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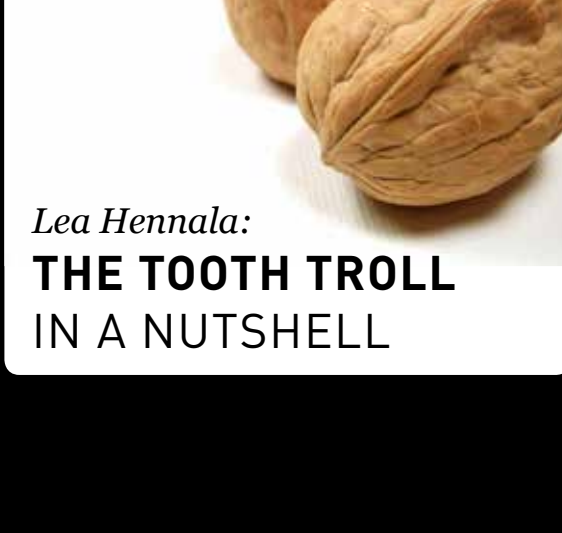
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The Tooth Troll Story

INNOVATION PROCESS TO IMPROVE YOUTH ORAL HEALTH CARE

(Based on the Finnish "Hammaspelikko Stoori" publication)

A story how university actors and public health care got the idea of collaborating in a creative and spontaneous way, without knowing the outcome.



Lea Hennala:
THE TOOTH TROLL
IN A NUTSHELL



Lea Hennala:
INNOVATIONS AND
REFORMS RESULTING
FROM THE TOOTH TROLL

Where it all begins

It has always been important for the City of Lahti to develop customer-driven services. LUT LSI contacted the executive board of social and health care of the City of Lahti, and offered the opportunity for novel, participatory method development. Oral Health Care got interested in developing services in a user and customer-driven way. As there was a need for them, the interests of Oral Health Care professionals and LUT LSI met.

Chief Dentist, Markku Mikkonen and chief dental hygienist Raija Sipilä wondered whether to tackle the problems in old age or young age oral health problems. The dental appoint no-shows of the young, forgetfulness, dropping outside oral health care and fear offered a challenging and multifaceted field for development.

A question arises
What is a teenager like as a customer?



The starting points for development are both the young customers' experience of their appointment at dental care clinic and that of the dental professionals' of working with the young customers.

EMPLOYEES



WORK STORIES

CUSTOMERS



ESSAY STORIES



COMIC STRIPS



Lea Hennala:
THE IMPETUS FOR
THE TOOTH TROLL

The Troll team
is born. A group of oral health care and LUT LSI professionals working in collaboration within the Tooth Troll project.

The Troll staff
Oral Health Care employees in charge of teenage customers.

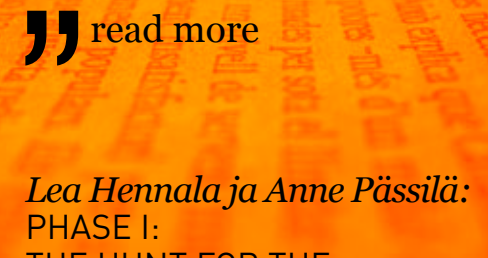
Tooth Troll, phase I - facts & figures

Bodies participating in development
Lahti Oral Health Care (LOHC), 7th-9th graders of Mukkula, Tiirismaa and Kärpänen schools, Lappeenranta University of Technology Lahti School of Innovation (LUT LSI)

Participants
LOHC 40 professionals, LUT LSI 8 researchers, 250 students

Working problem
Understanding the experiences of young customers and oral health care professionals and - based on that - identification of development goals and ideation.

Valuable lesson learned
Well made groundwork to understand the young customer's view point is essential and worth doing.



Lea Hennala ja Anne Pässilä:
PHASE I:
THE HUNT FOR THE
TOOTH TROLL

Theatre-based method and polyphony

The prerequisite for development is that the Troll staff believes in the functionality of the method.

Theatre-based method comprises action phases which seek to understand the experiences of the customers and the professionals with help of stories. The stories are trans-scripted to ethno-dramatic scenes where the different participants "are given voice" interpreted by applied theatre professionals. The participatory performance works as a discourse and reflective forum for defining development targets and ideation, and as a basis for planning how development measures may be implemented.

- In collaboration - students of Lahti deacon institute
- Script - researcher Anne Pässilä and drama instructor Minna Partanen
- Rehearsing and direction - Minna Partanen
- Demo presentation - Tiirismaa Upper School
- Theatrical session - The Troll staff

User-drivenness = Understanding the needs and the world of users in i.e. service innovation processes, preferably in a user-participatory way.

Innovation = A novel idea that works and is useful, as well as provides effectiveness, productivity or quality.

The critical point
Creation of inspiration and ownership at session

Theatre session

Plaza youth centre in Lahti in January 2009

PARTICIPATORY WORKSHOP GROUPS POLYPHONY EXPERIENCES

The aesthetic idea was the encountering of a teenager and the everyday practices of dental care. In the theatre session the characters of the scene are "Netta", the teenager, and "Pirkko", the dental hygienist as well as "Peltonen", the dentist. Experiences of the young dental patients were made visible by storytelling, cartoons and theatrical scenes. In participatory group work people memorized what is was like to be young, analysed and pondered issues related to patient encountering and customer-drivenness.

Participants: 4 students from the Lahti Deaconess Institute, 7 researchers and developers from LUT Lahti School of Innovation, 35 Troll staff members, light and sound editing, video shooting, photographer, 2 media representatives, caterer (53 people altogether)

surf the web FORUM THEATRE

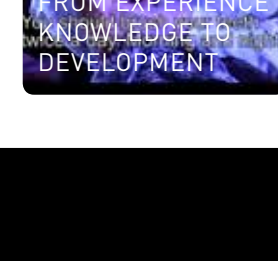
surf the web AUGUSTO BOAL



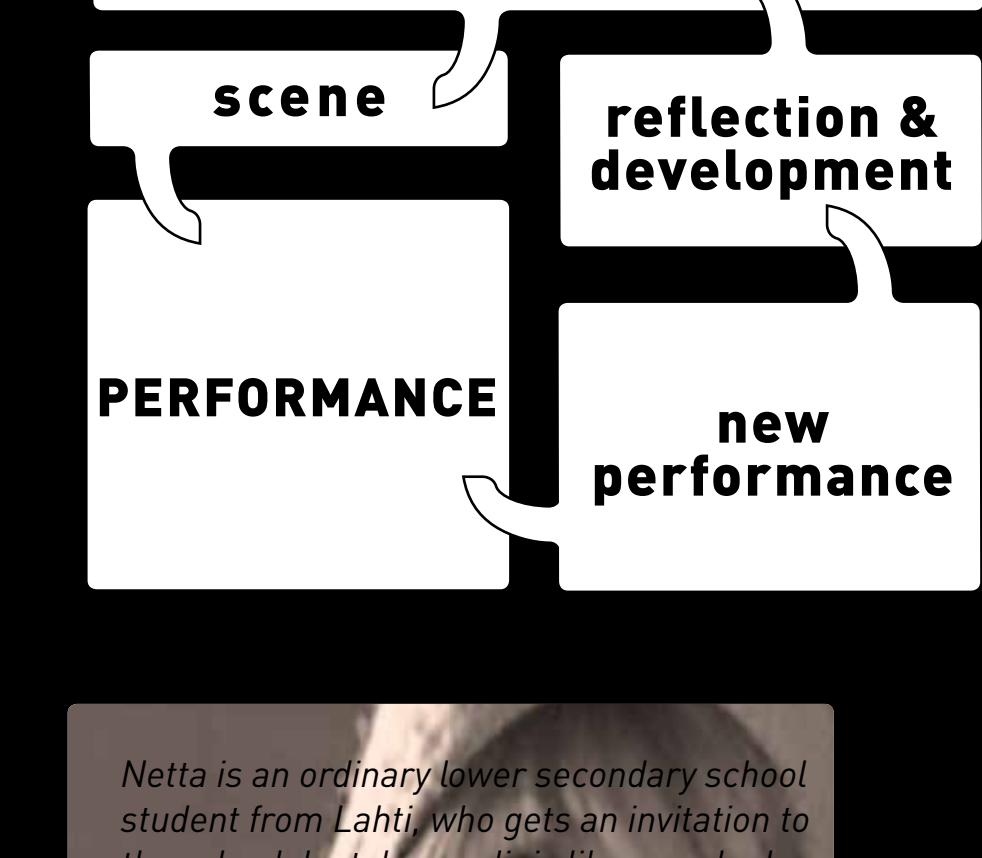
INDIVISION



HORROR STORY



FROM SKETCHES TO WORKING DREAMS AND IDEATION



Netta is an ordinary lower secondary school student from Lahti, who gets an invitation to the school dental care clinic like everybody else at her age. The appointment that to the dental hygienist is routine and quite a commonplace turns out to cause Netta "extra" nuisance and excitement...

read more

NETTA'S STORY

34 development topics were picked from the material gathered at the theatre session ... Troll staff made the prioritization



Lea Hennala & Anne Pässilä:
FROM INDIVIDUAL STORIES TO "VOICES" AND SCRIPTED DRAMATIC SCENES



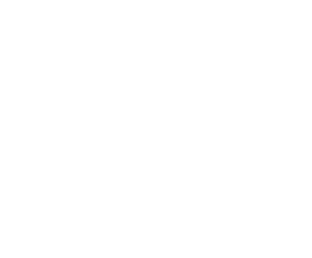
Lea Hennala & Anne Pässilä:
PINPOINTING AND IDEATION OF DEVELOPMENT TOPICS AND SOLUTIONS

Participatory action session as a tool for development

Lahti Center for Adult Education, 27th of March 2009

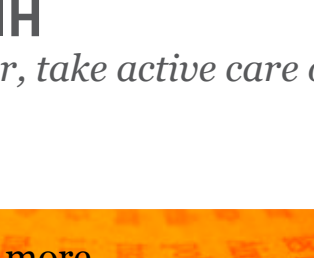
- Session themes**
1. Communication
 2. Distances
 3. Interaction and status articulation control point
 4. Management

Teini HHH
= Teenager, take active care of your teeth!



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Lea Hennala:
COLLABORATIVE MANAGEMENT AND RESOURCING OF THE TOOTH TROLL



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Satu Parjanen:
DISTANCES & PROXIMITIES

Action-based workshops

INTERACTION & COMMUNICATION 25.9.-31.12.2009

How to be present to a young person in and outside a care situation
Action-based workshops involving care employees and customers as device for organisation development and learning

Interaction workshops

2x2 workshops for Troll personnel
Facilitated by Minna Partanen

Focus on encounter situations in everyday clinic work (before chair, when sitting, after treatment), as well as verbal and non-verbal communication. Focus is on teenage customers, but doing things together is bound to have an effect on the whole working community. Key words are offering, rejection, listening, approval and cheerful failure. The workshops comprise action-based exercises opening eyes of own actions.

Communications workshops

2 workshops for Troll employees
2 workshops for secondary school students
Facilitated by Laura Mellanen

Planning and testing new idioms and tone for communicating with teenagers, appropriateness and content of Oral Health Care messages. Media for communications are processed in interaction of workshops with Oral Health Care staff and the teenagers. Workshops consist of e.g. visual ideation and content analysis.

Planning the evaluation

Facilitated by Ulla Annala

Updating the process description

Facilitating and implementation: Oral Health Care management and LUT LSI

Process description defining the clinic, treatment and care situation details of a good clinical appointment. Process description forms the guidelines of care in all clinics. A plan to implement good practices will be drafted to support the process description.

read more

Lea Hennala & Anne Pässilä:
THE REALTIVE & COMMUNICATIVE VIDEO



SKETCHES OF COMMUNICATION DESIGN



Kake K. Kiille is created
Co-creation with secondary school students
Design by Laura Mellanen

+ Reflexive work

11 December 2009
Youth centre Hurina 2.0

REFLEXIVE WORKSHOP
Meaning making and reminiscence

- What has been meaningful?
- Where did we succeed?
- What has been difficult?

Tooth Troll, phase II - facts & figures

Bodies participating in development

Oral Health Care, Art students of Tiirismaa and Kärpänen secondary schools in Lahti, LUT LSI

Participants

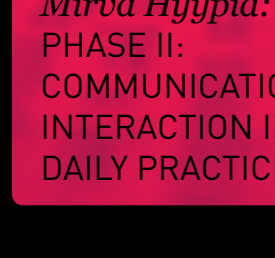
Oral Health Care 40 members, LUT LSI 5 researchers and developers, 41 students

Working question

How to be present to a teenagers in care situation and outside it?

Valuable lesson learned

In action-based working also the body makes observations and teaches. Encountering skills can only be learnt by experiencing and trying. It is vital in a service situation that your verbal and nonverbal communication are in line. Quality service from the public sector point of view means that encountering situations in different units are of uniform quality.



read more

Mirva Hyypiä:
PHASE II:
COMMUNICATION & INTERACTION IN DAILY PRACTICES

Encountering

Encountering is hearing, listening, being heard and seen in a way that shows true interest. Encountering involves eye contact and "responsibility of the look", how I look at you, another human being.

Participatory planning of communication

People doing practical everyday work are involved in development of organization communication by means of action-learning. The goal is to make solutions that mirror the organization.

THE TOOTH TROLL • PHASE II

Autumn 2009

HAMMASPELIKKO III-IV

Kevät 2010

Troll Mindset is created

Health guidance and preventive action

- How to influence the young between appointments?
- Where do the young hang out?
- What is modern enlightenment?
- How is the customer attracted to content production?

IN COLLABORATION

- Sports & athletic clubs (Lahden Ahkera, Lahden taitoluistelijat, FC Reipas)
- Schools
- Lahti City youth services
- Day care units
- School health care
- Student health care
- Health care students and educative institutions (Salpaus and Lahti University of Applied Sciences)
- Companies (Hartwall, Pelicans, Fazer)

Tooth Troll pilot cases

The athletic Troll

The Troll on the town

The Troll at day care

The Troll at school

click Kake in FB

enthusiasm need motivation

ideation & definition

piloting

evaluation

changes

IMPLEMENTATION

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Irene Kirjanen:
A NEW EMPLOYEE'S
TOOTH TROLL STORY

read more

Annu Laihanen & Kristina Höven:
THE TOOTH TROLL STORY FROM A TEAMWORK PERSPECTIVE

read more

Markku Mikkonen:
THE STORY BEHIND
TROLL MINDSET

Training Presence

winter 2011 - spring 2012 in Lahti

ENCONTERRING AT WORK PLACE
Several workshops for Troll staff
Facilitated by Virpi Koskela

- Encountering with colleagues in work environment
- Encountering with a young client
- Presence
- Perception and responsibility

Presence

Pausing in a situation at hand so that you do not think of anything else, are not going anywhere else, you are present here and now, accepting whatever may come.



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Virpi Koskela:
ENCOUNTERING AND BEING PRESENT WITH THE TOOTH TROLL

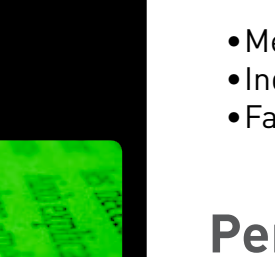
Tooth Troll, phase III - facts & figures

Working question

How to approach the young customer and promote oral health in a more customer-driven and efficient way between oral care clinic visits?

Valuable lesson learned

Efficient oral health promotion needs to be approached inside the world of the young, and in collaboration with different bodies that are close to the young.



read more

Lea Hennala:
TRAINING THE TOOTH TROLL WITH PARTNERS AND STAFF

Evaluation

The process of generating evaluation indicators
Constructed by Tero Rantala

Content by LOHC staff
Form by LUT LSI

- Measuring effectiveness
- Inquiry directed to the young customer
- Fast feedback on clinic appointment

Performance

The ability of the measured object to gain results

Performance evaluation

Process that aims at finding out via experience or perception the state of the characteristic having a crucial impact on performance.

Performance measure

A specified method to describe the performance of a certain success factor.

read more

Merja Jokela:
THE TOOTH TROLL THROUGH A STAFF MEMBER'S EYES

read more

Lea Hennala & Anne Pässilä:
THE TOOTH TROLL THROUGH A TEAMWORK PERSPECTIVE

Development work and research continues...