

Carmen Vargas, Carolina Venegas Hargous, Janine Harfield, Colin Bell, Jillian Whelan. Co-creation approach in practice: naming a café located within a rural health service provides added value to a health strategy.

**Table S1: Survey fragment**

Presented item	Item design
What is your gender? <ul style="list-style-type: none"> <li>• Male</li> <li>• Female</li> <li>• Non-binary / third gender</li> <li>• Prefer not to say</li> </ul>	One option to be selected
What is your age group? <ul style="list-style-type: none"> <li>• 18-20 years</li> <li>• 21-30 years</li> <li>• 31-44 years</li> <li>• 45-60 years</li> <li>• 61+ years</li> </ul>	One option to be selected
Which one of the following options best describes your link to this organisation? <ul style="list-style-type: none"> <li>• Nursing</li> <li>• Administration and Clerical</li> <li>• Medical support</li> <li>• Environmental Services</li> <li>• Medical Officers</li> <li>• Sessional Clinicians</li> <li>• Allied health</li> <li>• Support Service/Ancillary</li> <li>• Food service staff (i.e., food service, kitchen, and food retail staff)</li> <li>• Linen Services</li> <li>• Other</li> </ul>	One option to be selected
1. Were you aware of the café naming competition that took place in May 2022? <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>	One option to be selected
2. Did you participate in the café naming competition? <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>	One option to be selected <b>If answer is no skip to question 4</b>
3. In which phase of the café naming competition did you participate? <ul style="list-style-type: none"> <li>• Submitting a name for the café</li> <li>• Voting for a name</li> <li>• Both</li> </ul>	One option to be selected

4. The Café located at the Horsham Hospital has a new name! Which of the following options is your favourite logo for the "HEARTBEET Café"? (Please tick one)

CONCEPT 1



CONCEPT 2



CONCEPT 3



- Concept 1
- Concept 2
- Concept 3

One option to be selected

**Table S2: Interview guide**

<b>Opening/Rapport</b>			
<b>Topic</b>		<b>Rationale</b>	
Introduction		Name, study background	
Plain language explanation		Objective of the study and aim of the interview	
Record consent for participation		Consent from the participant to be recorded and reiteration of the use of information in a non-identifiable form	
Participant introduction		Name, position within the organization, type of job activities	
<b>Main interview</b>			
<b>Topic</b>	<b>Theoretical outline</b>	<b>Participant</b>	<b>Type of questions</b>
Motivations	Motivation is described as a force that directs individuals toward goals. It reflects readiness and interest to engage in the activity.	Competition participant	How often do you get involved in the hospital activities? <ul style="list-style-type: none"> <li>• Why?</li> <li>• Is it different before and after COVID?</li> </ul> What was your first reaction when the competition opened?
		Planning committee	What did you expect from this naming competition? What was your experience through it?
Opportunity	Opportunity represents the enablers to perform an activity. Time opportunity is the availability of time to devote to co-creation activities on the side of the consumer.	Competition participant	What is your opinion about the competition process? <ul style="list-style-type: none"> <li>• Easy/accessible</li> <li>• Open/transparent</li> <li>• Communication</li> <li>• Supportive</li> </ul> Did you expect this level of participation/competition? <ul style="list-style-type: none"> <li>• Why?</li> </ul>
		Planning committee	What considerations did you take for the competition to be <ul style="list-style-type: none"> <li>• Easy/accessible</li> <li>• Open/transparent</li> <li>• Communication</li> </ul>

			<ul style="list-style-type: none"> <li>Supportive</li> </ul> Did you expect this level of participation/competition? <ul style="list-style-type: none"> <li>Why?</li> </ul>
Ability	Ability represents the extent to which individuals have the necessary resources, such as knowledge and skills, to achieve a desired goal.	Competition participant	You came up with a great name: How your type of work helped you to come up with the name? Do you engage in other creative tasks? Have you had previous training on communication strategies/media?
		Planning committee	What are your opinions about the type of names that came in? Were you able to identify the department where the name came from? <ul style="list-style-type: none"> <li>Why?</li> </ul>
<b>Closing</b>			
<b>Topic</b>		<b>Rationale</b>	
Summary of the interview		Summary of main points and final question to add missing information	
Commitment for transcript		Verbal commitment and timeframe for returning the notes	

**Table S3: Codebook**

Major Code	Description	Minor Code	Description
1. Motivations	Force that directs individuals towards goals. It reflects readiness and interest to engage in the activity.	Initiate	Motivation to start the project
		Participate	Motivation to get involved in certain capacity in the project

2. Opportunity	Occurring actions between two or more stakeholders.	Access	Ability represents the extent to which individuals have the necessary resources, such as knowledge and skills, to achieve a desired goal. Facilitates the access to processes and resources that are used to create and deliver their product or service offerings (participate in the competition)
		Dialogue	Two-way communication to enable shared understanding and meaning
		Transparency	Clear and open process and information exchange (stakeholders were fully informed of what happened at each stage of the competition)
3. Benefits	Elements that help participants to get advantages as the result of them.	Interactions	High level of collaboration between relevant stakeholders in the process
		Participation	Engagement in the naming competition without being actively involved in the decision-making process.
		Value co-creation	Creation of unique personalised experiences – ownership and engagement in subsequent action

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1. Motivations	Force that directs individuals towards goals. It reflects readiness and interest to engage in the activity.	Initiate	Motivation to start the project
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2. Opportunity	Occurring actions between two or more stakeholders.	Access	Ability represents the extent to which individuals have the necessary resources, such as knowledge and skills, to achieve a desired goal. Facilitates the access to processes and resources that are used to create and deliver their product or service offerings (participate in the competition)
		Dialogue	Dialogue: dialogue, supplants the traditional unidirectional flow of information from the provider to the consumer, to the creation of shared meaning that "require[s] deep engagement, lively interactivity, empathetic understanding, and a willingness by both parties to act, especially when they're at odds"
		Transparency	Clear and open process and information exchange
3. Benefits	Elements that help participants to get advantages as the result of them.	Interactions	Collaborative cooperation in the process.
		Participation	Engagement in the naming competition without being actively involved in the decision-making process.
		Value co-creation	Creation of unique personalised experiences – ownership and engagement in subsequent action