

AI Playbook

*Stories from
people with
lived experience*

wm-adass.org.uk

Why We Created the AI Playbook

- The AI conversation must be led by the people most affected by services
- AI is already shaping care and support
- Risk of exclusion, bias, and harm without lived experience voices
- We wanted to ask: what does good look like?



Made with, not for

- Co-production at the heart of the Playbook
- Advisory group of people with lived experience
- Workshops, interviews, real stories from across the region
- Grounded in what matters to people: independence, trust, fairness



Who the Playbook Is For

A practical guide for:

- People drawing on care, their families and unpaid carers
- Commissioners and service designers
- Local authority teams exploring AI
- Developers working in health and social care



What's Inside the Playbook

Three core chapters and a growing set of personal stories

- Plain language explanations of AI
- Benefits and risks
- Examples of real-life tools in use
- Reflections from people with lived experience

Chapter 1

What AI can do and why it matters

[Read more »](#)

Chapter 2

Addressing fears, risks and concerns

[Read more »](#)

<http://wm-adass.org.uk/ai-playbook>

Key Messages

Inclusive AI means:

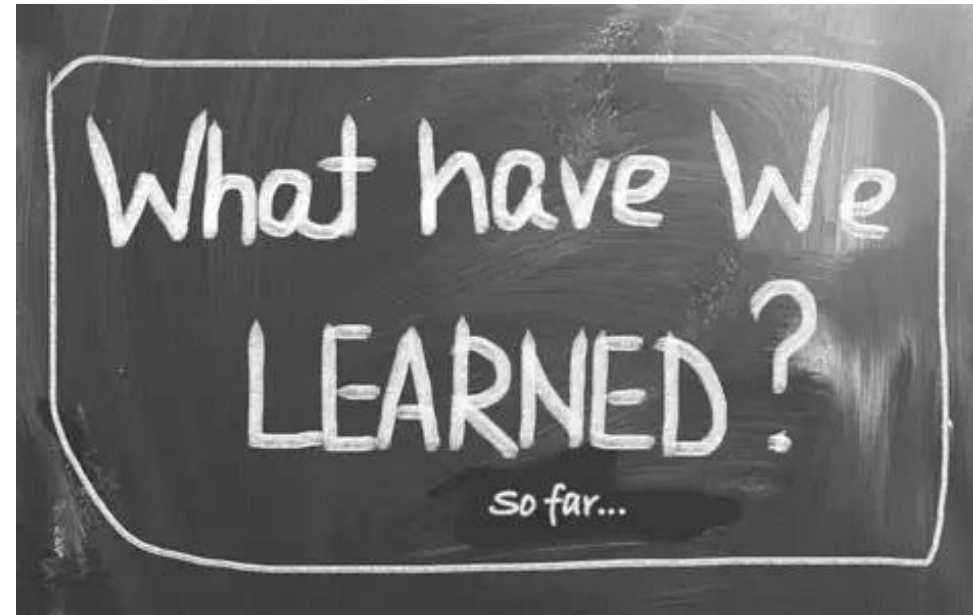
- People must be part of the design
- Tech should enable—not replace—relationships
- Accessibility isn't a nice-to-have
- Trust is earned through transparency
- People want choice and support—not tech imposed on them



What We Learned

From over 15 personal stories across the region:

- AI already supports independence (e.g. voice assistants, apps)
- Barriers include cost, digital confidence, and design bias



Vision Darren



Recovery Pete



Mobility Reshma



Neuro Kieran

Meet the WM-ADASS AI Playbook Coaches

[AI Playbook - Bridgit Care](#)



Caring Keymn

THANK YOU

We gratefully acknowledge the contributors of our advisory network and all those who shared their lived experience to help shape the AI Playbook

WM-ADASS Co-production Advisory Network

Our way in Worcestershire

Beacon Vision in Dudley

Personal story contributors

Human Rights & Practice

- AI is already embedded in everyday life (predictive text, apps, social media), yet its implications for social care are poorly understood.
- Human rights lens is essential: **Article 27 affirms** , ‘*everyone has the right freely to participate in the cultural life of the community, to enjoy the arts, and to share in scientific advancement and its benefits*’ ([United Nations, 1948](#)).
- AI systems act as “*mirrors of the world in which they are created*”, reflecting existing inequalities (Alvaro,2025).
- Rapid rollout across local authorities raises concerns about whether implementation aligns with human rights and social justice approaches to ASC.

Opportunities & Risks for Practice

- **Benefits identified:** population-level risk prediction, reduced admin burden, improved accessibility for disabled workers.
- **Key risks:**
 - **Bias & discrimination** baked into training data.
 - **Lack of training** for social care staff using tools like Copilot.
 - **Generative AI risks:** hallucinations, fabricated details, algorithmic bias.
 - **AI transcription** concerns: authorship, authenticity, misrepresentation
 - **Ethics:** Technology companies and developers
- **Raises fundamental questions:**
 - **Do the public understand how AI is used in ASC?**
 - **Do practitioners understand AI and its potential to harm?**

Ethical, Workforce & Ecological Implications

- **Ethical, Workforce & Ecological Implications**
- **Human-in-the-loop** = more **invisible labour**, often falling on women in a female-dominated workforce.
- **AI robots in care**: framed as solutions to workforce shortages but risk reducing job satisfaction, pay, and dignity in care.
- **Emotional & cognitive labour**: AI may reduce admin but not emotional load; efficiencies may increase expectations.
- **Environmental impact**:
 - Data centres require minerals, produce e-waste, and consume significant water.
 - AI can also support environmental protection (pollution reduction, deforestation monitoring).
- **Accountability gap**: social workers risk professional repercussions for AI errors, despite limited safeguards

People Who Access ASC, Rights & the Way Forward

- West Midlands ADASS **AI Playbook** offers lived-experience-led insights into how AI supports independence and quality of life.
- **Transparency:** clear public messaging on how AI is being used with people who access ASC.
- Call for **equality impact assessments**, robust testing, and safeguards before deployment.
- **Future priorities:**
 - Research on impacts for people accessing ASC.
 - Clear red lines for local authorities.
 - Guidance, training, and accountability frameworks.
 - Continued dialogue

QUESTIONS



Stay Connected



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