BRIEF:

To support the bigger network of partners in developing and articulating SIHI’s overarching communication strategy in community building.

To determine the strategic objectives of specific communication touch points.
LET’S START BY REVISITING 2015
STRATEGIC INTENT

We hoped to:

1. Unlock and ignite a global movement by: investigating the Social Innovation in Health Initiative and its contributing aspects and voices.

2. Determine the potential of this project to act as catalyst for a global movement.

3. Harness the momentum of the Initiative to drive global dialogue towards making a lasting impact in healthcare.
SIHI OBJECTIVES

To enhance local-community capacity to stimulate, support and scale social innovation.

To build evidence for the application of social innovation in health (outcomes and processes).

To promote social innovation through a collective voice, awareness and building an active global community.
STORYTELLING

Used statue analogy to represent appreciation and need for different viewpoints.

Introduced ‘What-if’ phrase as concept, to simplify.

Avoided exclusivity.
STORYTELLING

Focussed on meaning.
Avoided buzz words that excluded.
We’re inclusive.
Personalised communication.
Encouraged.
Aimed for resonance within different groups.
Embraced our humanity.
Shared stories mainly from the South.
CONFERENCE

Acted as a hook for our storytelling efforts.

Platform for relationship building and information sharing.
APPRAOCH & OUTCOME

Phase 1 was about:
Proof of principle.
Saying there is a big need.
Providing exposure for stories.
Giving a voice to the need.
Culminating in Dec event.
Resulting in WHO calling for global collaboration.
NOW LET'S TAKE STOCK OF 2016
GLOBAL DIALOGUE: SOCIAL INNOVATION

Momentum still growing, topic gaining prominence.

Geneva Health Forum theme: sustainable and affordable healthcare innovations.

Concerns from global social innovation community: we’re not doing anything new.

People-centered integrated health services at WHO.

Movement towards sustainable development goals (SDGs).
A CLOSER LOOK AT THE SDGs

UN driven.

Bringing northern and southern countries together in more interdisciplinary way.


Not specifically mentioning social innovation, but framing it in broader sense.
A very positive response:

Approach evoked emotion and interest.

Branding and packaging told a unique story.

Community experienced the story, not just informed of it.
Collateral was seen as clear and very human.

Videos brought ‘absent’ people into the room.

One academic criticised our language, said it was becoming “too exclusive”.
FEEDBACK: SIHI 2016 POST-CONFERENCE COMMUNICATION

From the general community:

We’ve lost some momentum.

Things were framed broadly, allowing free interpretation, and potentially some misunderstandings.

We’re wrapping up what happened in 2015, but haven’t really done anything new in 2016.
FEEDBACK: SIHI 2016 POST-CONFERENCE COMMUNICATION

From the Social Innovators:

What’s happening? What’s next? Feel out of the loop.

Discussions regarding publication, content of their case studies.
FEEDBACK: SIHI 2016 POST-CONFERENCE COMMUNICATION

From the Funding Community:

Growing interest in social innovation in health as topic.

Increasing willingness to support our efforts.
AND THE REST OF 2016?
SIHI POSITIONING

Phase 2:

Develop a network of partners in the north and south, with strong emphasis on the Global South.
SIHI POSITIONING

We’re aiming to:

Expand the case studies cohort.

Do research.

Develop a monitoring and evaluation tool in collaboration with partner countries.

Develop collaborative case studies.

Disseminate the collaborative case studies.
STORYTELLING
STORYTELLING/CHALLENGES

Capturing stories and opinions from the Global South.

Existing content distribution.

New content creation.

Engaging the next generation.

Movements can spread digitally, but need a physical world-presence.

Don’t lose sight of the people, it’s not a movement speaking, it’s a person / group of people.
STORYTELLING/Themes

Key themes in our upcoming storytelling:

Asking and answering questions
**IDEA 1: Q&As**

Identify most common asked questions.

Answer them across all communication touch points.

Add call to action on website, inviting visitors to ask questions.

Schedule tweeting days for Q&A sessions.
IDEA 1: Q&As

**Selected questions could include:**
Will there be another nomination call?
How can SIHI support social innovators?
Who are the new partners?
Is SIHI a private(exclusive?) club?
What research do we have?
How can we share it?
Who can be part of SIHI?
How do they apply?
What happened to the fellowship?
IDEA 1: Q&As

Gather stories and opinions from Global South by asking different people the same question.

Share the content.

Questions could be asked via online questionnaires, website surveys, etc.
KEY THEMES IN OUR UPCOMING STORYTELLING/CLARIFICATION

Issues to clarify include:

Accountability and commitment to innovators.

Not the ‘What-if’ group, but the SIHI group.

We take existing research and connect the dots in new ways.

We are not exclusive.
KEY THEMES IN OUR UPCOMING STORYTELLING/RESEARCH CAPACITY BUILDING

Many interesting research areas are arising, examples include:

Identifying the issues and ways to solve them.

Testing interventions.

Understanding how to engage governments in social innovation.

Understanding how to engage civil society/non-state actors.

Researching capacity influence.

Looking at the influence of storytelling, the impact of language.
KEY THEMES IN OUR UPCOMING STORYTELLING/COUNTRIES IN THE GLOBAL SOUTH

Extend representation and connect with countries in Global South.

Look to connect and advance with various voices, including ministries of health, academics, healthcare workers.
IDEA 1: TARGET & EDUCATE GOVERNMENTS

Governments could view social innovation as competition for government services/might expose gap in services.

Pre-empt this assumption by introducing social innovation through SIHI lens.

Use case studies and video reel as tools.

Help countries see social innovation as positive contribution.
IDEA 2: COUNTRY-SPECIFIC ENABLING ENVIRONMENTS

Target countries with existing examples of SIHI case studies.

Use as bait to gauge reaction from academic institutions, governments and funders in those countries.

Build relationships with them.

Communicate intent.

Every country will pose different opportunities and challenges.

Keys to unlock social innovation will be unique in each country.
KEY THEMES IN OUR UPCOMING STORYTELLING/INCLUSIVITY & THE CELEBRATION OF EXISTING EFFORTS

Acknowledge and celebrate predecessors, their efforts and all research done to date.
IDEA: SOCIAL INNOVATION IN HEALTH/HEROES

Interview influential players in SIHI world.

Share their stories on website, newsletters and social media.

Where possible, share their research on website.
TOOLS IN STORYTELLING: EXISTING COLLATERAL

Videos, case studies, booklet, etc.
IDEA 1: PROPAGANDA PACKS

Target partners like the Fondation Merieux, who are happy to advocate SIHI.

Prepare propaganda packs: printed booklets, branded memory sticks with SIHI content that tells our story.

Personalised versions could be sent to key influencers.
IDEA 2: ROADSHOW

Use the short, long and cross-comparative versions of case studies.
TOOLS IN STORYTELLING: PORTFOLIO OF PARTNERS

The backing of reputable institutions like Skoll/Oxford, Bertha/UCT, LSHTM and TDR.

The WHO – who called for global collaboration.
**IDEA 1: PARTNER DATABASES**

Use collective communication databases of existing partners to highlight social innovation in health, to help change the environment, to bring renewed interest in topic.

Strengthen partnerships with respective communication managers.

Share newsletters/content from newsletters.

Request and welcome cross-pollination communication efforts.
IDEA 2: COMMUNICATE THE VALUE VIA WORLD HEALTH DAYS

Use global health calendar to pre-empt discussion points and prepare own collateral.

Prepare content to show value.

Continue to educate.

Eg. World Malaria Day: use extracts from case studies to pique interest, provide links to SIHI website for more info.
TOOLS IN STORYTELLING: SUSTAINABLE DEVELOPMENT GOALS
IDEA 1: USING SDGs AS CONVERSATIONAL HOOK

Use SDGs as departure point.

Assume governments will work towards their SDG targets.

Introduce SIHI within this framework to actors.

Encourage partnerships and conduction of potential research accordingly.
TOOLS IN STORYTELLING: RELATIONAL CAPITAL

Broader social innovation in health community
People-centered integrated health services
Social innovators
IDEA: RELATIONAL CAPITAL

Start with existing social innovators.

Reach out to their respective countries to broaden and strengthen storytelling from the Global South.

Bangladesh, Brazil, Burundi, Cambodia, China, Cote d’Ivoire, Democratic Republic of Congo, Ethiopia, Gambia, India, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mauritania, Mozambique, Niger, Pakistan, Paraguay, Phillipines, Rwanda, Senegal, South Africa, Sudan, Tanzania, Uganda, Yemen, Zambia, Zanzibar, Zimbabwe
WEBSITE

Objectives in repositioning:

Increase interaction.

Better Search Engine Optimisation.

Add more resources.

Encourage newsletter subscription.

Should serve as an ongoing conference.
WEBSITE IDEA: GOOGLE ADWORDS

Allocate budget towards Search Engine Optimisation for website.

Specifically target ‘social innovation in health’.

Many constituents we interact with have very little understanding of social innovation in health.

Have to educate them first.

Anticipated impact: connecting with more like-minded people globally, increasing our network and ultimately growing the movement.
WEBSITE IDEA: GOOGLE ADWORDS

Many social innovation initiatives are happening.
Show how we are different.
Help others understand the topic better.
WEBSITE IDEA: TRACKING

Introduce a register to download process.

Request contact details of visitors, before they can download content for free.

Follow up with invite to sign up for newsletter/to receive regular SIHI updates.
WEBSITE IDEA: NEWSLETTER SUBSCRIPTION PROMPT

Add a subscription pop-up box to the home page.
WEBSITE IDEA: SEARCH FUNCTIONALITY

Introduce a uniquely developed search tool that enables visitors to search specific to their role, location, need.

I am a:

Social innovator
Researcher/academic
Policy-maker
Funder
Living in...
Working on...
Looking for....
WEBSITE IDEA: BANNER ADVERTISING

Create banner ad with click-through capability to SIHI website.

Place on websites of like-minded groups and institutions.

Place on websites of exchange partners, include as part of their promo packs.
WEBSITE IDEA: **CONTENT CURATION**

Populate the articles tab on website with guest posts on given/chosen topics.

Use guest authors’ respective areas of influence, databases, Twitter followings, etc to advertise our existence, to draw people to content.

Keep topics relevant and relatable to current issues in health.
WEBSITE IDEA: SIFTING

Use the website as a sifting tool to probe upcoming issues, initiatives, events etc before implementation.
HAVE YOUR SAY

The United Nations wants to know what matters most to you

VOTE

CHOOSE 6 ISSUES THAT MATTER MOST:

Which of these are most important for you and your family?
<table>
<thead>
<tr>
<th>Topic</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action Taken on Climate Change</td>
<td>✔️</td>
</tr>
<tr>
<td>Equality Between Men and Women</td>
<td>✔️</td>
</tr>
<tr>
<td>Reliable Energy at Home</td>
<td>✔️</td>
</tr>
<tr>
<td>An Honest and Responsive Government</td>
<td>✔️</td>
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<tr>
<td>A Good Education</td>
<td>✔️</td>
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<tr>
<td>Better Job Opportunities</td>
<td>✔️</td>
</tr>
<tr>
<td>Access to Clean Water and Sanitation</td>
<td>✔️</td>
</tr>
<tr>
<td>Better Transport and Roads</td>
<td>✔️</td>
</tr>
<tr>
<td>Protection Against Crime and Violence</td>
<td>✔️</td>
</tr>
<tr>
<td>Phone and Internet Access</td>
<td>✔️</td>
</tr>
<tr>
<td>Better Healthcare</td>
<td>✔️</td>
</tr>
<tr>
<td>Protecting Forests, Rivers and Oceans</td>
<td>✔️</td>
</tr>
<tr>
<td>Political Freedoms</td>
<td>✔️</td>
</tr>
<tr>
<td>Suggest a Priority (Optional)</td>
<td>✔️</td>
</tr>
</tbody>
</table>

Suggest a priority: [ ]
WEBSITE IDEA: **TOOLS**

Aid the search for partners and funders.
Examples of successful projects.
Tips and tricks.
Impact assessments for #25projects.
Standards for doing things.
A tool for innovators to monitor and evaluate, assess their strengths and weaknesses.
Facilitate improved relationships with formal healthcare systems and those they serve.
NEWSLETTER

15 Nov: Capacity Strengthening for Social Innovation
Posted on 11.04.14 in Newsletter by SIIH

What if communities around social innovation could contribute to expand healthcare delivery systems?
NEWSLETTER

Objectives in repositioning:

Add regular content pieces.
Showcase heroes.
Broaden distribution.
Call to action: database sign-up.
Distribution.
NEWSLETTER IDEA: OPT-IN CAMPAIGN

Piggy-back on databases of partners and friends.

Send out once-off correspondence in an opt-in campaign.
NEWSLETTER IDEA: EDUCATION PIECES

Add education pieces in every newsletter.

Provide value-added content.

Focus on issues that will raise awareness.

Content readers are likely to share.

As concrete and tangible as possible.
SOCIAL MEDIA

WHAT IF...
SOCIAL MEDIA

Objectives in repositioning:
Plot regularity.
Increase our reach, and ultimately - network.
STORYTELLING/EVENTS & INITIATIVES
IDEA: PARTNERS CALENDAR

Tweaking content for partner events.
Dove-tailing with World Health Days.
IN CONCLUSION,
REMAINING MOVEMENT-MINDED
THE MECHANICS OF A MOVEMENT
THE MECHANICS OF A MOVEMENT

Nurture first few followers as equals.

First follower transforms lone nut into a leader.

Have the courage to follow and show others how to follow.

Acknowledge & reward the first-followers, those taking action.

When those positioned in the Global South acts, the movement grows exponentially.
THE ROAD AHEAD

These are the tools we have, how do we use them?

The issues highlighted, how do we answer them?

The decision points summarized, how do we act on them?

The relationships established, how do we grow them?
THANK YOU

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