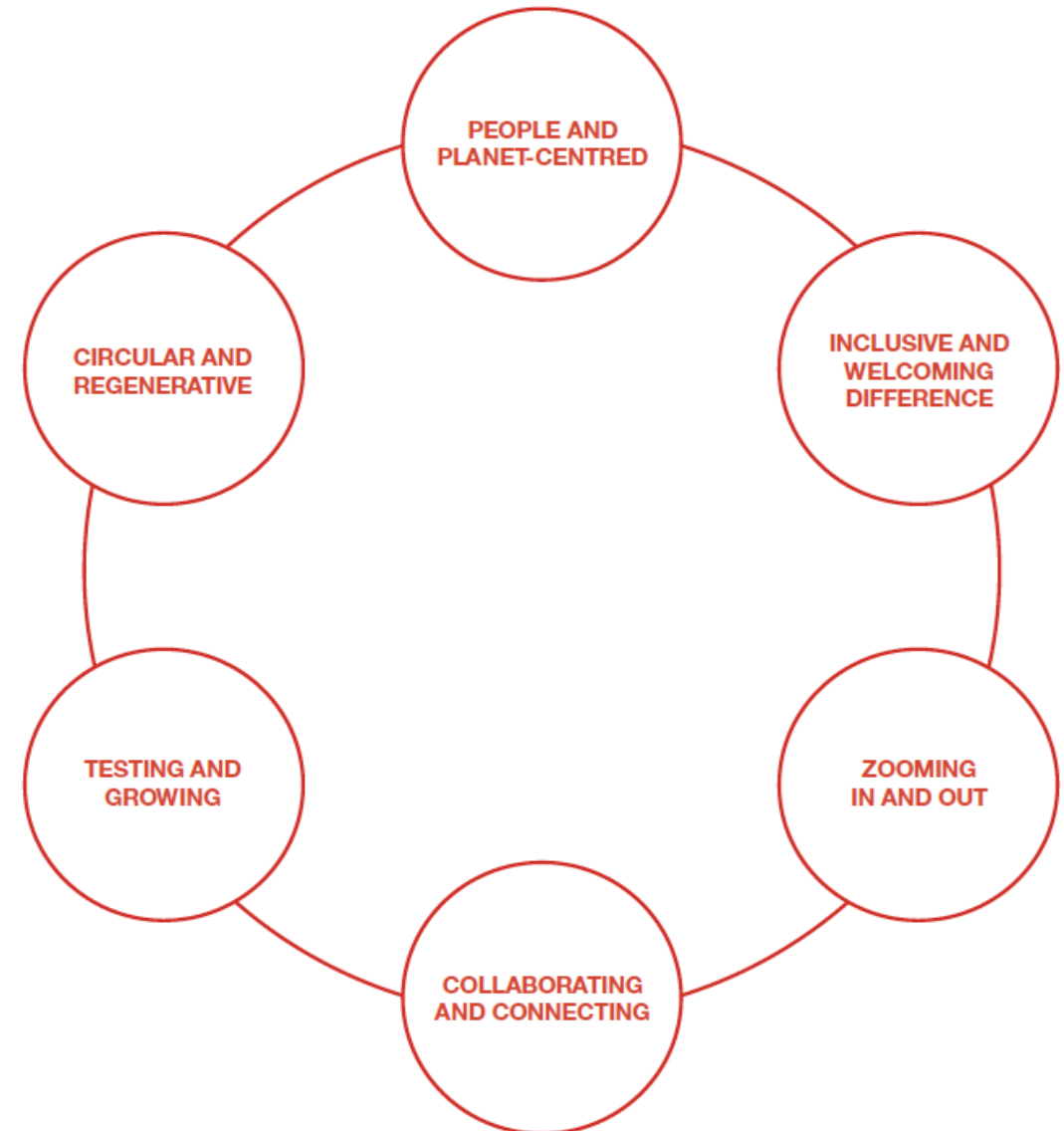
Why did we develop it?



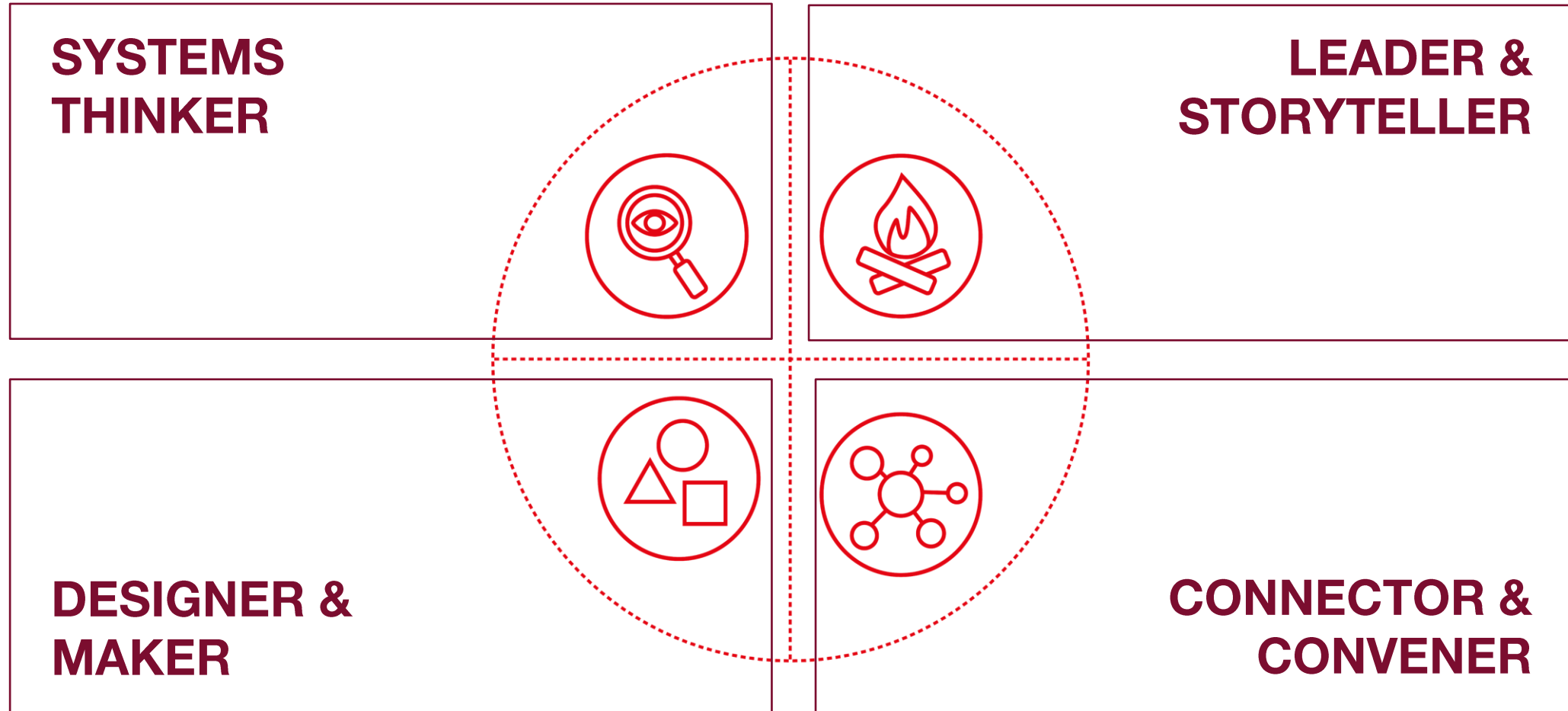
Systemic Design Framework

Starts with the most known and used framework in the world – our **Double Diamond**

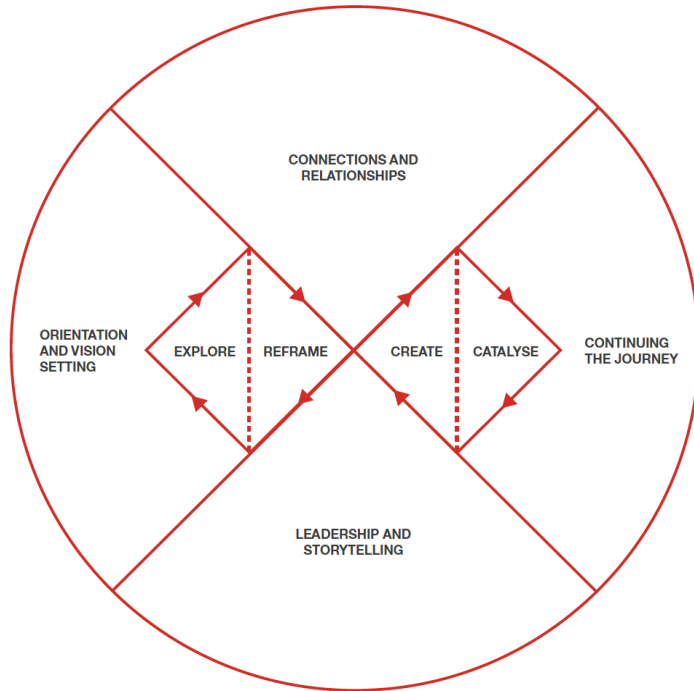
Emphasises **six principles** that guide individuals, projects, organisations or cross-sector activity



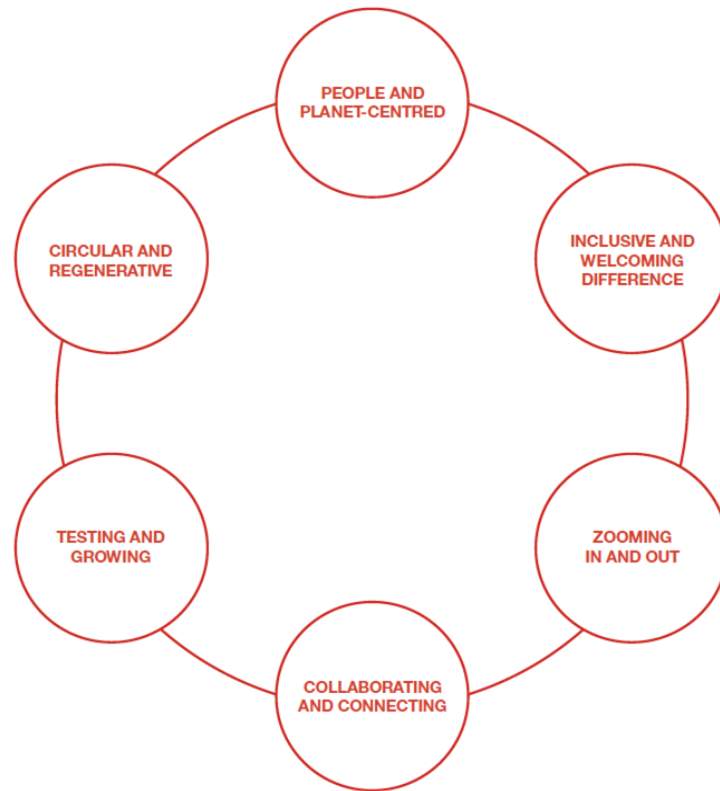
Four characteristics



In summary...



An expanded process



6 principles



4 characteristics

Case study: Shaping Places for Healthier Lives

Partners

We're working across 5 places in England to support them understand and embed systems approaches to improve health & wellbeing outcomes



Funder and Programme Manager



Programme Manager



Delivery Support Partner



Learning and Research Partner

Our role

Our role is to maximise the impact that the five Local Authorities can have. We do this by providing practical expertise on systems approaches, service design and partnership working.

1

We have systems design resources and expertise at our fingertips

2

We simplify the complex – Systemic Design Framework

3

We understand that mindset, behaviours and ways of working are as important as the outcomes

Systems change in action



Thank you

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