

5 March 2009

## **DBA Inclusive Design Challenge 2009 – Awards Night**

Jeremy Myerson: Ladies and gentlemen, good evening, and welcome to the Royal College of Art, and the DBA Inclusive Design Challenge 2009. My name is Jeremy Myerson, and I'm your Chairman for the evening, I'm director of the Helen Hamlyn Centre here at the college, and we organise the Challenge in partnership with our friends at the Design Business Association.

I can't quite believe it myself but this year is the ninth Challenge in the series. It started back in 2000, and I know that some of you were there right at the start. Since then more than 400 professional designers have worked closely with older and disabled people to develop projects that include their needs. Nearly 50 projects have been taken to prototype stage and many of these have entered the market or shown how to change policy. The purpose of the Challenge is to demonstrate to business and policy-makers what design can do to achieve in areas of the greatest social need. But also to demonstrate to designers how innovation can flow when the user can be a key part of the design process. So within the Royal College of Art the Helen Hamlyn Centre is a focus for people-centred design and innovation. That focus has real resonance in the wider design industry, especially at this time of economic slowdown when client companies want to get closer to their customers. What the DBA Challenge does is bring design teams together with user groups over a sustained period of five months. A platform is created for innovation, and driven by dialogue, and insights into what people really need.

Now, over the last nine years, we have had challenges that address independence in the home for older people, improvements in public space for people with visual impairment, and ways to stop the vulnerable from falling. Last year, our theme was to address design for dementia, a challenge set by our sponsor Sanctuary Care, which deals with the issue every day in its care homes. With Health Minister Lord Darzi in attendance, six DBA member firms tackled the issue of cognitive decline in highly inventive ways. One of the short-listed projects by Pearson Matthews for a high street Memory clinic has now been adopted as official Government policy in the campaign to deal with the impact of dementia. This really shows how much the DBA Challenge can make a difference. All of which brings us to tonight's event. This year's DBA Challenge is called 'Sedentary Lives.' So tonight you will see what happened when five firms came head-to-head with one of society's toughest design problems.

The Challenge began last September again with the support of Sanctuary Care. Sedentary lives are two words that cover a multitude of scenarios across the population from couch potato kids who are glued to their screens to office workers who rarely leave their desks right through to those in supported care schemes at the end of their lives sitting in a chair day after day. Getting people moving is a massive public health challenge. The rise of car ownership and decline of public transport outside urban areas means people no longer walk as they once did. Six out of ten men and seven out of ten women do not meet the minimum recommendations for physical activity in adults – that is 30 minutes of activity five days a week. Looking round the room I can see people thinking "oh my God am I doing enough exercise!"

So, how can design help to turn the tide of the inactive and obese? Clearly social trends aren't any

help. Pressure on time and growth in convenience food have led to major health issues, nearly a quarter of men and women in the UK are classified as obese, at the cost to the NHS of £42 billion every year. The trends for children are even more concerning who tend to be ferried by car, protected, confined while worries about personal safety have created a generation of children unable to roam or play outside, 18% of 2-15-year-olds are currently obese, and a further 14% overweight. It's estimated that 60% of the UK population could be obese by 2050.

With obesity there are often other problems, diabetes, hypertension and the risk of a stroke. For some people a sedentary life is not of their choosing, those living in a care home or hospital are most affected by the failure of design to keep them active. As we will see tonight getting people back on their feet really taxes the imagination of the five short-listed design teams. Over the past five months these teams have stepped outside their professional comfort zone to take part in workshops and user forums and face the challenge of designing for positive change. We have been lucky enough not only to have such brilliant and big hearted design teams who gave their time and expertise for free but we have a proactive partner in Sanctuary Care which opened up their care schemes so the designers could talk to the residents and carers, relatives and experts and undertake the rapid ethnographic research essential to the challenge. We have been sustained too by the Design Business Association which helps us make it all happen, especially DBA patron Michael Woolf whose wisdom in the ways of designing never fail to amaze me.

The whole concept of the Challenge has been developed by Julia Cassim our Senior Research Fellow in the Helen Hamlyn Centre, Julia's energy and knowledge has turned the Challenge model into one that's internationally renowned today and emulated. While the DBA Challenge is held every year at the college, we have staged challenges shorter duration in different academic political and industry context all over the world. In the last year alone we have run workshops with multinationals like Roche, and Nokia, a pan Scandinavian Challenge at the request of the Norwegian Design Council and a pan-Asian challenge in Hong Kong to mark the 60th anniversary of the British Council there and a design challenge in Tokyo marking the 150th anniversary of diplomatic relations between Japan and the UK. This year, there are plans for inclusive design challenges in Kyoto, Sarajevo, Dublin and Seoul.

The Challenge is a mechanism for innovation and knowledge transfer. I want to thank Julia for the way she has brought her design idea forward so successfully onto the global stage. Now, earlier today, Julia was awarded a UK Japan collaborative project award for the British Embassy in Tokyo by no less a person than her Imperial Highness Princess Takamado, this will fund a major design challenge in Kyoto this summer at which four RCA tutors will be team leaders. The award was given *in absentia* because Julia is with us tonight.

Tonight we are looking at a UK context but the Challenge workshop model is really a global phenomenon. So you can follow tonight's proceedings in your pocket sized programme. I'm happy to announce that we have in fact got two guest speakers, because the type of Challenge we are looking at tonight is exemplified in the Department of Health's Change4Life campaign which many of you may have seen recently. I'm delighted to welcome Sian Jarvis Director General of Communications at the Department of Health and Tim Duffy CEO of M&C Saatchi. the joint brains behind the project, welcome to you both.

Now Sian has wide-ranging responsibilities for media relations and public health marketing at the NHS work force communications. She has been at the Department of Health for ten years, but if she looks familiar to you that's because she is a former GMTV political correspondent and news reader, she trained as a journalist with the BBC working on programmes like 'World Tonight' and 'In Business', Tim Duffy was one of the founders of M&C Saatchi in 1995 and was made UK. His clients include such little known enterprises as British Airways, GlaxoSmithKline, and Procter & Gamble and among his projects the launch of the national lottery, and the successful London 2012 bid for The Olympics. So ladies and gentlemen, please welcome Sian Jarvis and Tim Duffy.

Sian Jarvis: Thank you very much actually for inviting us both Tim and I here to present to you Change4Life. It's the Government's new drive to tackle obesity. We are thrilled as well that you are turning your best creative minds to the problem of encouraging people to be more active, one of the central messages of our campaign eat well, move more, and live longer. Being active is just as important as what you eat. Before handing over to Tim I thought I would give you background before we get into the sexy end of things, we are not always that popular from the Department of Health. Obviously we have got some pretty hard-hitting messages getting everybody to try and smarten up their life-styles including my own. We have got messages about smoking and drinking, about sex, about drugs, and it's hardly rock'n'roll. So... Tim will give you the fun bit in a moment.

Obesity is growing at an alarming rate, over the next three years we have committed to put 75 million pounds just into the marketing campaign over three years. Why are we doing that?

Some time ago about 18 months ago, the Government's Foresight report was put together by a group of eminent scientists A huge piece of work which set out the landscape in this area. There was some terrifying statistics. Currently one-third of children, and two-thirds of adults are either overweight or obese, and that's the majority of the population.

The Foresight report predicted that if we did nothing by 2050 only one in ten of us will be of a healthy weight. Much of the public debate about obesity centres on how people look but at the Department of Health, we don't really care about how people look but about their health and the health consequences. Obesity- our research showed that not everybody understood this, I didn't when I started this research. It can lead to type 2 diabetes, heart disease, a whole range of non-smoking-related cancers, and it's responsible for 9,000 premature deaths a year in England, it's not just in terms of the health consequences but the costs to the wider economy, Foresight predicted that if we do nothing about it, it will cost the economy around £50 billion, and that's around half the NHS budget for a year.

Our ambition - the Government's ambition set out in the healthy weight healthy life strategy back last year was to be the first major nation to reverse the rising tide of obesity and being overweight in the population by ensuring that everybody is able to achieve and maintain a healthy weight. It is fundamentally a prevention campaign, it's not really about putting people on diets although that evidently will be part of it, but really about changing the way we nourish and raise our children. The initial parts of the marketing campaign focused on children, and families. It requires changes to those behaviours that cause children to gain excess weight. That means getting children to eat more healthily, and to be less sedentary. It's also about tackling what the Foresight report calls the 'obese generic...'

Why do we need marketing to help deliver the ambition? The media have dominated this issue, it's become a subject so sensationalised that people have associated the subject of obesity with quite outlandish stories such as the 30 stone teenager but it really isn't about that we want to address. For the research, the way the media have told the story has led to a lot of parents being in denial about the issue, a lot of us being in denial about the issue, only 5% of parents believe their child is overweight or obese and we know a third of children currently are in this category. This was a typical comment from one of the parents we took from the research, we spent 18 months researching the issue before we began the marketing campaign.

A comment – “I went to see the doctor and he said my daughter was obese” and people often associated it with being big-boned or puppy fat. But more worryingly people don't associate the link between weight gain and health consequences. Only 6% of parents believe there's a link between obesity and cancer.

Knowing the scale and complexity of the problem, we knew the solution wasn't going to be simple. We realised that if we wanted to create real change in society, we needed to work with society. It was not going to be a conventional solution. The Department of Health, like other Government departments, have a long track record in creating mass campaigns, mass awareness campaigns centrally driven and top-down putting out messages about things. We wanted to do something different, create a cross-societal movement in which everyone - the people that families trusted most - whether they are doctors, nurses, teachers, charities, and indeed even brands they are most familiar with, the food industries, the food retailers, everybody would play their part.

Now if we were going to do that, we needed to find a unifying voice, we had already rejected the Department of Health brand as not really having particular resonance with people... we wanted to try a few different things, something that really did have impact and resonance. We have set about trying to find one and we first alighted on a brilliant brand the NHS brand, 98% of the population has spontaneous awareness of this brand. It's hugely trusted and there's great affection associated with it, indeed one brand expert recently described it as a power brand.

But the research showed us that the NHS is a brand whose particular logo is often associated with clinical interventions not really with the prevention agenda. We rejected this and thought we wouldn't use that as our voice. Then we created some other particular groups, we rather like this one the "obesity trust". The public absolutely hated it! We thought about, you know, the Obesity Trust fun day. It obviously wasn't going to be that much fun. We did reject it, obviously the word obesity was a complete turn off and wasn't engaging in any way, and people just wanted to run away from it. Then we tried another one and thought the "young healthy body" was appealing - young is our audience, it's about health, healthy bodies, that's what we want to achieve. The research rejected that one too. And what we found from the research was that people rejected health as being a very middle class issue, and rejected fitness and didn't... the people we were targeting didn't have time to be fit - they saw it as something elite, and rejected obesity, and obviously words like fat just didn't work. So we then set the Challenge to brilliant creative minds- the challenge of talking about a campaign, creating a voice that didn't mention any of the very things that we actually wanted to address, so at that point I'm going to leave Tim with the challenge.

TIM: Thank you Sian, yes this was an utterly fascinating, an extraordinary brief whose scale and nature was quite unlike anything that we had seen before. The Secretary of State indeed talked about it as a lifestyle revolution, and as such something that in a sense would be owned by everybody, but by nobody in particular, and that's what we needed to try to achieve. So we wanted a catalyst if you like, for a movement. Then we needed to find an identity for that catalyst. The challenge I think was to create something that was very defined because what we needed to do was quickly generate awareness of this brand, very defined and that definition would provide memorability but was very organic so it could be taken on by the partners that Sian talked about, whether those were NGOs other Government departments, commercial organisations, the voluntary sector, and it also needed to be imperative, and the campaign had palatable messages to deliver. Messages about cutting life expectancy, or cancer type two diabetes heart disease, these are not pleasant messages to get across. It had important messages to deliver but it had to be optimistic. We are clear unless there was optimism in this brand, people would not engage with it and choose to take part in the movement.

Then the other challenge I think was to do with the nature of authority, the brand needed to be an authoritative voice, people need to be able to come to it and trust it to be able to answer some serious and important questions. Also it needed to be child-like not so authoritative to be off-putting because the relationship between the mother, father and child is critical. And that's why the design that we developed, working with the Department of Health, and researching it with them was this Change4Life - eat well, move more live longer. You will notice a number of things about it I hope, it's very dramatic. It's friendly. It's a friendly imperative and does say change, it leaves you in no doubt that one has a certain behaviour type and might need to change that, but optimism for life, and you will notice it's cartoon in character. It's friendly and appealing to children, and it can be a dialogue between children and help dialogue between children and adults - it's friendly. And that's the articulation of Change4Life and friendly imperative, and I wouldn't mind showing how that came to life in a couple of pieces of advertising, and a comment on two things, the first that in getting this message across and to establish this brand and allow it to be a catalyst, we needed to establish the issue of obesity in the mind of the people we are talking to, not to do with body image, or shape, or being you know sporty or physically fit, it's to do with health. It's clear that in issues like this if you seek to blame people and point the finger at parents for being bad parents and not looking after the health of their children it's quickly rejected, people do not welcome blame laid at their door. The first thing you will notice that we have created a common enemy, and the common enemy is modern life, because the fact of modern life it's easy to have a sedentary lifestyle, and a lot of wonderful stuff to watch on television, and computer games to play, cars to travel in, and with convenience food, Jeremy was talking about, it's easy to eat not very well. And everyone can get behind that, mums, kids, professionals, we can all get behind the fact modern life is making life tough. And the second thing you notice about it is we don't talk about "fat" in terms of people's body shape but fat in the body. That's the real problem what's happening inside your body. We will show you the first...

(Video of commercial is played...)

TIM: You will see we commissioned Ardman Animations, the Wallace and Gromit people for that, and this allows us to be inclusive in the campaign, this is a campaign that involves all ethnic groups, and all ages, shapes and sizes. So everybody can identify with it. No-one feels that this might not be to do with them. I think that was quite important, I will show you another commercial which invites people, and again an important thing about the design we want people to engage with it, the next commercial

is about interaction and engagement.

(Video of commercial is played)

Tim: So, the point of that is we wanted to design a brand that would live and breathe as close as possible to people's lives. The flexibility of the design is quite important - we encourage and want people to do a lot with it. It was designed deliberately to that end, so Change4Life is not something we want preserved and stuck in its original way. We want it to do these things "cook 4 life... bike 4 life etc... We want groups to take it on and invent their own ways of contributing to the agenda and using the Change4Life brand. It's a very open brand and generous and interactive, and important we keep that momentum going. We created assets, guidelines... and again I think the other important point is that if you can create assets. We can turn design not into a passive... just passive mechanism of communicating with people but it becomes a currency, a currency of exchange between groups, parents and children, so packs of cards that we can get into people's homes, stickers, wall charts, questionnaires, models on the computer you can create your own avatars using the design, characters... we want it to be living and breathing and want people to be able to touch it, work with it, talk about it, do things with it, and what I hope and we are beginning to see evidence of this, it's in people's homes the supermarkets, and local authorities are involved in it, schools are involved in it and the design should make all that possible.

And the Department of Health initiative on healthy towns is beginning to use the identity, with a skater chosen to use it, and the NHS in London have a campaign called "go London" about health and fitness leading up to the Olympic, and DEFRA initiative on growing food they have chosen on their own terms they have chosen to call it "muck in 4 life" and now "swim 4 life" and it's thrilling we are beginning to see the brand exist in other places, and other people using it to their own agendas and contributing to the greater campaign, and all about becoming a movement. I thought a little word on a couple of things on colour... yellow was a very deliberate choice for us as well as the animated style and friendly characters. It's underused by the commercial organizations. Yellow is an unusual colour and gave a distinctive look, and that's a sort of language in colour, and also a language in vocabulary, and this was a brand where the design of the brand, not just how it looks but how it behaves, and the vocabulary of the brand is very straightforward and down-to-earth, not what you might normally expect to come from the government department or the NHS.

It's our brand, and we are human beings and it's human language, and one that asks questions rather than tells you could you get off a stop earlier, is fast food slowing down, and a brand that engages with you that way rather than pointing the finger and blaming you for a problem. What next? I think the test of the success of the campaign is obviously in the long-term going to be that outcomes health outcomes improve along the way it's to that end goal, I think for me, I'm sure for Sian, success will be that the movement and lifestyle has taken off and becomes a self-sustaining mechanism we won't need the levels of investment that are currently required to keep it going, and NGOs, local authorities primary schools, local activists and volunteers they themselves are sustaining the movement and if we got the design right and I hope we have, I think it stands a better chance of that.

Jeremy Myerson: well thank you very much indeed to Sian Jarvis and Tim, fantastic creative curtain-raiser to the evening, and it is a national advertising campaign, and we are now going to turn our attention to design, of course. While Tim was talking Sian whispered in my ear, what about "design for

life" so tonight actually we give you design 4 life, we will show you how the design industry has made its own response through service design so on...

I just want to say one thing to Sian. You said it's not rock'n'roll and you went on to talk about sex and drugs, I thought it was rock'n'roll! But thank you very much to both of you for coming along and showing us a really exceptional and fast-growing campaign that really is being taken up all over the place. Now we come to our own design firms, design for life, and I will introduce the teams in alphabetical order. We start ladies and gentlemen and I would like to welcome up to the stage Webster Wickham of bwa. Webster will talk about a dynamic campaign encouraging teenagers and elderly people to get together and grow food, a warm round of applause please for Team 1.

Team 1: Yes, we have got a film to show you, just a quick introduction to the challenge we took on to reduce sedentary life-styles to choose two groups that by choice sometimes, but often by the situations they found themselves in, are leading increasingly sedentary life-styles, that is the older generation. Particularly in the campaign we are doing is people that are in care homes, and then the younger generation of kids, and leading increasingly sedentary life-styles sometimes through choice and watching television, and sometimes through their parents being scared to just let them out and have a good time. So we wanted to try and create something that would mutually benefit these two groups, and bring together as well as provides something active for them to do but also to recreate that link between those generations that often are missing in society. So... the film...

(Video is played)

JM: OK, well I really feel spring has sprung there, we now move onto our second project called Shift, the anti-sedentary lifestyle - a lively communication initiative tackling the growing problem of sedentary living, produced by Clinic, ladies and gentlemen, please welcome Jenny Theolin.

Team 2: Hello everyone, this is an exciting evening! I'm Jenny from Clinic here to introduce our campaign called Shift. Shift is a fun and lively campaign with the flexibility to be able to talk to everybody about sedentary life-styles. Its name comes from the fact that we as a society need to make a huge mental shift in order to recognise firstly how big of a problem and a real problem sedentary life-styles actually are, also to collectively do something about it.

Because of the fact that everybody here is a member of Shift's potential target audience, the flexibility of our campaign has been key throughout. Shift targets specific problems using appropriate spokes people, we call them our Shift ambassadors to deliver a relevant message to all these target groups. As you will see at the end of our film, partners and supporters are key to this campaign's success. This is simply because although educating people about sedentary life-styles is a key part of the campaign it's about providing opportunities to tackle the problem in all its forums.

(Video of project is played):

Jeremy Myerson: thank you very much to Clinic with Shift, we now move onto our third project of the evening, and this is 'mo - dynamic seating a lightweight innovative seating product, designed by Matter, please welcome Chris Weston to the stage.

Team 3: Hi I'm Chris from Matter, this year we entered the challenge with one of our existing clients Miller, and our approach was based around the fact for some people being sedentary isn't of their choosing and for some people it's a very important part of their lives and we should try and automate those periods of being sedentary for the whole project if possible.

(Video of project is played):

Team 4: A lot of people do take a cushion... our aim is to reinvestigate an icon of sedentary adaptation to develop a seating product. We began to question and evaluate how well current cushions perform and if they were appropriate for the situations people used them in. Based on seating systems that Herman Miller have developed we worked alongside their designers to create a supportive structure for our cushion. Let me introduce 'mo...

(Video of project is played):

Jeremy Myerson: So the reinvention of the cushion. Onto our penultimate project, it's called Divide Equally - simple tools for serving preparing and storing correct portions of food developed by Rodd, regulars at the DBA Challenge, very experienced... and ladies and gentlemen please welcome Mark Morgan...

Mark:Yes, we have taken part in this competition a number of times in the past this year we wanted to take a slightly different approach, much wider approach, we took the brief of sedentary lives, and wanted to look at the amount of food that people are eating. When we started to research into it, it seems that the portion size that people were eating had grown tremendously. We came across some problems from that and wanted to make product solutions that would look at tackling that in a number of different ways. We have come up with a series of solutions called "Divide Equally" I will let the video do the talking...

(Video is played):

Jeremy Myerson: Thank you that was of course Mark Morgan who gave that presentation, and that was Rodd with portion control 'Divide Equally' Now onto the final project of the evening, it's called id - a three part system to help people adopt a positive attitude towards change. It's been designed by Wire Design, and please welcome Dan Collins.

Team 5: Hi guys, whoa! The first thing that struck us when we were doing our research is a huge variety of barriers that different people face from people who have no choice of staying inside to other people who might just be too bored, too hung-over, too down, feeling too sad to go out. Rather than creating a campaign or a brand or single message, we set about creating a number called id, individual development. It was put out there to help people to first to understand their own issues, barriers, and then to give them the incentive to lead more active life-styles, followed by connecting them with people activities, and possible mentors that would allow them to live more active life-styles and take those crucial first small steps. So hopefully the video will explain the rest.

(Video of project is played):

JM: Don't go away, Dan, I'm going to ask all five presenters this evening from the five DBA member design teams, please come up to the stage, we are now going to have a Q&A with our audience, and I think we have had five outstanding presentations and please give them all a round of applause.

JM: I think I had better ask the first question! While somebody thinks of one... if I could just ask any of the team, when you started in September, with the project, in what way has it changed your way of thinking about how you do a design project? Would anybody like to pick that up, the process of working closely with expert users has it influenced your approach or were you doing it already?

NEW SPEAKER: I think the first thing we noticed was that actually getting more control over the strategy was kind of enlightening and obviously hard work at the same time because being a problem-solving company we are usually given a specific brief with strategy and the tactic is already there, with this we have to kind of do all the different parts and it's a dream and also very difficult at once. I think I you just learn so much from it, to get access to people from such different backgrounds means again just adds to the learning... Has this issue of sedentary living come up in any of the commercial design briefs your agencies and design groups have been doing?

NEW SPEAKER: I don't think it's come up as a specific brief before but... in terms of well the research we have done now, and just looking into this so deeply has kind of generated this want to try and get do in more into our briefs, so if we would get a new brief from a games company or a telephone company or whoever, you know, we have now got it in our minds so clearly that we want to try and push it as much as possible.

Adrian Berry from Factory Design: I wanted to say again I'm amazed each year having done this myself that the standard of the presentation is fantastic, I know what work is involved in it. As a product designer I have a question for Matter. Do you think encouraging sedentary existence in that people will be comfortable sitting down? Or are you trying to move them away from some sedentary lifestyle in some way?

Speaker: I would say both for some people it is unavoidable, and in those instances a raft of products they use to adapt furniture, and often they are not as health positive as they should be, and also the idea that if you create a portable solution, it might give people... break down the anxiety if when they are going out to the shops and elderly or frail they might need to sit down along that route. Often the benches are hard and if can you give them something like a comfort blanket it might encourage them to go out more...

NEW SPEAKER: Matthew White of Matthew White for Rodd Design. I'm a product designer, some of them seem to be helping people who wanted to control their portions and others seemed to be sort of preachy or nanny-state-ish in their implementation, I don't mean that as a criticism. It's one of the hard things the communication of the product is when you are preaching and assisting, and communicating and telling them something new or they are wrong... do you think some of the products which are assisting are more likely to be commercially successful or viable or just to make a point is that your feeling?

Rodd Design: I do understand your point but none of the products were meant to be preachy but more

about highlighting the issue rather than providing serious solutions to the issue... so there's a wide scope of products there. We also knew there was no one solution for this, and we have shown product solutions but also packaging solutions which we didn't really get into but that is probably the big area where there's even more opportunity to do stuff and that is the first point people have with food, so I think if you were to take it further we would like to help with that as well.

Tim: I thought some really interesting stuff, and terrific ideas, and the thinking behind the ideas was really impressive, and I think it was impressive because it came from real life, and the sort of hard work and I know what you have been through. We, and the Department of Health have been through trying to work out what really is going on. And I was going to ask the following question which was did you find, and I ask this because we found this was case, it was hard to get people to engage with the issue? It was something that they didn't, people are reluctant and may vary by demographic but reluctant to talk about, reluctant to engage in, and as such needs to be handled very, very carefully. We found it was a tightrope and I was wondering whether your experience backed that up?

Speaker: Well, the one group we spoke to in the care homes, the real issue for them seemed to be you know, sort of it's the sad almost giving up on the fact they can be less sedentary. It seemed you know, trying to keep that motivation that it's worth keeping moving really, and I think that was you know, we think it's going to be the biggest if we did a campaign like we were proposing, it's engaging those people whether it's worth making the effort to get involved, and picture it in their heads it's going to be worth it. That was where we perceived it will be tricky.

I would like to say I completely agree because I think what we found is that one of the hardest things anyone can possibly do from talking to them is look themselves in the mirror and admit they have to improve in some way. And it's a deeply personal thing to get over that is a huge hurdle absolutely.

Sian: Yes I was fascinated by the presentations, and ideas as well. Shift in particular obviously has huge resonance I could see Change4Life partnering with something like that because our ambition is to have a movement and it really does need to be locally driven lots of local involvement and I loved the portion sizes. We have eight key messages under the three big messages, and actually you know that was really interesting looking at that particular solution. What I found really interesting about all five presentations was possibly the exception of the mo is that all of you held a mirror up to the individual. It was really all about the individual had to change the behaviour, there was no mechanical device that would somehow come in and make us all healthier and fitter. I wondered whether that was intentional, in the brief... or whether at the end of the day it is about individuals changing their behaviour.

Jenny Theolin (Clinic): I think that the biggest challenge in the beginning as well was this competition was called the inclusive design competition, and trying to come up with not only the ideas but the way to communicate and the way to create an identity that talks across the board was extremely difficult. But in a very similar way as you have done we have created a set of these ambassadors, and you can tailor all the messages to talk to all the individual audiences without feeling that it's too patronising and talking to people... I think from our experience, trying to dip into individuals, and specific needs have been the key to it all. But to wrap that as an umbrella theme, or concept or campaign, has been rather difficult but I think at the end of the day something like Shift if it were to continue and be worked on and developed and researched it could provide a very good way to speak to these individual people I

think.

Jeremy Myerson: OK can I say thank you very much indeed to our panel, one of the features of the DBA challenge is that young designers get to take a lead on this and get to grips with inclusive design and I think our panel tonight and the way they have put the films together and presented and addressed the issue deserve a huge amount of credit it's not easy to stand up and present in front of a couple of hundred people, a big thank you to Dan Collins, Webster Wickham, Jenny, Chris Weston and Mark Morgan thank you very much indeed.

Do go and have a look at the exhibition at the back of the hall as well as the presentations, they have put together an exhibition of their work, and part of that, Tim was talking earlier about Ardman Animation, and the use of animation. The Department of Health last year Commissioned the animation department of the Royal College of Art, Lord Darzi personally Commissioned the college to produce an animated film to mark the 60th anniversary of the National Health Service.

In 1948, Halas Batchelor produced a film on the birth of the NHS that was shown in every cinema in the land. In 2008, the aim was to put it on YouTube to attract a youth audience and a young animator from the Royal College of Art called Will Bishop Stephens produced a film, it's at the back of the hall, and do look at it, I would be very interested to know what everybody thinks.

I would like to introduce Steve Wood, he is Managing Director of our sponsor Sanctuary Care, who's have been a fantastic partner with us on the Design Challenge, over to Steve. Thank you very much.

Steve Wood: Thank you Jeremy, many of us have relatively sedentary lives, working in offices, driving cars, watching the TV, what if you are disabled? What if you don't have the use of your legs and also your arms? Sanctuary Care has a number of specialist care homes for people with physical disability. I spent a day in one recently as a resident it was agreed I would have no use of my legs, and my arms. The idea came from our Residents' Association, known as SHIA who wanted me to do just six hours in the home so they could raise money by people sponsoring me. One of the residents gave up his room and I moved in. As I lay on the bed my two designated carers came in, and at my request and this was the really nice bit... washed and shaved my face. And cut my hair. They then they hoisted me out of bed, and I have to say someone needs to do some work on design, and hoists because it's not very nice when you are six foot two being hoisted it's quite, it hurts actually. They hoisted me out of bed into a wheelchair. I did not move from that position for the next six hours. It's only then that you realise what a sedentary life really means. Of course my carers introduced me to other residents, and so I had conversation, and activities did take place, I visited Tesco's, and it's interesting trying to get money out of an ATM without giving your pin number to an able-bodied person when you have no use of your arm. After six hours I had had enough of sitting in one place, and when you think about it, it's less than actually flying to the States but it is a long time to sit in one place.

I was in a basic wheelchair and because of the problem of the lack of use of limbs, I just and I tried to make it as realistic as possible it was very uncomfortable. So I looked into this and looking at the wheelchairs in that some of our residents have, they do have the it can to move legs, massage the back, move you from one side to another, but I could really have done with Matter's hi-tech cushion halfway through the day, that could have been really useful, it's a really good idea. But despite the technology, the residents still have a sedentary life where diet is a problem and activity is difficult. This

looks to have a lot of relevance here, we spend a lot of time in our care homes on diet but I don't think we actually spend as much time on portion size, so I think that's a really interesting area to look at.

The problem here is involving people in activities to stop some of our residents slipping into sedentary lifestyle, of course we have very frail people, people with high nursing requirements who are very sedentary, and have to be closely monitored to ensure this lack of movement does not lead to other complications, others are more mobile, and with this mobility we encourage them to be involved in activities in the home which are many and varied. We attempt to make the provision of activities part of the home's culture and BWA's 'Get up and Grow' concept would fit in well, particularly in those homes where people have a little bit more mobility in our extra care schemes, sheltered schemes. And the concepts of the Shift in communications I thought also had application to a much wider audience.

Sanctuary Care is part of the largest Housing Association in the country, the Sanctuary Group. We have 70,000 household, this had an application I thought across our residents. Sanctuary Care also has thousands of people living in supported housing, and this could have benefits here... this is the second year Sanctuary Care has sponsored the DBA Inclusive Design Challenge, we do this because partly because the designs that come out have a relevance to Sanctuary Care and the wider Sanctuary Group, and also and I think this is the main reason it's just because it's such a worthwhile competition.

The designs this year have been exceptional we thank all the teams that have so much practical application, thank you.

Jeremy Myerson: A big part of the challenge is the involvement of user groups you saw in many of the films, we are going to get the users' response, you will see the name Denise Stephens from an Enabled by Design, Denise is unfortunately unwell tonight and cannot be with us, but I would like to invite Dominic Campbell co-founder of Enabled by Design to speak on her behalf.

Dominic: It's a bit of living the dream for Enabled by Design being here today because essentially we are all about what's happened over the course of the challenge on an on going basis. We try and build an online platform to bring designers and users closer together so they can share their loves and hates and ideas as to how you can improve the assistive equipment people have to use every day to improve their quality of life.

The reason that I'm here or it would have been Denise obviously is because she is actually a user of that equipment herself, and understands what it's like to live a sedentary lifestyle or increasingly a sedentary lifestyle. I have been friends with Denise for about ten years now, and I have seen her decline due to MS over that period, and so a lot of what you have talked about in terms of not having a choice, different types of user groups she is certainly on that side of things and what she is experiencing this evening rather than being here not out of any choice of her own, and she is extremely enthused by all the ideas you guys have presented and she wanted to let you know that.

I'm sure she would have - would get great use out of all of them if you take these forward. I think it's really important what you guys are doing here at the Helen Hamlyn Centre, and we are extremely excited that we can try and work with the centre in some way and just by being here and talking tonight because the way you are moving design into a realm where users are so easily involved in

everything you have done and you can see that clearly in all the designs that have been produced. There was questions about whether it was patronising or paternalistic. From my point of view, having spent a year working with Enabled by Design, and working with users of equipment it wasn't the case at all, and it came across as extremely sincere and clear that you had focused very closely on the specific needs of specific users.

So... I think particularly Denise was taken well, I think taken by all of them... and she certainly experienced the need to control of her diet for instance when you haven't got the ability to go out and exercise and run so much any more, it's something she stumbled upon herself and controlling in her own way. And certainly having the tools available would be extremely helpful and, having the inspiration and ideas would be helpful as well. And something we have come across through at Enabled by Design not everybody has crazy imagination or real thought bubble as to how they can change their life and need that support structure to help them do that, and the fun element you know the Shift stuff extremely important, and Enabled by Design we are trying to move away from everything being so serious, Denise is the last person on the earth who would take disability seriously, she just doesn't believe it has to be the end, and it doesn't have to impact on who you are as a fun individual, and it's great to see you guys are I taking that spirit into your designs as well.

Well she stumbles around London and I follow and she goes around on designer crutches and she has really cool stealth black designer crutches from Germany for £70, and it would be nice to slip a cushion as she stumbles to a bus stop, that would be great as well! All of them, they are fantastic... the one around getting bringing different groups together to do something like gardening was great because you know, Denise has felt isolated at times I have watched that as well and to be able to have the opportunity to go out and address the issue of sedentary lifestyle from appear mental health point of view and physical outcome of sedentary life-styles is really great product. So... that's it from me really, she send her love and good luck so good luck.

Jeremy: Thank you Dominic it's great that Enabled by Design is off the ground, a lot of RCA new graduates were involved in the project, we look forward to working with you very closely. So you have heard from the designers, and you have had the user group perspective as well, and so what did the judges think? The judges... the panel which was chaired by Deborah Dawton the Chief Executive of the DBA, Neil Barron of Gusto, Peter Blake, Michael Woolf and myself, and I would like to invite Peter Blake of The Team to tell us what the judges thought.

Peter Blake: I would like to say what a pleasure it was to be involved in a judge in this year's Inclusive Design Challenge, I think the commitment and passion, the sheer hard work of the teams is very clear to see from a quality of the presentations just being outstanding. So... I haven't been practising in the bath, so I'm going to read the judges' comments to you, so first of all BWA Design "Get up and Grow:" - "A wonderful inter-generational and behaviourally focussed idea founded on robust research. The judges felt that the campaign would probably take on a life of its own, centred as it was on the popular activity of gardening and would bring different things to different generations – for the young the core motivation would be reduction of their personal carbon footprint while for residents of care homes it would reconnect them with the natural world and act as a mechanism for essential social interaction. As one judge pointed out, the word 'garden' is an anagram of 'danger yet the team has turned that on its head and transformed it into a place for mutual discovery."

Secondly, Clinic with Shift the anti-sedentary lifestyle:

“It was clear that a high degree of creative energy, enthusiasm, lateral thinking and sheer hard work had gone into the creation of a compelling range of very inclusive scenarios bound around a quirky and attractive logo based solution that was embedded in a wider communications campaign. The use of likeable mentors, particularly the shift buddies or walking partners would work well in the games environment and the team showed an excellent understanding of the dissemination potential of different media.”

The third team Matter, and mo - dynamic seating.

“The judges praised this ‘intelligent journey from start to finish’. They felt it was a thoroughly researched, compelling, single-minded, technically clever and genuinely inclusive solution with a great deal of potential that could encourage people to venture out. In the care home context, its ease of cleaning and disinfection would cut cleaning costs, reduce storage needs and help cut their carbon footprint. They praised the team for the multiplicity of scenarios of use they had opened up for the product - in the home, for children, nomadic workers and frequent travelers.”

And from Rodd design we have Divide equally. The judges found the team’s approach to the key issue of portion control clever and highly imaginative. Their response in the form of a cornucopia of new product ideas - beautifully realised, desirable simple tools with an iconic brand at the centre – showed how well they understood that portion control could not be addressed by a single gadget alone but required a systemic approach of this kind which has a high likelihood of commercial implementation.

Wire design and id. The judges were impressed by the terrific research by the team into the causes of inactivity and their resulting in-depth analysis of the intractable problem of how to incentivise people to change their behaviour. They felt that id was a genuinely new concept liked its novel anti-advertising approach and the fact that this ‘beautiful virus,’ as they called it, harnesses the potential inherent in using social networking as a profiling tool and mode of dissemination to allow discovery on one’s own terms.

Jeremy: Now we hurtle towards the moment of truth, the 2009 DBA Inclusive Design Challenge award, I would like to introduce Deborah Dawton the Chief Executive of the DBA to come up and present the award, the award has been designed by the Japanese ceramic artist, and RCA graduate Ikuko Iwamoto.

Deborah Dawton: I'm delighted to see you all here this evening... as you know this is a project that the DBA has been committed to for quite a number of years, and in line with one of the comments made earlier this evening, it continues to amaze me the levels, the level of achievement that comes through this particular project, especially when you consider all of this is done in people's own time, and no commercial driver sitting behind this, it really is just a commitment from people who really want to see change happen.

Jeremy outlined at the beginning why we do this, we see it as an opportunity for knowledge transfer, and you heard from Jenny when she was speaking this evening about the fact we have been able to inculcate the mind of designers with this issue, and it's something they can take to all of the projects they are working on. For us that's a great result. Great to see professional firms tackling issues like this, they get few opportunities to do that, again we love the opportunity for presenting that to us, it's a

great way of seeing what design could do, these are concept projects and not Commissioned pieces of work but does give you a flavour of what's possible.

We have had some fantastic solutions this evening, and when you consider the time and effort has gone into that, I think what we have seen this evening really has been outstanding, and I would like to personally thank the teams for the time they have invested in this particularly given the current market conditions we have got, and the pressure on businesses to be trying to do more paid work, so we do really value the amount of time and commitment you have been putting into this. The subject of getting people moving and we have heard from others, is a sensitive one, and Sian I couldn't overlook the opportunity of doing digging before you came here this evening, and before I go onto present the trophies I really wanted to spin a message back out to this audience and particularly back to the people that you work with. I had a look at Alan Johnson's responsibilities, and this is the job spec that I wouldn't want, NHS and social care delivery and system reform, that's number one on his list. Finance and resources is number two, strategic communications number three, and you know we bash these people day in day out and just imagine that as your responsibility going forward from this evening, it's a huge task to take on.

I was looking at your particular write up on the website, and there was an interesting point made there, and I think a lot of similarities between the health service and design industry, the health service has a lot of people who work in it that are committed passionate and dedicated to what they do, and it goes without surprise that the design industry has a lot of people in it who are committed passionate and dedicated about what they do. I applaud your personal motivation for securing improvement in health and health care for the decades to come. It may be no surprise that the DBA's mission is to champion the use of effective design, which improves the quality of people's lives. We are all in this for the long-term. Tonight we have had a glimpse of what's possible when you engage designers and issues like this, we have seen this over the years at the DBA through the design effectiveness awards which does cut through to the commercial impact of projects within the public sector, we had the 'Wash your hands' campaign, and other campaigns that have been submitted to that, that have had huge impacts both in terms of getting message across to their audiences and also financially in terms of savings for the NHS.

I think they are testament and this evening's to the ability of the design industry to change mind-sets and behaviour is something intuitively this industry knows how to do, just in the same way that intuitively knows how to create market demand and we see that with the Design Effectiveness awards and it's highly evidenced if you give designers the challenge then they can step up to the plate and improve the performance of businesses across the country indeed across the world. So... I was thinking this evening wouldn't it be great if we could bring the design industry and health sector more closely together, what could design's impact be on patient choice? If you look at the areas that are involved and we see manifest in the health services, with product design in there and service design, and information design and communications, and there are all of these areas across that particular sector that can be touched by design. I don't know if you have seen this today but this was in the Mail today. Sainsbury's is to open 200 GP surgeries. Now if that doesn't reframe the issue for us, I don't know what does.

I was just thinking if we were to set this as a challenge back into the design industry how could the design industry help to reframe the issues that the health service is facing today? I thought maybe

there was just one thing we could do which is maybe to imagine the health service, which has been designed not for patients but consumers, it's how we are used to being treated. I would like to suggest because designers have the ability to put people at the centre of everything they do, and if we treat this as a service as something that consumers interact with, we might just start to see some real innovation in the way that things are done, on top of I think a lot of good things that are happening at the moment. Design can deliver across all of these areas, be it communications information and services, and I think in line with the project this evening which was about getting people moving. Sian I would love to get this moving within the health service. I'm going to hand a certificate over to all those who are runners-up in this competition this evening. So first up this evening I would like to invite the team from Rodd Design up to receive their certificates.

The next team to come up is a runner-up in the project BWA Design...

The next team we are going to invite up is Wire design.

Our final runner-up this evening is Clinic if I can welcome the Clinic team.

The winner is Matter if I can invite them up.

Well, the only other thing on my programme here says drinks reception, and I will invite everyone through to drinks Jeremy, absolutely... thank you very much for coming this evening.

Ends