



SIHI 2016 AND BEYOND COMMUNITY BUILDING STRATEGY

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.



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APPROACH & 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.

A photograph of a woman in a pink shirt and grey vest holding a young child. They are standing in front of a makeshift shelter made of sticks and white plastic sheeting. In the background, other people are visible near a thatched-roof structure. The scene is outdoors with trees and a clear sky.

**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.

Set worldwide: 2016 – 2030.

Not specifically mentioning social innovation, but framing it in broader sense.

FEEDBACK: SIHI 2015 CONFERENCE BUILD-UP, STORYTELLING & COLLATERAL

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.

FEEDBACK: SIHI 2016 CONFERENCE BUILD-UP, STORYTELLING & COLLATERAL

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.



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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.



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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.



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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.



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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.

STORYTELLING/ TOOLS



TOOLS IN STORYTELLING: **EXISTING COLLATERAL**

Videos, case studies, booklet, etc.



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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.



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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



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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



STORYTELLING/ TOUCHPOINTS

WEBSITE



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.



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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....



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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?

0/6 ISSUES SELECTED

0/6 SELECTED

MY WORLD THE UNITED NATIONS GLOBAL SURVEY FOR A BETTER WORLD

	ACTION TAKEN ON CLIMATE CHANGE	
	EQUALITY BETWEEN MEN AND WOMEN	
	RELIABLE ENERGY AT HOME	
	AN HONEST AND RESPONSIVE GOVERNMENT	
	A GOOD EDUCATION	
	BETTER JOB OPPORTUNITIES	
	ACCESS TO CLEAN WATER AND SANITATION	
	BETTER TRANSPORT AND ROADS	
	PROTECTION AGAINST CRIME AND VIOLENCE	
	PHONE AND INTERNET ACCESS	
	BETTER HEALTHCARE	
	PROTECTING FORESTS, RIVERS AND OCEANS	
	POLITICAL FREEDOMS	
	SUGGEST A PRIORITY (OPTIONAL)	
	<input type="text" value="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



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



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.



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**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?



← Bat Cave

↑
● Concourse A
● ● ● ● Terminal
● Luggage Claim
● Hotel

THANK YOU

The Kindred Co.

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