



Information Design and Architecture in Persuasive Pharmacy Space: combating AMR (IDAPPS): the Ideas Lab

How can architectural and information design help in the fight against AMR? Using principles of user-centred design, we are working with pharmacists and pharmacy workers to consider how to 'improve the knowledge and understanding of antimicrobial resistance'.

We aim to encourage ideas for an engaging, inspirational, didactic information space to raise awareness of the dangers of drug resistant infections in a community pharmacy. One of our research outputs is a competition, designed to reinforce the cross-disciplinary approach that we think is key to the challenge of communicating about amr. The ideas and prototypes that emerge from our competition will exemplify collaboration between academics and practitioners in information design, architecture/indoor built environment, human factors and pharmacy, and present solutions that we hope will lead to other projects and continuing collaboration and funding.

IDAPPS Project participation and Ideas Lab Knowledge Exchange Guidelines

IDAPPS is a research project that depends upon a collaborative and supportive environment in which ideas leading to project outcomes and resulting impact can be shared and developed with trusted colleagues. Respect for team members' intellectual property and confidential information is a crucial part of this collaboration and so we ask all participants to adhere to the following principles when attending the Ideas Lab:

The Ideas Lab Principles

- You must decide which ideas you wish to discuss at the Ideas Lab event, and the level of detail you want to disclose to the other participants.
- As a participant, you are required to keep confidential all information disclosed by other participants during the scheme, whether that information is disclosed verbally, in writing or in any other form and whether or not expressly stated to be confidential (confidential information).
- You will not use the confidential information of other participants to develop your own content, products, services, technologies or applications, or otherwise than with the consent of the other participants concerned.
- You will destroy or return all the confidential information disclosed to you by other participants if requested to do so by those participants.
- You should assume that information provided should be treated as confidential, unless the discloser tells you otherwise. However, for the purposes of these Principles, confidential information will not include information that is publicly available (other

than as a result of a disclosure by you); or has been independently developed by you without reference to the confidential information, as demonstrated by reasonable written evidence.

- The copyright, database rights, trade marks, designs, patents and other intellectual property (IP) arising in any of your confidential information existing prior to the Ideas Lab, or subsequently created exclusively by you (without reference to the confidential information of, or assistance from, other participants), shall be owned by you.
- Any IP created by you by reference to the confidential information of, or in conjunction with, other participants shall be owned jointly by you and those other participants. This means that you and the other participants will not be able to copy, use or exploit that joint IP without the consent of the others involved in creating that joint IP.
- You should be aware that disclosures of a detailed nature relating to new inventions may prejudice your ability to obtain patent protection for these inventions at a later date. To that end, whilst we encourage you to share and shape ideas, detailed disclosures relating to processes or specifications should be reserved until after you have entered into a collaboration with a participant and have signed a collaboration agreement.
- We will discuss co-authoring details for each IDAPPS publication/output.
- Participants will disclose to members of the IDAPPS team, details of enquiries and contacts as a result of IDAPPS activities and work, and will agree how to take such matters forward, whether individually, as a group or as a sub-group.

These principles are based on guidelines developed by iShed for their Heritage Sandbox Events. The Ideas Lab follows guidelines developed by iShed for their Heritage Sandbox. We acknowledge the Watershed Sandbox model and its associated license <https://creativecommons.org/licenses/by-sa/4.0/>