

2012

CSH

BCCL COORDINATOR



HEALTH +DESIGN SUMMIT REPORT

Acknowledgments

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We also want to thank the following cooperating partners, who graciously took the time to attend the summit, (Please indicate here the cooperating partners if any)

Background

The Communications Support for Health Program (CSH) Zambia seeks to strengthen the capacity of the Government of the Republic of Zambia (GRZ) to implement effective health communications activities. It is expected that improved capability of the GRZ to implement effective health communications activities will translate into change in population behavior. It will result in a measurable reduction in the practice of risky behaviors and increased demand for and use of health care services. One of the project goals is to build capacity of national and regional level counterparts to develop and implement behavior change communication campaigns / strategies. To this end, CSH and IDEO had planned to conduct a workshop that will bring a diverse group of professionals to share knowledge, get inspiration, and jumpstart the innate creativity that exists within and beyond the community.

The Lusaka summit convened with a view to enhancing support for the CSH communication way forward and to share into the cooperating partners' success stories. The delegates to the summit represented a mix of backgrounds, which included professionals from outside of the BCC community, private sector marketing, branding, and PR. The delegates brought a different perspective to the conversation and also learned from the techniques and approaches used by non-profit behavior change professionals. Creative people who do not work in marketing, but who have an interest in health were also invited; they too, brought new energy and perspectives to the group.

The summit discussed Why Design: an introduction, Design Innovation Case Stories, Six Tools for Design, Introduction to Behavior Change + Design, Behavior Change Design Principals + Inspiration, Learning from the Private Sector, Design Challenge Introduction, How to Interview, Design Challenge Refresher + Rules, Community Visit Overview + interview Prep, Overview of Insight Process, Design Team Insights, Design Team Review + Voting, Prototyping, Design Team Prototyping, Prototype Review, Prototype Refinement, Prototype Review, Apply our ideas + return to Public Health, and Sustainability.

A brief account of the background, a Health Design Summit overview to recent developments regarding health communication is provided followed by introductory remarks that were made at the summit. This report then brings out the salient features of the various presentations and discussions that were made by the (facilitators, org) and other delegates on the issues cited above. It then concludes with the way forward and recommendations made during the summit

1.0.Purpose

The CSH programme aims to provide to the Zambian government to manage and implement effective national health communications interventions. It is expected that enhanced IEC/BCC management to the government of the Republic of Zambia (GRZ) will translate into changes in population health related behaviors. This change is expected to result in a measurable reduction in the practice of risky behaviors, and increased demand for and use of health care services. This vision of the CSH programme is to have an empowered Zambian population that is able to make informed health decisions and lifestyles choices. The purpose of the workshop, therefore, was to train the Ministry of Health (MoH) health promotion staff and other partners.

The CSH programme has for objectives, namely;

- Strengthen national health communications campaigns;
- Increase GRZ use of evidence based health communication approaches;
- Local capacity to support sustained implementation of IEC/BCC activities strengthened; and
- Institutionalize IEC/BCC activities in the health system.

2.0. Summit Objectives

It was hoped that the summit will have:

1. Shared the knowledge and skill in communication and BCC promoting;
2. Inspired the participants to become more creative in the way they plan and implement BCC activities;
3. Jumpstarted the innate creativity that exists within and beyond this community in the Ministry of Health (MoH) and National Aids Council (NAC) health promotion, and BCC staff and other partners.

3.0. Logistics And Dates

In order to maximize participation and achieve high level of commitment without derailing the workshop process, the three (3) days workshop was held at Mika Hotel in Kabulonga, Lusaka, Zambia, from 12 to 14 June, 2012 from 0800 to 1700 hours.

4.0. Introduction

This report captures the process and content of the workshop under the theme “Health + Design Summit which was organized for different stakeholders from health, education and art sectors.

This summit which was held at Mika Hotel in Lusaka, Zambia during the period 12th – 14th June, 2012 was attended by 30 participants. The summit seeks to build on earlier events which were taking place regarding communication for health in Zambia through partnerships.

The summit intended to provide the delegates with business networking opportunities, including through participation in a field trip, access to information on the requirements for behavior change and health design among others. The summit brought together 30 delegates from different institutions, cooperating partners and private sector from all the 10 provinces of Zambia to develop, promote and articulate health communication needs. It was inspired by the realization that individuals from across the sectors play a major role in contributing to the behavior changes within communities and hence contribute to the growth of a quality life of their communities and the national at large.

This report outlines the background to the summit, purpose, content and methodology, summary of the proceedings and lessons that emerged out of the conference.

5.0. Issues Addressed:

Logistics for the summit were successfully organized for facilitators, and local participants. A total of 30 participants attended the summit. The summit drew participants from (USAID, CSH, National AIDS Council (NAC), Ministry of Health, Ministry of Education, Civic and Provincial leadership, and service providers)? The Chief of Party, Communications Support for Health Mrs. Annie opened the summit.

The summit provided the participants with networking opportunities, including through participation in a field trip, access to information on the management of alcoholism and effective implementation of national health communications intervention. It is expected that enhanced IEC/BCC management of the GRZ will translate into changes in population health related behaviors. This change is expected to result in a measurable reduction in the practice of risky behaviors, and increased demand for the use of health care services.

From the various displays made at the summit, the summit delegates had an opportunity to learn firsthand what government health communications intervention is and what it seeks to achieve. The majority of participants were women.

6.0. Day One 12th June, 2012

6.1. Activity 1.

The day started with introductions, inspirations for attending the workshop and the delegates shared what their expectations for the workshop were. In order to develop the mindset of the delegates the following exercise was done to learn to see the world through the eyes of a beginner. The facilitator invited participants to look at the photos and answered the following questions:

- What stood out for you, what is happening?

- What personal experience did you draw on when you looked at the picture?
- How could you look at the photo as a beginner, without making assumptions about what is happening?
- What questions would you ask if you knew nothing about the context or activity of the people in the photo, etc?



The facilitator explained that when you bring together people from different backgrounds they bring different perspectives which give new ideas. Beginner's mind is critical when entering a familiar environment without carrying assumptions with you that are based on prior experience. This is very difficult to do since we interpret the world based on our experience and what we think we know. The lens of personal experience can influence what we focus on and can make us unable to see important issues. With this exercise each participant shared their inspirations and expectations for the summit from the pictures they had picked. Others simply were happy to attend the workshop and hoped to learn new things, while others looked forward to networking. Some were simply looking forward to sharing their workshop experiences with the colleagues back home. "I want to know a programme that will change the way I do things and use the experience that I get from here into my music." "I hope to learn about designing different aspects of behavior change that will impact my province (Luapula)." "When I hear design, I think creativity and look forward to an enhanced creativity during the summit." Were some of the expectations of participants?

7.0. Activity 2

The participants set the workshop rules here below:

- Encourage wild ideas to see where they go;

- No talking on cell phones;
- Total participation;
- Feel free to participate and feel at home;
- The sessions should start and end on time;
- To respect everyone opinion;
- Hope that we get energized every;
- Write feed back at the end of the day to help us make the next day;
- Flexibility; and
- Participants should be engaged.

8.0.1st Session Why design? By Jocelyn Wyatt

- Design is a mindset that can help you break down barriers to innovation, and work outside the” box”.
- Design can inspire creativity and a new perspective.
- Design gets at the heart of what matters to people and why they behave the way they do.
- Design is a way of thinking includes: inspiration, insight, intuition, experimentation and prototyping.



8.1.Ghana Case Study

Jocelyn shared on the work that they have done in Ghana regarding the toilets buckets. This is a different model that does not bolder on sewage. She explained that the boarding toilets gave an

idea of the Kumasi toilets this is what was their inspiration and gave them an understanding. To get an insight, the team interviewed community members to understand what people's aspirations and experiences were and doing that allowed them to come up with a design. The third is intuition – Ghana example, Jocelyn shared that “Our intuition told us that people were ashamed to be seen carrying dirt, and wondered if the Kumasi community would be willing to pay more or would rather save money and take their own buckets to dump in the public toilets?” With the prototype, the team discovered that community members refused to carry their waste in the neighborhood because they felt embarrassed. Intuition is critical to any work areas she pointed out. Experimenting to see how things work. She told the participants that in the Kumasi toilet project, they bought five different types of toilets in order to give them a wide range of samples. She noted that in health communication, participants will experience such as they create designs.

Stories From Work Places.

Telling stories is about transforming the stories we heard during the research into data and information that we can use to inspire opportunities, ideas and solutions.

- I am HIV positive and my previous wife died in my arms and this barrier has not stopped me from adding value to my community. I have used the inspiration which I have to bring it to the communities, the way I have lived, and I have come up with an NGO to help my community.
- Intuition: I do like the idea of testing my intuition even when the idea is far off, but I trust it. Are there times when you think your intuition is wrong? Human beings are funny, but people are people.
- Tutu was inspired at a very tender age by a movie character who acted as a slave girl. Over the years I have moved from a stage actress and I am able to design with the information that you can give me. This inspiration helped to move from just being an actress. I was inspired to go to school when at the age of 55 and I am hoping to become a doctor before I get to 65 years.
- Shaun worked on a project for children of about 5 years. We did a research, after the team came back from the field, we showed this to parents most of who were not interested to read, they either watched television or cooked and not read for their kids because they did not like it. But when it came back to what if you went shopping with your kids and this changed the whole picture – (prototype).
- You can't take for granted that everything that goes out will be accepted, As AFYA we needed to get the impact from the community and initially we were using poster with foreign pictures, but the community wanted the local content and the response to our impact assessment was a no. We have learnt and now we have to see what pictures are good and acceptable for the public in relation to our cultural norms.

- Stigma we drew pictures which were designed and took to the communities. Pictures that are related to the situation on the ground, some of which have been identified and are being used with the adults and children.
- Shaun in designing we add prototype, cast them out, bring them back, cast them out again until they are accepted. When the designs are not good we don't throw them away, but keep improving on them and we have to find out why are these things not working?
- Florence when work place started it was seemingly being targeting employees and not managers. Upon realization, we went back to design packages for managers too. We did a survey which has helped us to move from there. I need some clarification regarding the design thinking picture? Shaun explained that it incorporates a process and there is need to go through that circle using those steps.

2nd Session: Designing Innovations
Zambulance / Bank of America keep the change:

- Reframing the design problem
- Building on existing human behavior to create an increased product usage.
- Be empathetic see the human need
- Respect local intuition.



Shaun shared with the participants that most women were either going to the hospital using wheelbarrow, but now there was a bike ambulance which was more private. The participants

were invited to share their personal or community experiences regarding the bike ambulances. The following were some of the delegate's reactions.

- Some areas are non passable the roads are very poor, hence cars cannot make their passage, but the bike is able to go through such roads.
- Stephen, in my community the bike eased a lot of difficulties. Linda compound has health centers far from the communities. I use Zambulance to take people to either Chilanga hospices. But sometimes it is difficult to cycle because you need to be in good health for the drive. Probably one which is being used by solar, some people have died along the way. It is good but it needs to prototype further. Certain roads have mud and hill and bikes do not work. In some communities it would. The most challenging thing is that cycling requires a lot of energy for the driver. The participants noted that there is need to improve.
- A delegate told the participants that Isoka district has the Zambulance but was stationed at the hospital far from the communities a situation which was not helpful. In times of need people have to call the hospital, which in turn have to find a cyclist. This was a waste of time and sometimes it resulted in loose of lives.
- The health centers in Kafulamase in Kapiri Mposhi rural area are in far flung areas away from the people and it is challenging to get the desired help. The bikes are available but the communities have to wait for the bikes, due to distances the communities instead consult witchdoctors. There is need to bring this facility to the end user.

Emergency Room Experience:

Creating solutions through empathy is a way for the design team to blend their expertise with the on-the-ground needs of people. Empathy means deep understanding of the problems and realities of the people you are designing for. It is important to do research a research across many different groups of people, to walk in their shoes before the create phase if employing empathetic design methods. This can lead to both appropriate and more breakthrough solutions. But this method challenges the design team not to only understand the problem mentally, but also to start creating solutions from a connection to deep thoughts and feelings

- Put yourself in the shoes of the beneficiary.
- See the opportunity all around you

Uncovering insights is about bringing visibility and clarity to previously hidden meaning. Insights are revelations; the unexpected things that make you sit up and pay attention and thus extrapolate individual stories into overarching truths and allow us to see the design challenge in a new light. To achieve this, in order to see the opportunity around him, a health communicator

checked himself in a ward faking being sick. He took a camera to see what exactly was going on. What he discovered was that people looked at the ceiling board for all the time that they were there. If he interviewed someone they will not tell you that they looked in ceiling.

Six tools of design

- In order to help adopt this mindset, we have a number of tools to put in your back pocket. (a box of tools was displayed).
- The first tool is to **get out there**, put yourself in the shoes of the people whom you are trying to serve. May be you need to go out there and see what is on the ground?
- Talk to extremes, get involved and learn from all angles, try to prevent abuse of substance, e.g. why don't they drink or why are drinking?
- Understand + observe: it is important to ask questions and observe. You then can think of creating awareness.
- Work with diverse disciplines.
- Envision ideals in context. Starting to create a lot of ideas as in ways of how they want, put in context what the people want.
- Prototype early. Often this helps to see what works and, who the people whom other people trust are. Who can be a point of service and give the women some confidence. For instance training of the saloon workers, who in turn talked to the communities?

Identifying people to speak with:

Recruiting appropriate and inspirational participants is critical. Attention to gender ethnicity, and class is crucial for research to inspire new opportunities. It is useful to find people who represent "extremes." Extreme participants help to unearth unarticulated behaviors, desires, and needs of the rest of the population, but are easier to observe and identify because they feel the effects more powerfully than others. By including both ends of your spectrum as well as some people in the middle, the full range of behaviors, beliefs, and perspectives will be heard even with a small number of participants. Including the full range will be important in the later phases, especially in constructing good frameworks and providing inspiration for brainstorming.

What examples do the delegates have?

- Maltida HCP after we were trained as must trainers we went in the field in Chongwe. Upon our return the team said they traditional healers were curing HIV/AIDS. When we went to pre-test and finalize the research, they told that once they identified the symptoms of HIV/AIDS they referred their patients to clinics for treatment. The lesson we learnt here was that it is important to pretest and take to the larger community before arriving at the final designs.
- Who are extreme users? The latest challenge when we are talking about conventional medicine and healing, the doctors say medication would improve your life and some preachers will tell the patients to stop medication.
- Extra marital we want to change their behavior (men), we want to stop them from multi-partnerships, but they say "I can't stop because it is my way of life; dogs have more

partners and do not have HIV/AIDS. While others would ask “do you have a formula for me to use as to who goes first in my camp (sex partners).

- I have been sleeping with him for many years without protection. For fear of losing the partner one is unable to talk them about protective sex. Would you develop a concept, e.g. drama that will give information on how to tell the other partners about safe sex?
- What sort of people can you bring in your team? Musicians, because they usually tap into the society since they are always into touch with the on-goings in communities.
- Looking at the many programmes that we design and wanting to bring in musicians and turn to focus on greater majority. Either the rich, the youth may not listen to your programme. We need to look at these groups of people; the excluded audience when we design health communication materials and not just look at the greater majority who are easily accessible, health communication packages should be inclusive.

Behavior Change Design Principles:

1. Respect the power of the default. In California when you ordered chicken they gave you by default chips in the past, but now they do give you with salads, the other example is pension money was put in the bank account, the bank asked you to keep the change. People have a way of living and a way of doing things, so we respect what they do and don't prescribe to them. Speaking to and supporting users through multiple touch points.
2. Show, do not tell. Do not tell instead of telling people to save show them how good it is to save. In Bogota the government used social norms to promote better civic behavior. They used mimes to boo traffic offenders.
3. Engage me as a social creature. Engage me a social creature, how can we use this, e.g. a company in the states is to switch off the lights each time I live the room. You commit to change and put a tag if for instance you do not follow the rules which you set to follow, you pay say 500 dollars to a charity that you hate most.
4. Close the gap between cause and effect. There is little if non we are doing in Zambia when it comes to HIV/AIDS. There are voices out there with a lot of gaps. Traditionally girls/women are taught a lot of reproductive sex, but not boys/men. Court cases mostly involve young people marriages. In the case TB intervention most defaulters were men, they give wrong addresses and are difficult to follow up, while on the other hand women don't disclose to their status to the husbands for fear of being beaten. Finding the right voice and modes of communication is vital.

5. Change the system and not me. How do we help change the system and not people? E.g. St. Francisco more people were riding bikes, what the government did was to increase the lanes, places to leave bikes, government provided safe places. Schools' lunch was changed from meat to vegetables and fruits and encouraged the parents to do the same. With regard to the treated mosquito net, there is need to change by providing solutions and not just advocating for people to sleep under the net when in actual fact there is not enough nets. Home based counseling with all stake holders should be available. There is need to change the system around by the government. When I report my husband for gender based violence, for instance, he will be arrested and I will be in trouble. In designing health communication posters there should be positive examples of behaviors as opposed to just mere information.

It is very important to bear in mind that just because people have the information not to do something, but they go out and do it anyway.

Habit Brainstorm:

- I don't turn off the lights when I leave my room. I know there is global warming and in general we are harming the environment. Why? May be I do not have the specific information about the switch. May be the switch is in a wrong place. May be you are not the one who is paying for the electricity. May be it is such an effort if you keep going in and out of the room. May be someone will do it for you – relying on the goodness of others. May be you are too busy and switching of lights is not your priority. Security concern. As a child you were afraid of the dark. May be you just wanting to keep the room warm particularly when it is very cold. Genetic (influence of family). (Routine and I am thinking of how to break the routine).
- I am too afraid to learn new languages when I travel to a new country. These are bad habits that we know we shouldn't do, but we do it anyway.

The Complexity of How We Make Decisions:

Why do we talk about certain things? Maltida, may be the social cultural issues? The way we were brought up did not permit us to ask many questions and we don't want to per sue that line for fear of losing a love of my life. Sometimes women want to marry men with money.

Tradition thinking.

Change existing behavior.

Tell people.

Design thinking.

Create new behaviors.

Inspiration communication behavioral change:

- No loo, No I do. Leveraging the social dynamic of the community, this illustrates the change the system and not me.

Bedside:

- Finding the right voice and modes of communication (giving a lot of info through using humor and a presentation was done to illustrate how the program helped the young women).

Mines in traffic, Bogotá

- Using social norms to promote better civic behavior. The town clerk put mock on drivers who committed traffic crimes and out of shame, thumbs up and thumbs down helped to change behavior too.

Do not mess with Texas

- Levering community pride. The town was boggled with littering and they came up with the “don’t mess up with Texas” which worked to change people’s mindset. When you threw something from the car, there was an aircraft overflying which was watching you (AD). People’s mindset shifted from throwing things from the cars.

Weight watchers:

- Speaking to and supporting users through multiple touch points. Help people to do what is right.
- A delegate wanted to know how CSH was doing with the pointers “one love kwasila,” “abstinence ilicee.” How did they did they do it? They have used the teens in these campaigns. “Malaria mosquito, mosquitoes catch it” after which there is a message. It is being done in a form of jingles.

Design challenge:

The design challenge can be decided by organizational leadership or can be developed through a team-based approach. In either case, begin by identifying challenges people are facing or springboard off opportunities the organization is interested in exploring. Narrow this list down to one specific design challenge. A good design challenge should be framed in human terms, rather than technology, product, or service functionality. It should be broad enough to allow you to discover the areas of unexpected value and narrow enough to make the topic manageable.

The challenge you choose may be related to adoption of new technologies, behaviors, medicines, products, or services. This might lead to framing a design challenge that is organizational-focused, such as, “how might we design a communications campaign around alcohol abuse? Instead, to act as a springboard for innovation, the challenge should be re-framed in a more human-centered way such as “How can we ensure that people do not abuse alcohol?”

The participants were divided in four groups to go to field trips to Linda compound, Light of Hope in Chibolya Compound. The other team was going to see a theatre group in Kaunda

Square comprising men who were recovering from alcohol abuse and were using theater as support to one another. The other team was assigned to go to Sharps a programme in Roma Township. Sharps are a programme which helps rehabilitate the addicts. We then will report back. The sessions started early in order to prepare for interview questions.

The Private Sector Panel:

Just because you are developing a health campaign, it goes to show that you can learn a lot from the private sector.

- Joseph Kambikambi: Director of Marketing has a mechanical engineering and got into marketing by default when he worked for Coca cola - Zambia Bottlers. His boss wanted him in marketing and not engineering. He shared with the participants that one of the people who set up Manzi Valley knew him from Coca cola – Zambia Bottlers. When Zambia Bottlers fold he did some consultancy with a donor firm. When Manzi came on the scene they competed with a lot of renowned bottled water organizations. We started with about 3 white owned shops as our distributors, but in 2012 Manzi were distributing their water to 9000 outlets countrywide. 10 yrs ago when they introduced the water dispenser no one wanted to buy a water dispenser and ended up giving away.
- Chikondi Francis Mwanza is a corporate customer relation with MTN. He has worked for his organization for 9 years in various departments, including, call centre, mobile money, and corporate. MTN has been around for 9 years, back then it was Telecel and was a brand for the elite then. Our challenge was to break away from the corporate to grass route clients.
- Q. Who is your target customer?
- A. Manzi – there is an element of generic we do not have a corporate consumer as such. Any organization with staff of 30 and above would be a target on commercial basis. The mines too they consume a lot of water. Females 30 years of age plus, with a good income and make decisions.
- Q. What type of research did you do?
- A. the women who visit their friends' home and find dispensers have also bought the dispenser for their home. The 750 mls is captivating the market and we are trying to find messages that are not too much into your face advertising because they don't have loyalty.
- MTN segmentation is key we are moving away from products which were corporate oriented. The age between 18 and 35 have no loyalty. Any person will take in consideration of business contact you have made and our target is the young who use the phone packages totally. Adults only use the phone and do sms. Sending the money to a grandmother in the village and the one who is sending money to the grandmother, those are the people with loyalty.
- Manzi are targeting the youth and does a lot of sponsorship such as talent Yapa Zed and most of the sporting tournament taking place. Hockey, basketball most the un conventional sport. We prefer sponsorship to the ordinary advertising this allows people to experience the product.

- MTN summertime campaign has been the most successful and big. It became anonymous to do something big. MTN SA put in R1m, K1 billion for Zambia, Naira1m. The organization invested about K500 billion, the more you entered, the more you received, either money, talk time, iPods, phones. We used the musicians Danny Kaya and Dorica and the Dudes for the road shows.
- Q. Form of the marketing which was different the sponsorships and music, how do you measure success in such a campaign.
- A. Kambikambi this could be tricky, but can quantify success by the sales before and after. It is very difficult to see the benefit for a kid's campaign immediately, it is difficult to say we did this and got this because there is no coloration between sponsorship and sales, but whatever you doing, it is filtering through the communities. Specific campaigns cannot quantify success, e.g. sports sponsorship difficult to quantify, with the "don't ask for water, ask for Manzi" we measured the success of the campaigning in awareness to the people and could track the sales in the outlets. We have some successes e.g. rugby because we have sponsored them for a very long time and now even players are aware they can't get any other water expect Manzi.
- Google to find out something about this phone and that in itself is the success. We have other ways of measuring success; our sim cards sales have gone up by 30%. Football in Zambia has become synonymous with MTN; we sponsor the big leagues and have also taken up school malaria promotion. We were lucky because the chipolopolo boys won the Africa Cup and this translated into people indentifying themselves with the organization which sponsor football. We had incentives; even those that subscribe with MTN have a brand loyalty. People who believe in the brand and will stay loyal.
- Q. If we were running a campaign to stop alcoholism what would be MTN and Manzi's message?
- A. When I was in school, Colgate Palmolive gave us tooth paste and I have come to trust it and cannot use anything. Alcoholism is prevalent on the youth. Parents who give their kids K500, 000 "to go and have fun" have equally contributed to the scourge. Children in grade 8 and 9 were drinking and as a society we need to work on changing the mindset of communities. Address the root causes. We need facilities such as sports; re-creation facilities nearby and not at the commonwealth centre away from majority communities
- Manzi we tackle the campaign for everyone age groups there are peers who influence other's decisions. The success with dispenser took certain people to influence others. Bus drivers and conductors started buying water, and everyone followed suit. Look out to identify who influences decisions in the community before working on the campaign, to avoid wasting your money on an expensive campaign.
- Q. MTN. following the manipulation of the summer campaign, what are you doing to bring back the lost confidence?
- A. We promised to re-run the competition and will draw at later stage and measures are put in place to have a transparent arrangement with a company in another African country that should be running the draws and we do not have ties with them as individuals.
- Q. Manzi as part of community social responsibility, can you take on board distribution of chlorine?
- In principle it can but there is a conflict of interest.
- Q. MTN why have you always identified your campaigns with male artist as opposed to women?

- **A.** A valid point and need to be looked into but sometimes women do not put themselves up.
- **Q.** How does MTN intend identifying themselves with health promotion programs.
- **A.** MTN is a consumer telecommunications company with regards to awareness. If it is a good product MTN will weigh the greatest benefit. But it should not make business sense for MTN to pump K100m in a project in Shang'ombo as there would be little benefit for both the client and organization. E.g. 100m into a program in Shang'ombo whom will it benefits? Come up with a good proposal explaining your vision for the people for consideration. Manzi have a label of malaria on their water, therefore are partnering with the Ministry of Health., something.
- **Q:** What can we do to have documentation received at MTN head office? We have had some challenges to get things to Lusaka MTN local offices in rural areas.
- **A.** Speak with the area reps who would want things done in the areas.



Interviewing and Observation:

Design Challenge:

Interview Prep:

Interviewing is an art that balances the dual needs of getting relevant information from the customer and engaging with them as a curious and empathetic friend. Developing your interviewing strategy is key to managing the balance. To arrive at this the participants were given guidelines on how to conduct the interviews and here below are some of the questions given to participants for their consideration:

1. Greet the person and introduce yourself;
2. Tell me about your family;

3. What do you do – occupation;
4. Why did you choose to do that business;
5. What do you parents do;
6. How does that impact your family;
7. Do you drink, how often and why, when, what challenges do you face;
8. How does drinking affect your behavior;
9. Where do you get the news;
10. Who do you go to for advise;
11. What alternatives to drinking exist;
12. How/when did you start drinking;
13. How easy is it to access alcohol;
14. Have you thought about stopping;
15. Who are the leaders in the community;
16. What creation facilities are there are in the community;
17. Who are your favorite celebrates, brands;
18. Do you have a phone, what type of phone do you have?

Community Visits:

To get more information on what was happening in various communities; field trips were planned and successfully undertaken to Sharps in Roma Township, Kaunda Square Catholic Church, Chibolya, and Linda compounds on 13th June 2012 from 0930 hours to 1400 hours with very good attendance and participation.

Insights and Opportunities:

Community members were identified as research partners. By asking the people in the delegates to lead the research, the other partipants were able to express their concerns more openly and honestly. In addition, through their intimate knowledge of the community, these research partners were able to help interpret the hidden meaning and motivations behind the statements of other participants. As part of the field trip activities discussions were held under the theme: “Alcohol Abuse”. In all the four communities what was obtaining was that the trends of beer drinking and abuse were similar. Most of the interviewees sighted:

- Peer pressure,
- Parties,
- Hangouts,
- Divorce and deaths in families,
- Lack of employment, and
- Creation facilities as some of the factors into the scourge.

The ages of interviewees ranged from 17 to 77 years of age.

Day three: Go For Quality

Brainstorming:

Brainstorming makes people think expansively and without constraints. The practice of generating truly impractical solutions often sparks ideas that are relevant and reasonable. It may require 50 ideas some of which may be mediocre in order to come up with few truly inspirational solutions. Once a theory is created, synthesis is the act of making sense of what is seen and heard during the observations. Synthesis takes people from inspiration to ideas, from stories to strategic directions. Brainstorming with rules like Defer Judgment and Build on the ideas of others is a proven method for coming up with unexpected innovations.

Prototyping 101:

What is a prototype?

- Prototypes help define products, roles, services, systems, spaces, and even business plans.
- A prototype is both a question and an invitation to receive feedback.

Types of Prototypes:

- Product
- Software
- Space
- Service
- System.

Why Prototype?

- “Fail early to succeed often,”
- The more you build, the more you discover.

Some ways to think about prototyping:

1. Learn by Doing: understand the mindset and experiences of people by experiencing them for yourself, firsthand.
2. Provoke Discussion: test out your ideas to stimulate conversation amongst your group.
3. Evolve Ideas: use prototyping to refine certain elements or features of an overall design.
4. Pilot Test: get your prototype out into the world. Have people interact with it, and collect their feedback.

Prototyping Tips:

1. In prototyping, the parts are greater than the sum. Break your visions into bite sized pieces that can be easily made and tested.
2. Do not underestimate people's imagination. Get it out into their hands earlier and more often.
3. Be ready to learn from failure. Do not expect success, plan for iteration.
4. Prototype with anything. Anything can be a prototype.
5. Prototyping your ideas. Review and test prototypes

Applying our Learning, Return to Public Health:

- Think of your biggest health related challenge;
- What do you think is a different question to ask?
- Where might be a different place to start thinking about the problem?
- What will you do differently to gain inspiration for your ongoing campaigns?

Building Prototypes:

Prototyping is about building to think, acknowledging that the process of making ideas real and tangible helps us to refine and iterate the ideas very quickly. Creating many different prototypes that highlight different aspects of the product or service not enables people to give honest feedback, but also prevents the team from getting attached to an idea prematurely. Feedback is crucial to the design process. It brings the teams directly back into the design process. Feedback inspires further iterations to make solutions more compelling for teams.

Creation is about developing deeper understanding and translating that understanding into new innovations. Participatory co-design was used by the teams and this lead to innovations that were better adapted to the context and were more likely to be adopted considering that the teams invested time in these creations. Teams shared their challenges by telling their (community) stories which lead to the design challenges; "How Might We?" solutions were brainstormed with workshop participants and appropriate materials were on hand to prototype. Asking delegates to participate in the design process was helpful as a way to leverage their expertise. But it also empowered the teams to participate in their own destiny and helped balance uneven the power dynamic between teams.

Review and Share:

Telling stories is about transforming the stories we heard during the field trips into data and information that we can use to inspire opportunities, ideas, and solutions. Stories are framed around real people and their lives, not summaries of information. These are useful because they are accounts of specific events, not general statements. They provide us with concrete details that help us imagine solutions to particular problems.

Stories, therefore, were shared soon after the field trips so that details are not lost. Team members told the stories of the persons they met while the rest of the team took notes on post-its. Notes were small pieces of information, no longer than a sentence, which will be easy to remember later. Meanwhile the groups were thinking what the information meant for the project? In their reporting, the teams were specific, descriptive, followed reporting rules, avoided generalizing, judging, evaluating or assuming.

Story sharing turns the information that lives in team members' heads into shared knowledge which was translated into opportunities and solutions. Some techniques for effective sharing included:

- Gathering notes, photos, and artifacts prior to story sharing;
- Stories were told person by person, one at a time;
- Information was split into small pieces to make it memorable;
- Vivid details and descriptions were used.



Sustainability:

Sustainability calls for team work to identify the ideas to work with and provides opportunities for interaction with various fields and achievement even with limited resources. Afya Mzuri presented a power point on sustainability with highlights on resources, continuity, and nature of projects, community involvement, and skill application without outside support.

Delivering solutions means you will need to build the capabilities and financial models that will ensure that the solutions are implemented well and can be sustained over the long term. You also need to create a plan for on-going learning and iteration. The team can design a handful of mini-pilots that precede and inform the full pilot program. Mini-pilot may engage actors who are different from the group of stakeholders for the final implementation. For example in a mini-

pilot an NGO might play certain roles that will ultimately be held by partners in order to gain a deeper understanding of how the system should work and to be more informed when soliciting and training partners.

Piloting of an idea before it goes to market not only allows you to understand the solution better, but also helps you identify what it will take for your organization to deliver that idea to the community. If you want to achieve different outcomes, you often need to do things differently than you know and do at present. The human-centered design process does not limit the solutions by the current constraints of a given organization, but integrates design and measurement methods in a continuous learning cycle. By encouraging on-going measurement, evaluation, and iteration, the solutions developed stay grounded in real-world impact and continue to evolve.

Recommendation:

- Afya Mzuri Web portal.
- Design competition.
- Form teams and implement summit prototypes.
- Bring designs into existing CSH and MoH activities
- The yearly summit.

APPENDIX

1. Delegates' contact list
2. Health Design Summit Agenda

