



FIRST HALF OF OUR SESSION:

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

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## FIRST HALF OF **TODAY'S** SESSION...

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- eHealth and **Wicked Problems** – now what?
- Guideline for **Co-Creation** with **Stakeholders**
- **Zoonoses** Case Study
- A **Critical Look** at the Guideline
  - **Take Home** Message

# EHEALTH AND WICKED PROBLEMS – NOW WHAT?

**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*”



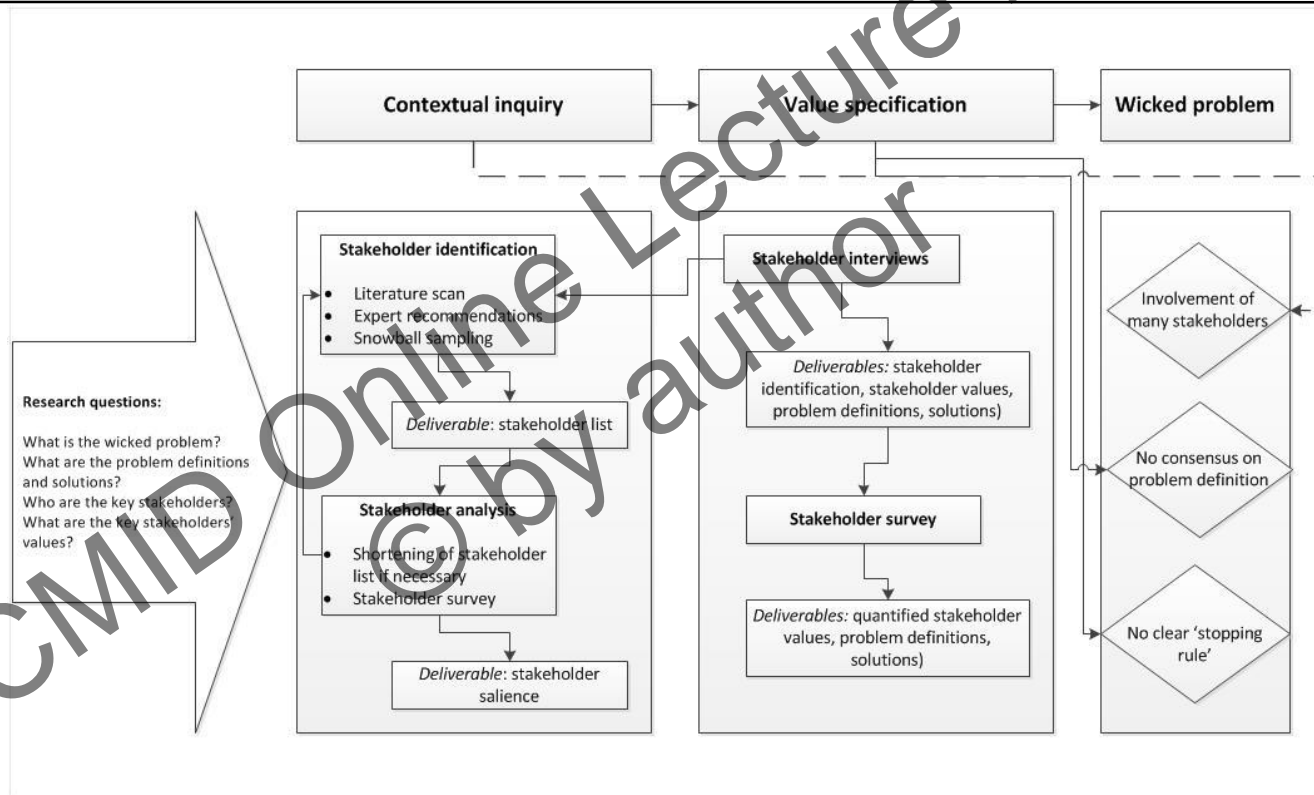
Source: <http://www.mindsatwork.com.au/problem-solving-2/on-wicked-problems/>

So how do you design and implement (eHealth) projects in this context?

Little information and *no step-by-step guide* are available...

(1) Rittel HWJ, Webber MM. Dilemmas in a General Theory of Planning. Policy Sci. 1973, 4:155-169.

# GUIDELINE FOR CO-CREATION WITH STAKEHOLDERS



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

(2) van Gemert-Pijnen JEW et al. A Holistic Framework to Improve the Uptake and Impact of eHealth Technologies. J Med Internet Res. 2011, 13:e111; (3) van Limburg M et al. Business Modeling to Implement an eHealth Portal for Infection Control: A Reflection on Co-Creation With Stakeholders. JMIR Res Protoc. 2015, 4:e104

# ZOONOSES CASE STUDY

STUDY FUNDED BY ZONMW

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**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*



(4) Mitchell RK, Agle BR, Wood DJ. Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts. Acad Manage Rev. 1997, 22:853-886.

# ZOONOSIS CASE STUDY

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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

(4) Mitchell RK, Agle BR, Wood DJ. Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts. Acad Manage Rev. 1997, 22:853-886.



## A CRITICAL LOOK AT THE GUIDELINE

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### Pros

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

### Cons

- Created based on findings in one country, one setting only
- Timely

BUT... resulting in effective development and implementation?



## TAKE HOME MESSAGE

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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. ”