DESIGNING DURING DISRUPTION
BUILDING HEALTHCARE PROGRAMS WITH COMMUNITIES DURING COVID-19
A VIRTUAL DISCUSSION
4 May 2021
10:00 – 11:00 EDT
DESIGNING DURING DISRUPTION: PSI
ABIGAIL WINSKELL
PSI’s Vision
Consumer-Powered Healthcare

PSI uses a marketing approach to connect consumer priorities with the uptake, continuation and advocacy of positive health behaviors, while promoting equitable, sustainable healthcare markets.

https://www.psi.org/keystone/
COVID-19 HYGIENE & BEHAVIOR CHANGE COALITION (HBCC)

Kenya   South Africa   Myanmar   Vietnam
CONNECTING WITH OUR CONSUMERS UNDER LOCKDOWN CONDITIONS

Partner and government surveys provided quantitative data on attitudes and behaviors.

Phone interviews to gain more qualitative insights into fears, hopes and barriers.

Social listening – trended content, comments, influencers conversations.
INSIGHT LED TO A CAMPAIGN IDEA
TO CUT THROUGH, INSPIRE & ENGAGE

COVID-19 suspended what is "normal". Let’s show the butterfly effect of how their action can help them get back to a ‘new normal’ sooner, supporting them to incorporate preventative behaviors sustainably into their everyday lives and inspiring them to focus on the potential positives of the ‘new normal’.

82.8 million individuals reached with COVID messaging across 4 markets.
USER-GENERATED CONTENT TO CREATE EMPATHY AND ENGAGEMENT

Documentary won award at prominent Africa film festival!
LIVE PROTOTYPING WITH PROVIDERS TO BUILD USER-FRIENDLY DISTANCE LEARNING TOOLS

Moderated testing of a COVID-19 provider training course hosted on Whatsapp

Over 3100 unique users of the chatbot in Kenya.
Funded by the Children’s Investment Fund Foundation, to support women to take more control over their sexual and reproductive health needs, including and beyond contraception.

Working in close partnership with local health systems in Nigeria and Uganda, we will support women to demand and access self-injection as part of a comprehensive basket of contraceptive options.
REMOTE INSIGHT GATHERING TO BUILD A CONSUMER JOURNEY FOR SELF-INJECT

**Awareness**

- She hears very little about contraception.
- She hears even less about self-injection.
- She’s aware of stigma and risk. She receives new SRH information mostly from peers she trusts.

**Decision**

- Most women adopt self-injection after a provider recommends it. Discretion is key.
- She sees it as a risky decision, her decision is brave.

**Initiation**

- She travels distances to receive her first training and injection, and then receives limited support. Some women stop, but those who do self-inject at home feel proud.
- She receives a useful calendar reminder but remains concerned about privacy. Disposal is a concern.

**Continuation**

- Her perspectives and demands are largely kept to herself and she receives limited support.

**Advocacy**

- She’d like to speak up but is not sure who would listen and whether it’s safe.
IDEATION & PROTOTYPING...
WITH MASKS
PROTOTYPES SUCCESSFULLY VALIDATED THROUGH MIXED METHOD APPROACH

### Table of Desirability, Feasibility, and Viability

<table>
<thead>
<tr>
<th>Prototype</th>
<th>Desirability</th>
<th>Feasibility</th>
<th>Viability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education for Mothers</td>
<td>100%</td>
<td>64%</td>
<td>91%</td>
</tr>
<tr>
<td>Short Videos</td>
<td>100%</td>
<td>63%</td>
<td>92%</td>
</tr>
<tr>
<td>Radio Drama</td>
<td>98%</td>
<td>64%</td>
<td>88%</td>
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<tr>
<td>SI Buddy</td>
<td>98%</td>
<td>63%</td>
<td>90%</td>
</tr>
<tr>
<td>Support Groups</td>
<td>98%</td>
<td>62%</td>
<td>86%</td>
</tr>
<tr>
<td>Testimonial Posters</td>
<td>98%</td>
<td>50%</td>
<td>89%</td>
</tr>
<tr>
<td>Myth Busting Campaign</td>
<td>95%</td>
<td>70%</td>
<td>84%</td>
</tr>
<tr>
<td>Online Training</td>
<td>95%</td>
<td>55%</td>
<td>85%</td>
</tr>
<tr>
<td>Online Delivery</td>
<td>91%</td>
<td>52%</td>
<td>83%</td>
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</tbody>
</table>
SUMMARY OF LEARNINGS

- Taking a user-centered approach to design during a pandemic is possible (and necessary)... but it is harder. There are many ways to bring users into design, and ongoing optimization of your program.
- Phone or online methodologies can be effective in gathering insights – but as always, a good moderator is key.
- Recruitment can be a challenge and takes longer. External agencies can help but can also be resource intensive.
- In-person facilitation is preferable to remote – bring in a local facilitator where possible.
- For internal co-creation, online whiteboarding tools can be useful but also be mindful about ensuring participation from all.
- Continue to share learnings with other organizations/teams about what works/doesn’t work!
Design by Distance: Inclusive SRH Services
An Inclusive Approach

Our Planned Approach:

- Community engagement workshops with SLUDI members conducted in Sierra Leone in February 2020, as the first stage of a planned design process.
- SLUDI, Leonard Cheshire and MSSL and Think Place as partners in the process.
- To explore solutions to the following barriers identified by women with disabilities.
- Face to face participatory approaches which ensured that people with disabilities were equal partners in the design of inclusive interventions.
DESIGNING DURING DISRUPTION

How do you ensure you leave no one behind?
Designing by Distance: Core-Periphery Model

An adapted model which allowed our experienced ThinkPlace designers in Senegal to rigorously design and test the core components of disability inclusive interventions, which could then be adapted, owned locally and tailored to the Sierra Leone content.

“PERIPHERY” – Sierra Leone
MSSL and local DPO partner SLUDI were coached by ThinkPlace from a distance to test and refine the three prototypes in Sierra Leone.

“CORE” – Senegal
Built by ThinkPlace designers in collaboration with Leonard Cheshire, MSI, MSI country teams in Senegal and Sierra Leone, local DPOs

Tested in partnership with MSI country team in Senegal.
Understanding the testing process

1. ESTABLISH INTENT
   - Led by ThinkPlace with support from MSSN (8 days)

2. EXPLORE BARRIERS

3. INNOVATE & CO-DESIGN

4. TEST & REFINE

5. OBSERVE
   - Led by MSS with support from ThinkPlace (3 weeks)

6. TEST & REFINE

7. ITERATE & DESIGN

Steps:
- DIVERGE: Understand & generate insights
- CONVERGE: Select & refine concepts

Understanding the testing process
OUR PROTOTYPES

These are the high fidelity prototypes rigorously tested in both Senegal and Sierra Leone.
Our Inclusive Prototypes

DESIGN CHALLENGE: HOW MIGHT WE DESIGN SCALABLE AND INCLUSIVE INTERVENTIONS THAT IMPROVE SRH SERVICES FOR PEOPLE LIVING WITH DISABILITIES IN SIERRA LEONE AND SENEGAL?

- **CHOICE PIC**
  - A visual booklet depicting MSI Services, followed by the benefits and side effects of each contraceptive method. This tool translates the content from the global MSI sensitization script into images.

- **RUMOUR CARDS**
  - A set of cards, each containing a community rumour about people with a disability, used during group sessions to stimulate discussion and dispel myths. Discussion can be incorporated into existing community based sensitisation activities.

- **INCLUSIVE SERVICES GUIDE**
  - A booklet that offers advice and guidance to community mobilisers and service providers on how they can better prepare for and tailor their services to clients with a disability.
LEARNINGS FROM THE FIELD

One year later there are still continual adaption in the time of COVID pandemic
Further Disruption: pilot implementation

Face to face training not possible due to new COVID restrictions in January 2021.

Replaced with **multi-channel approach** to capacity building:
* Staggered roll out
* One to One phone discussions
* Short Guidance documents
* Group chat – short burst info sharing, feedback, questions, updates
### Learnings & Recommendations

<table>
<thead>
<tr>
<th>What worked?</th>
<th>What didn't work?</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conducting virtual ideation workshop across multiple countries to identify common barriers</td>
<td>Developing formal feedback mechanisms</td>
<td>Create opportunities to practice and apply new skills</td>
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<tr>
<td>Tailoring communication strategy to the needs of the team</td>
<td>Transferring icons and language from one country to another</td>
<td>Appoint dedicated team who will be accountable for adaptations</td>
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<tr>
<td>Taking the time to conduct trainings and build capacity of the country teams in Sierra Leone</td>
<td>Condensed and rapid design &amp; testing sprints</td>
<td>Build in more time for learning and testing adaptations</td>
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<td></td>
<td>Complex design solutions</td>
<td>Consider using other methods for collecting feedback and data during the prototyping phase</td>
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**Y Labs** is a global design and research organization working to improve health and economic opportunity for young people aged 10–24 years. We believe solutions for youth should be designed with or by young people.
Cocoon Project
Limited access to sanitary pads, washing supplies, and safe, private, spaces for menstrual hygiene management (MHM) is a pressing problem for women and girls in humanitarian crises.
Bidi Bidi Refugee Settlement

- Established in 2016 to accommodate the rapid influx of South Sudanese asylum seekers
- One of the largest refugee settlements in the world, covering 292 square kilometers
- 80% of refugees are of South Sudanese descent
YLabs and Kuja Kuja conducted participatory design research and prototyping (during a pandemic) in the Bidi Bidi Refugee Settlement with 144 community members including 96 young women and girls ages 15-24 and 48 influencers. Influencers include young men and boys, parents, and WASH experts.
Pivot like you mean it
Pivot

- Early risk mitigation plans
- Diversify your options (contingency plans on contingency plans)
- Have an open mindset - changing your way of working
- Fail fast or fail faster
Blended model for distributed design
**Blended model**

- Teams across time zones and regions
- Virtual HCD training sessions in data collection
- Virtual trainings in prototyping
- Virtual trainings in protection policies
Local is the new global
Local partnerships

- Partners within the context
- Community is familiar with Kuja Kuja
- Kuja Kuja research team is from the community
- Leveraging partners tools and resources
Scorched earth policy and HCD
Health and safety over HCD

- Literally removing the personal touch
- Alcohol is your friend!!!
- Sanitise everything, yourself, your tools and the materials
- Follow CDC/WHO guidelines
- Look. Don’t touch
It’s always sunny
**Team time zones**

- Team A in Uganda hands to team B in California
- Rapid iteration
- Content never went cold
Thank you!

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