

## A: MESSAGING THEMES

### THEME ONE: // EDUCATING //

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#### EDUCATE BY ASKING & ANSWERING LEADING QUESTIONS

1. What is innovation?
2. What is the difference between innovation and social innovation?
3. What is social innovation in health?
4. What are infectious diseases of poverty?
5. What is healthcare delivery?
6. Where are the 25 projects based?
7. What will happen in Geneva?
8. Who are working together focusing on social innovation in healthcare delivery? How does their involvement differ?

#### EDUCATE BY ASKING 'WHAT IF' QUESTIONS – POINTING TO PARTNERS & CHAMPIONS

1. What if Paul Farmer never visited Haiti?
2. What if Eldi van Loggerenberg accomplishes her dream?
3. What if other African countries duplicate the Bertha model?
4. What if Geneva is successful?
5. What if Dr. Lindi van Niekerk and her team...
6. What if Beatrice...
7. What if Kimberley...
8. What if Pamela...
9. What if Francois...
10. What if Oxford / Skoll...

## EDUCATE BY INTRODUCING 25 PARTNERS & THEIR PROJECTS

1. Introduce the first 8 videos collectively.
2. Introduce the other 25 project videos individually.
3. Share one-page overview docs for every SIHI project.
4. Share selective self-produced videos from 25 partners with commentary highlighting innovative aspects of said project.

## EDUCATE BY SHARING PREVIOUSLY-DEVELOPED CONTENT

1. Health Innovator's Review, 2014: e-magazine version.
2. Insights 2014: How healthcare in Africa can be reimagined: e-magazine version.
3. Health Innovator's Review, Groote Schuur Hospital: e-magazine version.
4. What is social innovation? <https://www.youtube.com/watch?v=Flw9g6rzTJo>
5. Selected content from the websites of 25 innovators.

## SHARING CASE STUDIES IN SOCIAL INNOVATION

1. Dad creates beeping egg for blind daughter.  
<https://www.youtube.com/watch?v=ep3ONLay-l4&app=desktop>
2. Further collection of stories at [www.patient-innovation.com](http://www.patient-innovation.com)

## THEME TWO: // BROADCASTING //

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### GETTING EVERYONE ON THE SAME PAGE

25 partners appointed – visit our website for more.  
X partners visited – visit our YouTube channel for more.  
X partners to be visited – visit our website for the itinerary.

Currently visiting project x in country x, one of our 25 projects. Visit the website for more.  
X partners to be chosen to join us in Geneva – visit the website for more.

### BUILDING MOMENTUM APPROACHING GENEVA

Video messaging targeting attendees.  
Personalising & introducing the 'what if' concept.  
Shortlisted partners to be announced shortly  
List 10 chosen partners who'll join us at Geneva

"You are now entering an innovation zone. Please proceed with great ideas."  
"Because the people who are crazy enough to think they can change the world are the ones who do." – Steve Jobs

## THEME THREE: // CONVERSATIONAL & EMOTIVE //

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### INNOVATION QUOTES

1. "There's a way to do it better – find it." – Thomas Edison
2. "Innovation distinguishes between a leader and a follower." – Steve Jobs
3. "Creativity is thinking up new things. Innovation is doing new things." – Theodore Levitt
4. "Innovation is taking two things that already exist, and putting them together in a new way."
5. "We cannot solve our problems with the same thinking we used when we created them." – Albert Einstein
6. "Innovation is any change, big or small, that makes a difference." – Thomas Smith
7. "When you innovate, you've got to be prepared for people telling you that you're nuts." – Larry Ellison
8. "Every thought we think is creating our future."
9. "Innovation is the only way to win." – Steve Jobs
10. "Failure is a part of innovation, perhaps the most important part." – Curt Richardson
11. "You cannot discover new oceans unless you have the courage to lose sight of the shore."
12. "The innovation point is the pivotal moment when talented and motivated people seek the opportunity to act on their ideas and dreams." – W. Arthur Porter
13. "Without change there is no innovation, creativity or incentive for improvement." – William G. Pollard
14. "Innovation is not the result of chance. It's the result of action." – Phil McKinney
15. "It always seems impossible. Until it's done." – Nelson Mandela
16. "When was the last time, you did something for the first time?"
17. "When it comes to innovation, an ounce of execution is worth more than a ton of theory."
18. "If I would have asked people what they wanted, they would have said faster horses." – Henry Ford
19. "You will never influence the world by trying to be like it."
20. "I think 100% of innovation is driven by your ability to fail quickly, learn from it and evolve." – JJ Aguhob
21. "Nothing is more dangerous than an idea, when it's the only one you have." – Emile Chartier
22. "If we don't change, we don't grow. If we don't grow – we aren't really living."
23. "The best way to get a good idea, is to have lots of ideas." – Linus Pauling

(Prompt: Do you agree/disagree with these quotes?)

### SOCIAL INNOVATION QUOTES & PICS OF THOSE WHO SAID IT

1. "Innovation, more and more, is a social activity. It occurs on the edges between teams when people collide in unexpected places, to spark new ideas." (Geneva build-up videos )
2. "Once we rid ourselves of traditional thinking, we can get on with creating the future." – James Bertrand

3. "I have no special talents. I am passionately curious." – Albert Einstein
4. Staff quotes

#### 'WHAT IF' QUESTIONS – @ GENEVA

1. What if we started connecting people from different backgrounds?
2. What if we could create the world?
3. What if we are all experts in our field? What if we looked at and learned from each other?
4. What if we extended the healthcare footprint?
5. What if I stood on the other side of the statue?

#### 'WHAT IF' QUESTIONS – LET'S DREAM TOGETHER

1. What if we bridged the healthcare delivery gap?
2. What if social innovation in healthcare delivery became a compulsory curriculum at all universities?
3. What if we found solutions for the problems where the world gets stuck?
4. What if social innovation in healthcare delivery was included in all medical training globally?
5. What if the 25 innovations in our case study held the key to closing the delivery gap?
6. What if funders took an interest in health care delivery because there was an action item attached to it?
7. What if we had a big research pool available?
8. What if we restructured healthcare to pivot around implementation?
9. What if we could realign funding flows toward implementation?
10. What if we included both implementers and innovators in global healthcare discussions?
11. What if every frontline healthcare worker knew that innovation is about more than technology?

#### 'WHAT IF' QUESTIONS – 25 PARTICIPANTS

1. What if proven social innovations received attention and support, allowing health integration to scale broadly?

#### 'WHAT IF' QUESTIONS – ESTABLISHING A CULTURE

1. What if we started celebrating small victories?
2. What if we started seeing failure as a necessary part towards every victory?

## 'WHAT IF' QUESTIONS – FOR THE LEADERSHIP TEAM

1. What if we knew what evidence was required by different parties in order to bring about change?
2. What if we didn't just optimise the system, but found new ways to approach it altogether?
3. What if we took a bottom-up approach?
4. What if we formed a community of actors focused on social innovation in healthcare delivery?
5. What if we created advocacy moments with a clear call to action attached to them?
6. What if we found common ground and successfully united the WHO and the Skoll group?
7. What if other academic institutions focusing on innovation opened in Africa?

## B. COMMUNICATION PLATFORMS

### COMMUNICATION PLATFORM ONE: // WEBSITE //

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MESSAGING THEMES ORDER:	B-E-C
REGULARITY:	Monthly updates
GOAL:	One easy-access platform with all content
CROSS POLLINATION:	Social media links Video content Previous publications – downloadable
READY-TO-GO CONTENT:	Current website
NEW CONTENT:	'What if' visuals Sliding banner with visuals

#### NOTES:

Reface website with new what-if campaign visuals and content.

Website landing page to feed from latest newsletter.

Add Newsletter sign-up prompt box.

Add statue introduction, explaining different viewpoints.

File information according to viewpoint "characters" (doctor, student, parent, government, etc.)

Share website address prominently on all collateral.

Responsive /mobi-friendly website.

## COMMUNICATION PLATFORM TWO: // PARTNERS' WEBSITES //

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MESSAGING THEMES ORDER: B

REGULARITY:	Once-off banners with click-through functionality
GOAL:	Cross-pollinate
NEW CONTENT:	Develop a website banner /click-through website

NOTES:

Discuss cross-promoting opportunities with partners.  
Share our website link on as many other platforms as possible.

## COMMUNICATION PLATFORM THREE: // NEWSLETTER, GENERAL //

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MESSAGING THEMES ORDER: B-C-E

REGULARITY:	Monthly, last Friday
GOALS:	Bring everyone up to speed Inspire those interested in SIH Build community Educate re Geneva
CROSS POLLINATION:	Social media icons Website address Stills from site visits Link to YouTube videos
READY-TO-GO CONTENT:	Project update Stills from first site visits

NEW CONTENT:

Share our visits schedule  
Announce the 10 Geneva attendees  
Profile new innovators

NOTES:

Using the word "video" in an e-mail subject increases the opening rate.  
Establish a template, repeat the same newsletter sections.  
Include a call to action.

TOOLS:

Mailchimp newsletter tutorial: <https://www.youtube.com/watch?v=qgjJf3xnMc>

## COMMUNICATION PLATFORM FOUR: // NEWSLETTER, 25 PARTNERS //

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MESSAGING THEMES ORDER:

REGULARITY:

Monthly, 1<sup>st</sup> Friday

GOALS:

Bring everyone up to speed  
Build community  
Create excitement

CROSS POLLINATION:

Social media icons  
Website address  
Stills from site visits  
Database of all partners  
Link to YouTube videos

READY-TO-GO CONTENT:

In-depth update

NEW CONTENT:

Introduce the review panel  
Congratulate the 10 Geneva attendees  
What to expect when we visit  
What to expect in Geneva  
'What if' campaign

NOTES:

Using the word "video" in an e-mail subject increases the opening rate.

## COMMUNICATION PLATFORM FIVE: // TWITTER //

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MESSAGING THEMES ORDER: E-C-B

REGULARITY: Daily (Tweets & Retweets)  
1 – 3 pm

GOALS: Being retweeted  
Being favourite-ed  
More followers

CROSS POLLINATION: Share Twitter handle on business cards  
website, e-signatures

READY-TO-GO CONTENT: Tweet the YouTube channel launch  
Tweet the 17 new videos as they launch  
Visuals from first site visits  
Tweet arrival @ projects when visiting  
Announce the 10 Geneva attendees

NEW CONTENT: Visuals from new site visits  
'What if' campaign

NOTES:

Consider different time zones when posting.

Integrate relevant and popular hashtags in tweets.

Insert links when tweeting about own content.

Don't just have an opinion; provide a doorway to further detail & resources.

Use photos from site visits.



#### HASHTAGS:

#healthcare, #socinn, #reimaginehealth #socent #NTDs #socinv #innovations

#25projects #whatifgeneva2015 #whatif

#### TOOLS:

Hashtag lifetime tracker

[www.hastagify.me](http://www.hastagify.me)

Tweeting 101 video

<https://www.youtube.com/watch?v=2oD01Ojtoe4>

## COMMUNICATION PLATFORM SIX: // VIDEOS //

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MESSAGING THEMES ORDER: E-B-C

REGULARITY: As per visits schedule

GOAL: Storytelling

CROSS POLLINATION: Website, Youtube Channel, Newsletters

#### NOTES:

Add Motion Graphic sequence to the beginning of all videos to set the scene for social innovation in healthcare delivery.

Focus content on storytelling re innovation, follow the flowchart.

Introduce 5 sections and highlight champion area.

## COMMUNICATION PLATFORM SEVEN: // MOTION GRAPHIC PRESENTATION //

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MESSAGING THEMES ORDER: C-E

REGULARITY:

Extended version: once-off

Snapshot version: 25 x videos

GOAL: Simplify and explain Social Innovation In Healthcare delivery

CROSS POLLINATION: Videos, website, Youtube, Geneva

NOTES:  
Produce a short (10 second) and extended (90 second) version

## COMMUNICATION PLATFORM EIGHT: // YOUTUBE //

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MESSAGING THEMES ORDER: C-E-B

REGULARITY: Launch channel with first 8 videos  
Thereafter: new video every 5 days

GOAL: Easy access to all videos

CROSS POLLINATION: Tweet new launched videos

READY-TO-GO CONTENT: First 8 videos  
Selected videos from 28 partners

NEW CONTENT: Motion graphic extended version  
Motion graphic top / tail

## COMMUNICATION PLATFORM NINE: // PUBLICATIONS //

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MESSAGING THEMES ORDER: E-B-C

REGULARITY: Annually  
Version 1: End 2015  
Version 2: Mid 2016

GOAL (Version 1):

Primary focus: 25 projects to better explain SIH

(Version 2):

Primary focus:

CROSS POLLINATION:

Social media links  
Add a back pocket with DVD – extended content including previous publications

READY-TO-GO CONTENT:

25 projects snapshot summaries

NEW CONTENT:

25 project videos

NOTES:

Add DVD pockets to back page.  
Include previous publications and extended content.  
Minimise pages and print larger quantities.  
Discuss distribution opportunities at Geneva.

## COMMUNICATION PLATFORM TEN: // PHONE CALLS //

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MESSAGING THEMES ORDER: C-E

REGULARITY:

Once-off, 4 weeks prior to Geneva

GOAL:

Make personal contact with attendees  
Establish intent  
Build excitement

## COMMUNICATION PLATFORMS: // OTHER //

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MEETINGS:

TBC

POWERPOINT PRESENTATIONS:

External & Internal

POSTERS:

For Geneva. (Frogg Design)

BEYOND GENEVA

What if movement

Sharing new evidence

## C.TIMELINE OVERVIEW

### TIMELINE OVERVIEW:

// AUG. //

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#### COMMUNICATION:

Twitter	Daily tweets, add follows
Newsletters	Catch-up communication to broader database
Youtube	Registration, upload existing content
MGraphic	Start production
Stills	Prepare photo library from site visits
Social Media Headers	New artwork, "what if"

#### PARTNERS PREPARATION:

Frogg design	Draft agenda due
Finalised agenda	To participants
"Save the Dates"	Feedback due 22/8

// SEP. //

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#### COMMUNICATION:

MGraphic	Finalise, add to videos
Twitter	Daily tweets, ad follows
Newsletters	Send out to 25 partners & broader database
Youtube	Post new footage, including M.Graphic header
Powerpoint	Produce 2 presentations
Website	Re-skin, update coding to refresh landing page from newsletter content
One-pagers	Produce template, add to website with call to action
E-magazines	Update old publications, add to website as downloads
E-signatures	Update with 'what-if' artwork
Publication	Prepare design brief, finalise content

#### PRODUCT PREPARATION:

Finalise participants	30/9
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## // OCT. //

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### COMMUNICATION:

Geneva welcome packs design

Twitter	Daily tweets, ad follows
Newsletters	Send out to 25 partners & broader database
Youtube	Post new footage, including M.Graphic header
Website	Refresh blog with latest newsletter content
E-signatures	Update with new 'what-if' artwork
Publication	Finalise

### PARTNERS PREPARATION:

Preparation meeting @ les Pensieres , (In the week of 5 – 12 Oct. TBC)

Attendees background doc review

## // NOV. //

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### COMMUNICATION:

Geneva welcome packs production

Twitter	Daily tweets, ad follows
Newsletters	Send out to 25 partners & broader database
Youtube	Post new footage, including M.Graphic header
Website	Refresh blog with latest newsletter content
E-signatures	Update with new 'what-if' artwork
Video recordings	Beatrice & team, personalized content
Phone calls	To all attendees
Publication	Print

### PARTNERS PREPARATION:

TBC

## // DEC. //

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### COMMUNICATION:

Twitter	Daily tweets, ad follows
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