

SOCIAL INNOVATION IN HEALTH

Community-Building Strategy

INTRODUCTION

There is a growing interest in social innovation in the health sector globally, sparking a dialogue and growing sense of urgency amongst individuals.

INTRODUCTION

This sentiment is accompanied by a marked shift in attention towards the enhanced importance of implementation in health care delivery. A rising urgency amongst contributors to disrupt the existing narrative and structures, in order to affect change in the lives of communities.

COMMUNITY BUILDING STRATEGY

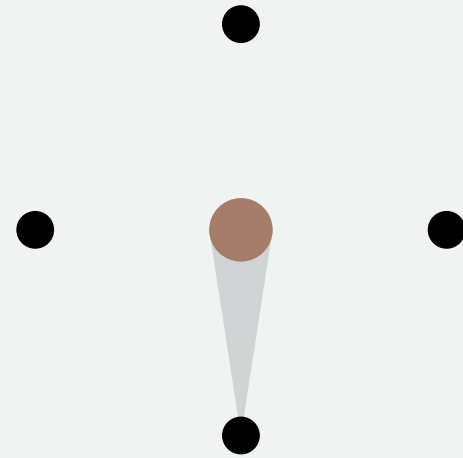
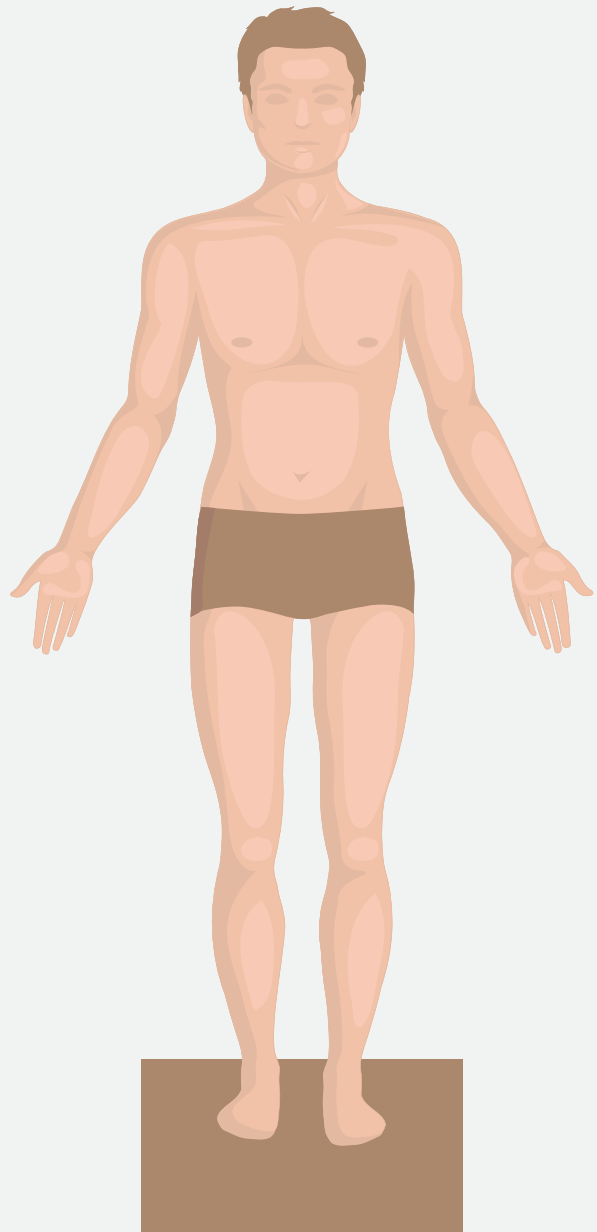
COMMUNITY BUILDING STRATEGY

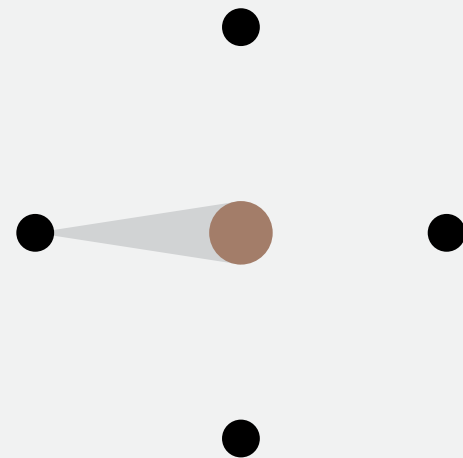
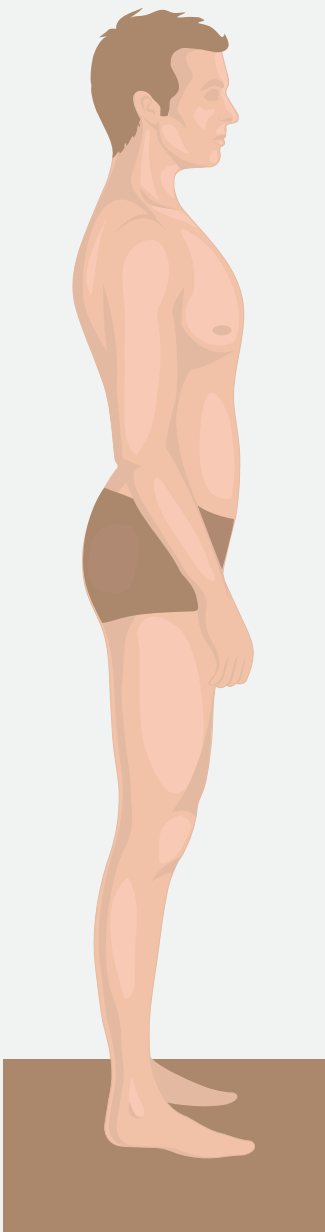
Setting the scene ▬

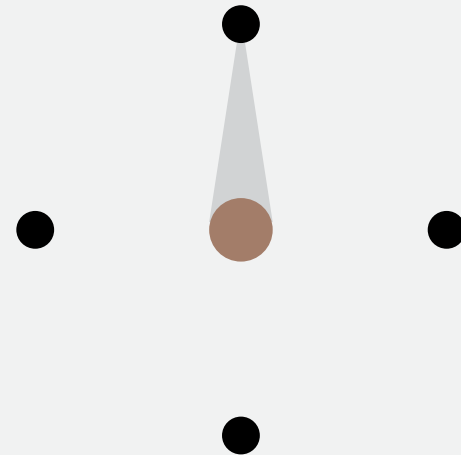
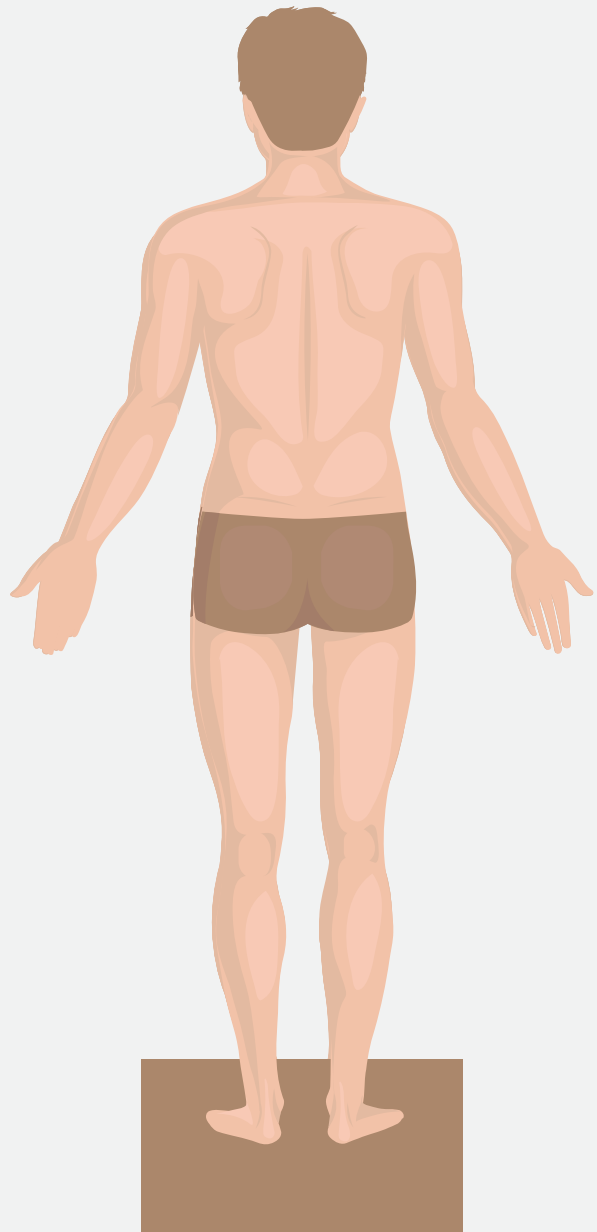
Imagine a statue standing on a plain, and a group of people encircling it. Each person is facing the statue, but each individual is privy to a unique viewpoint. Some individuals will be able to describe the statue's facial expressions, and others the curve of his back.

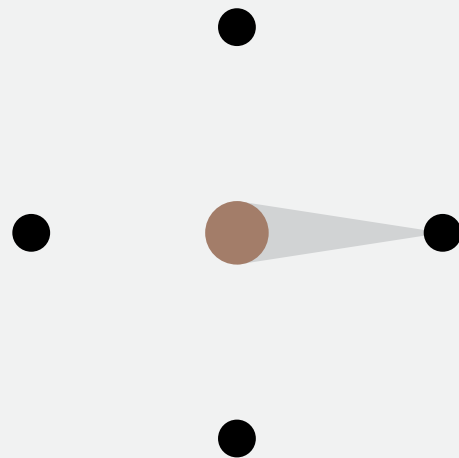
One person will be able to look directly into his eardrum, while another will be able to trace his profile. All of these viewpoints are true, but there is a collective viewpoint that is more true than any of the individual perceptions.





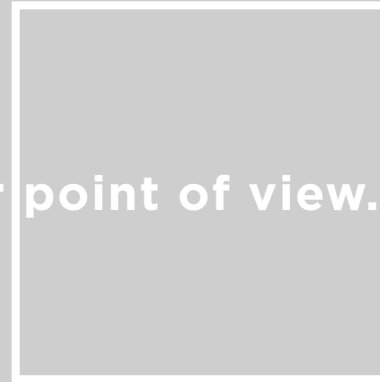






One conversation, many voices.
One problem area, many approaches.
One case study, many actors.
One solution, many attempts.
One movement, many shifts.

It all depends on your point of view.



BRIEF

Unlock and ignite a global movement by:

Investigating the Social Innovation In Health Initiative and its contributing aspects and voices.

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

BRIEF

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

Ensure integration between the respective parts of the Initiative.

**SOCIAL
INNOVATION**

SOCIAL INNOVATION

“Social innovation is a complex process of introducing new products, processes or programmes that profoundly change the basic routines, resource and authority flows, or beliefs of the social system in which the innovation occurs. Such successful social innovations have durability and broad impact.”

- Frances Westley

SOCIAL INNOVATION

“A novel solution to a social problem that is more effective, efficient and sustainable than existing solutions, and for which the value created accrues primarily to society as a whole rather than private individuals.”

- Philis, Stanford Social Innovation Review

SOCIAL INNOVATION

“Social innovations are new solutions that simultaneously meet a social need and lead to new or improved capabilities and relationships and better use of assets and resources. In other words, social innovations are good for society and enhance society’s capacity to act.”

- Tepsie Project

SOCIAL INNOVATION

“A novel solution (process, product, practice, market mechanism), created and implemented by a range of actors, in response to a priority health need within a geographical context. This solution has enabled healthcare delivery to be more inclusive, affordable and effective.”

TERMINOLOGY CHALLENGES

SUGGESTIONS FOR IMPROVEMENT

Guard against getting lost in the language,
focus on the meaning.

Avoid buzz words that exclude.

Distill our narrative to its core, communicate from there.

Be inclusive.

SOCIAL INNOVATION IN HEALTH OBJECTIVE

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.

PLATFORMS & TOOLS

VIDEOS

VIDEOS

Reduce to 20 videos showcasing individual stories, and one overview video telling the bigger story.

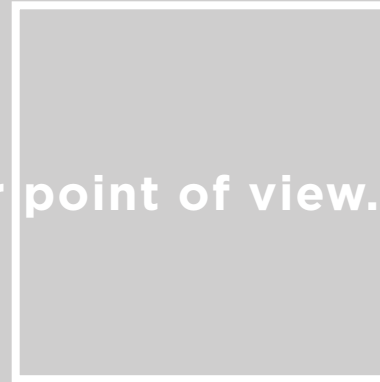
Use footage to create exposure in a user-friendly way.

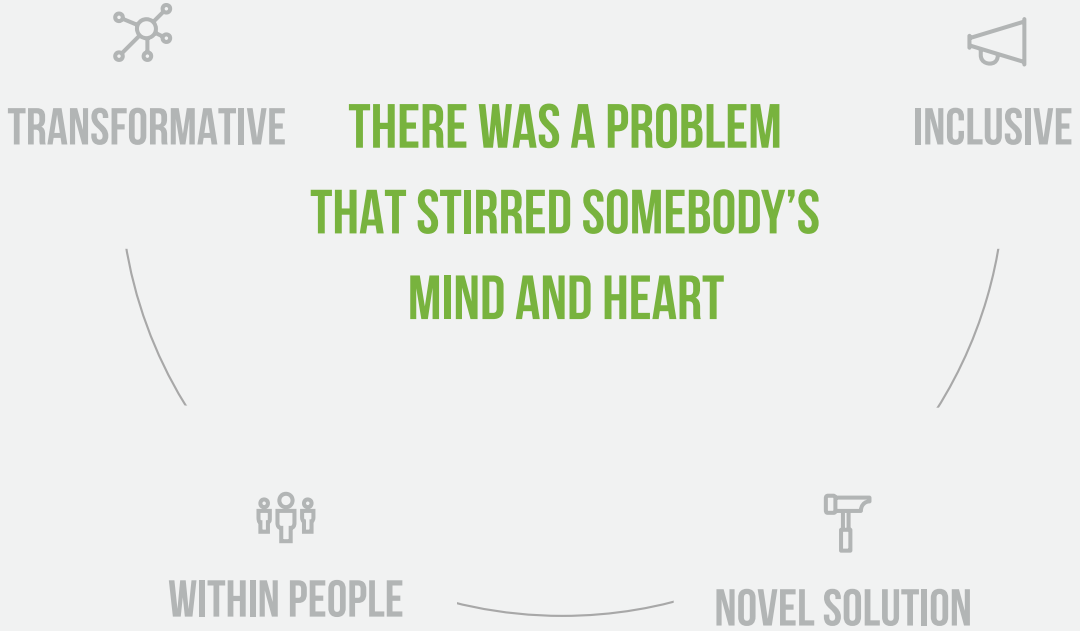
Treat videos as a series showcasing respective pillars/stations of the Social Innovation in Healthcare Delivery journey.

Segment storytelling into digestible portions.

Add a branded graphic sequence to introduce all videos.

It all depends on your point of view.









NEED BASED



TRANSFORMATIVE

**THE NEWFOUND
SOLUTION WAS
FRESH & DIFFERENT**



INCLUSIVE



WITHIN PEOPLE



NOVEL SOLUTION







**AS A RESULT OF THESE
CHANGES IN PEOPLE,
SYSTEMS AND STRUCTURES
CHANGED, BRINGING THIS
POSITIVE CHANGE TO EVEN
MORE PEOPLE**


NEED BASED


INCLUSIVE


WITHIN PEOPLE


NOVEL SOLUTION

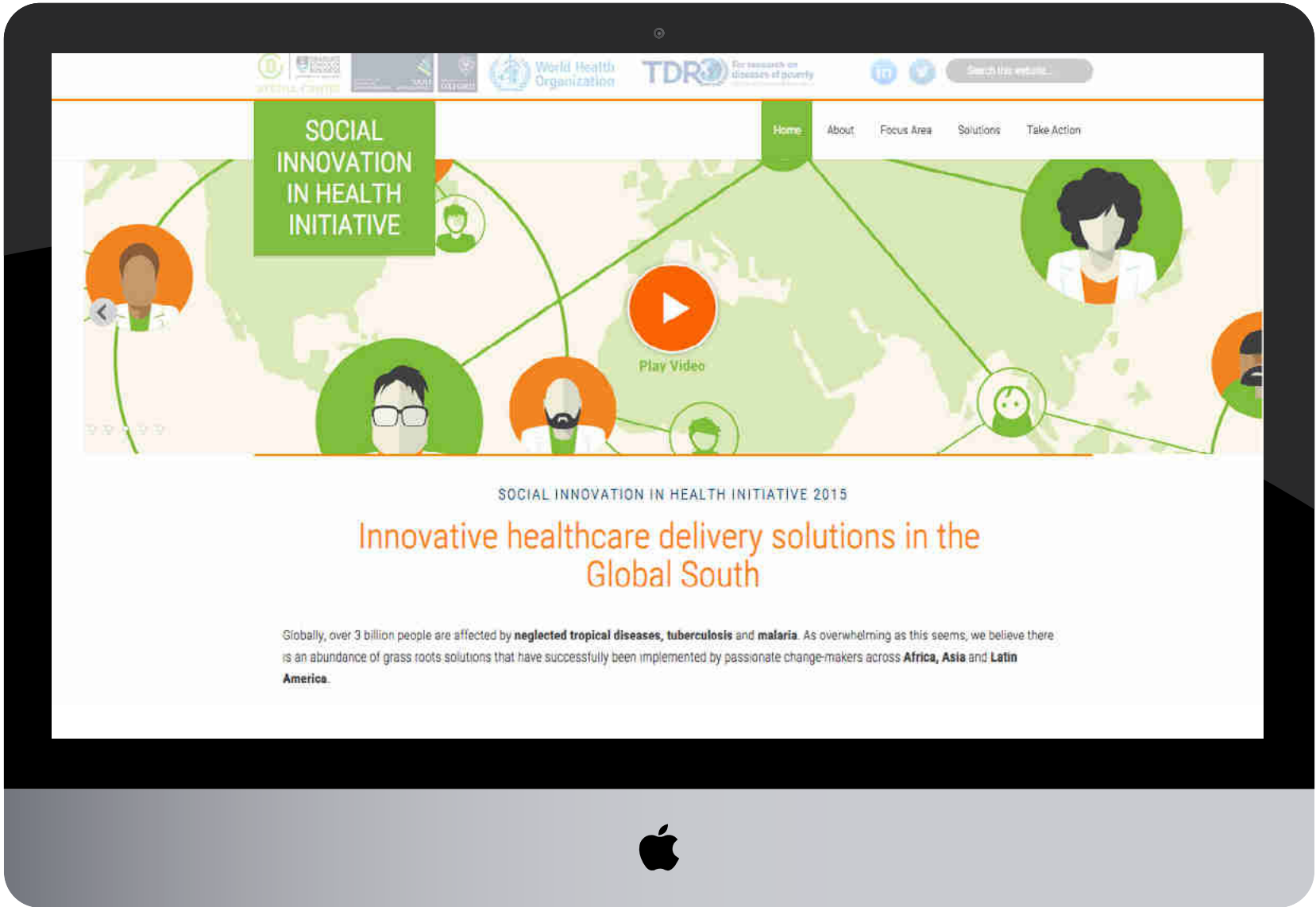
VIDEOS

Open a YouTube channel to host all videos.

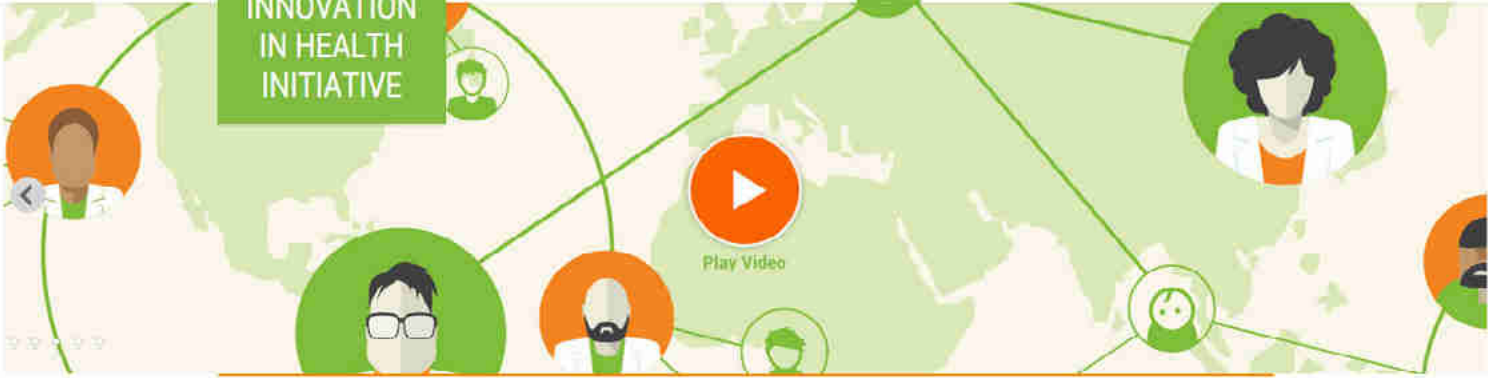
Add DVD pockets to the back of the publications, featuring academic content and selected video footage.

Use videos as a tool at the Dec. conventions to bring people into the room that can't be there.

WEBSITE



SOCIAL INNOVATION IN HEALTH INITIATIVE



SOCIAL INNOVATION IN HEALTH INITIATIVE 2015

Innovative healthcare delivery solutions in the Global South

Globally, over 3 billion people are affected by **neglected tropical diseases, tuberculosis and malaria**. As overwhelming as this seems, we believe there is an abundance of grass roots solutions that have successfully been implemented by passionate change-makers across **Africa, Asia and Latin America**.



WEBSITE

Started as a broadcasting tool for nomination calls.

Grew to a platform for those interested in
Social Innovation in Healthcare Delivery.

Expand on this organic growth to establish the website
as a community-building platform, encouraging
dialogue and facilitating cross-pollination.

24 170 site visits to date, with continued weekly
enquiries and invites.

TWITTER



SOCIAL INNOVATION IN HEALTH INITIATIVE

Innov8ingHealth
@Innov8ingHealth
A partnership between WHO/TDR, Bertha Centre (UCT) & Skoll Centre (Oxford), searching for healthcare innovations in NTDs in Africa, Asia & South America.
healthinnovationproject.org
Tweet to Innov8ingHealth

TWEETS 296 FOLLOWING 239 FOLLOWERS 243 FAVORITES 19

Tweets Tweets & replies Photos & videos

- Innov8ingHealth** @Innov8ingHealth · Aug 3
One Family health is a franchise model focused on improving access to quality basic care and preventative services: onefamilyhealth.org
- Innov8ingHealth** @Innov8ingHealth · Jul 30
MosQUIT is a disease surveillance system for Malaria using a Mobile Platform developed by [@cdacindia: cdac.in](http://cdacindia.org)

Who to follow · Refresh · View all

- Justice Malala** @justicemala
Followed by [Max du Prooz](#) a.
Follow
- Tarien Odenda** @tarienode.
Followed by [Walter Flouw](#) a.
Follow
- Quotier** @Quotier
Followed by [The Good Rap..](#)



SOCIAL INNOVATION IN HEALTH INITIATIVE

TWITTER

Broadcasting focus to date.

Move to a more conversational approach.

Share more visual content.

Introduce a few unique hashtags.

Increase team participation and contribution.
(take-over hours, tweeting days)

NEWSLETTERS

A WHO/TDR, Bertha Centre and Skoll Centre Initiative

[View this email in your browser](#)



Dear *|FNAME|*

There is now **just over 1 week left to submit nominations** for the Social Innovation in Health Initiative so we encourage you to spread the word about this opportunity to those working in this area or submit a nomination if this is you!

[Submit your Nomination now!](#)



NEWSLETTER

Use newsletters as a platform to broadcast our stories whilst encouraging others from the broader community, interested in Social Innovation in Healthcare Delivery, to share their stories. (e.g. the Skoll Fellows in Health)

Combine two streams of storytelling to create synergy and to build a global community encouraging further conversation about this topic.

Use newsletters as a community-building tool by creating an inclusive culture.

**UPCOMING COMMUNICATION
FOR COMMUNITY BUILDING**

UPCOMING COMMUNICATION FOR COMMUNITY BUILDING

Showcase our 25 champions.

Discuss Social Innovation In Healthcare Delivery.

UPCOMING COMMUNICATION FOR COMMUNITY BUILDING VOCABULARY

Us, change-makers, helping, the delivery gap, change of heart, change of mind, team effort, change in systems, trying, failing, trying again, evidence-based, strategic, rooted in need, unsung heroes, rising hope, take heart, new lense, fresh eyes, positive change, inclusive, support, simple solutions, alternative approach, reimagine, transforming & **what if.**

UPCOMING COMMUNICATION FOR COMMUNITY BUILDING CORE PRINCIPLES

Storytelling

Personalise communication

Encouraging

Resonance within a variety of groups

Embracing our humanity

UPCOMING COMMUNICATION FOR COMMUNITY BUILDING STORYTELLING

Moving beyond purely academic reporting to a more humanistic storytelling approach.

Frame the narrative around individual journeys.

Share stories from the inside out.

Include the highs and the lows.

Keep content human and emotive.

MOVEMENTS

MOVEMENTS WHAT THEY ARE

In short, a movement can be defined as an idea that spreads with passion through a community.

MOVEMENTS

WHY AND HOW THEY FORM

Movements form from a sense of dissatisfaction, restlessness and concern about the future, and they form around a compelling idea on the rise. To make a significant impact, an idea needs to become a movement, to inspire others to rally behind it and push it forward.

MOVEMENTS PSYCHOLOGY & INTENT

Movements form as a means of finding reassurance and purpose in an increasingly unsettling world. They share one goal - to bring about change.

Successful movements tend to shift the dialogue, adding something new and dynamic to an existing culture or system.

VISUAL IDENTITY

PHOTOGRAPHIC DIRECTION















THE WORLD NEEDS MORE

**VISUAL TREATMENT
IN MOVEMENT BUILDING**



WHAT IF

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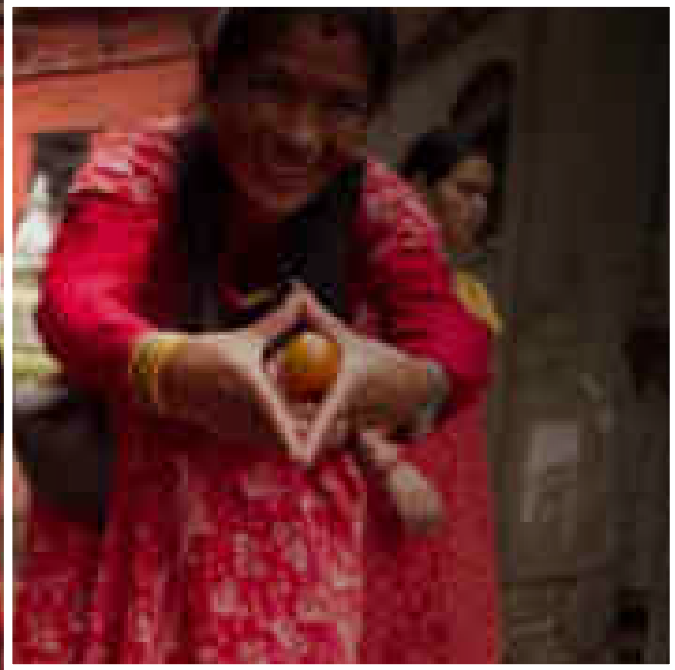
www.healthinnovationproject.org

SOCIAL
INNOVATION
IN HEALTH
INITIATIVE

WHAT IF

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www.healthinnovationproject.org



**SOCIAL
INNOVATION
IN HEALTH
INITIATIVE**



SOCIAL INNOVATION IN HEALTH INITIATIVE

WHAT IF

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SOCIAL INNOVATION IN HEALTH INITIATIVE

WHAT IF

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SOCIAL INNOVATION IN HEALTH INITIATIVE

WHAT IF

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SOCIAL
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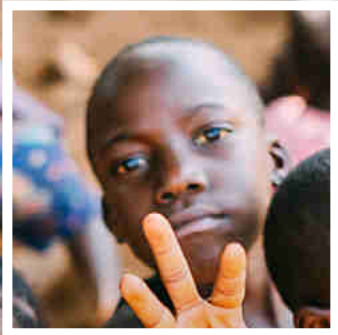


WHAT IF

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www.healthinnovationproject.org





WHAT IF

Varma lives in Konobu - a rural village in Liberia. It takes him 14 hours - on foot - to reach the nearest clinic. He is 6 years old. His life expectancy? Only 29.

What if we could reimagine health care to find a simple solution for Varma and his people? Last Mile Health turns ordinary villagers into health care workers, creating a new workforce in the world's most remote villages. To save lives in ways like never before. You can too. Join the conversation. #25projects

www.healthinnovationproject.org

**SOCIAL
INNOVATION
IN HEALTH
INITIATIVE**



**SOCIAL
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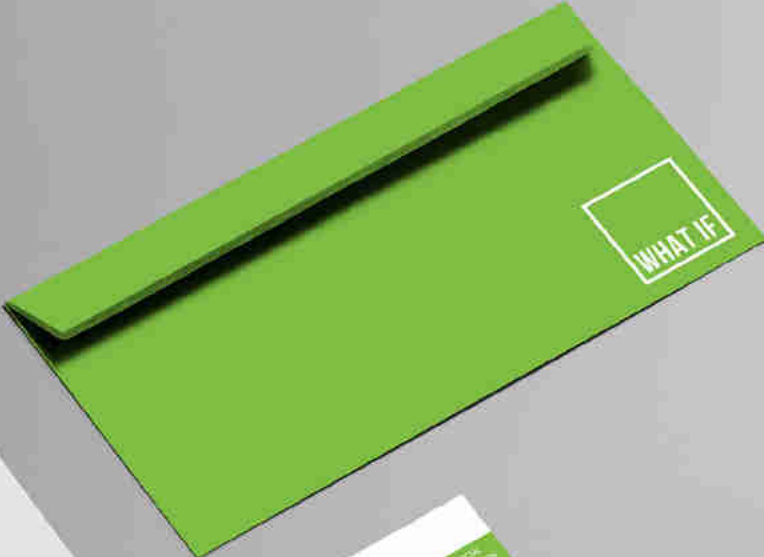
WHAT IF

With the largest population of people living with HIV, ARTs are readily available in South Africa. While approximately 2.5 million are on ARTs, 2 million more are receiving no treatment due to an overburdened public health system. What if policymakers, like Aaron Motsoaledi, realise the value of community-led innovations within her country and support them going to broader scale? Together they can save lives in ways like never before. You can too.

Join the conversation. #25projects

www.healthinnovationproject.org

**VISUAL TREATMENT
IN COMMUNITY BUILDING**



PRESENTATION HEADING

Pe lauta is et rem. Ut maios eum fuga. Cum in natur?

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World Health
Organization

TDR
For research on
diseases of poverty



BERTHA CENTRE

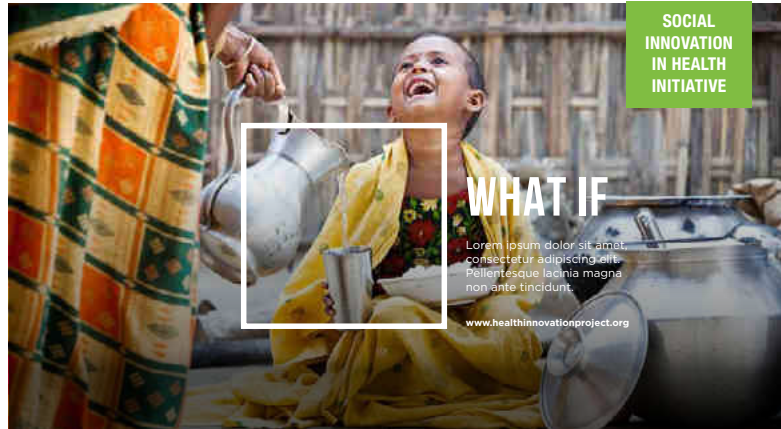


GRADUATE
SCHOOL OF
BUSINESS
UNIVERSITY OF COLUMBIA



Saïd
BUSINESS SCHOOL
UNIVERSITY OF OXFORD

SOCIAL
INNOVATION
IN HEALTH
INITIATIVE



FROM THE INNOVATION HUB

Over the past decade, there has been great progress in the development of medical and scientific innovations. However, people affected by infectious diseases of poverty in low-resourced settings are not experiencing the full benefits of these advances. Contextual, cultural and systemic challenges are hindering the delivery of equitable people-centred healthcare.

[Read more](#)

IDEAS THAT CHANGE LIVES



LAST MILE HEALTH

Innovation: Professionalising community health workers to provide essential healthcare services to rural populations in Liberia.

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[Read more](#)

SPACE TO SHARE

Your simple idea could make a big difference.

CONNECTING CHANGE-MAKERS

Our community of innovators might be diverse, but we have one goal in mind: to make a positive change





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[Read more](#)

SPACE TO SHARE

Your simple idea could make a big difference. Simply [share your story](#) or idea with us.

CONNECTING CHANGE-MAKERS

Our community of innovators might be diverse, but we have one goal in mind: to make a positive change to the delivery of healthcare in the Global South. [Join us.](#)

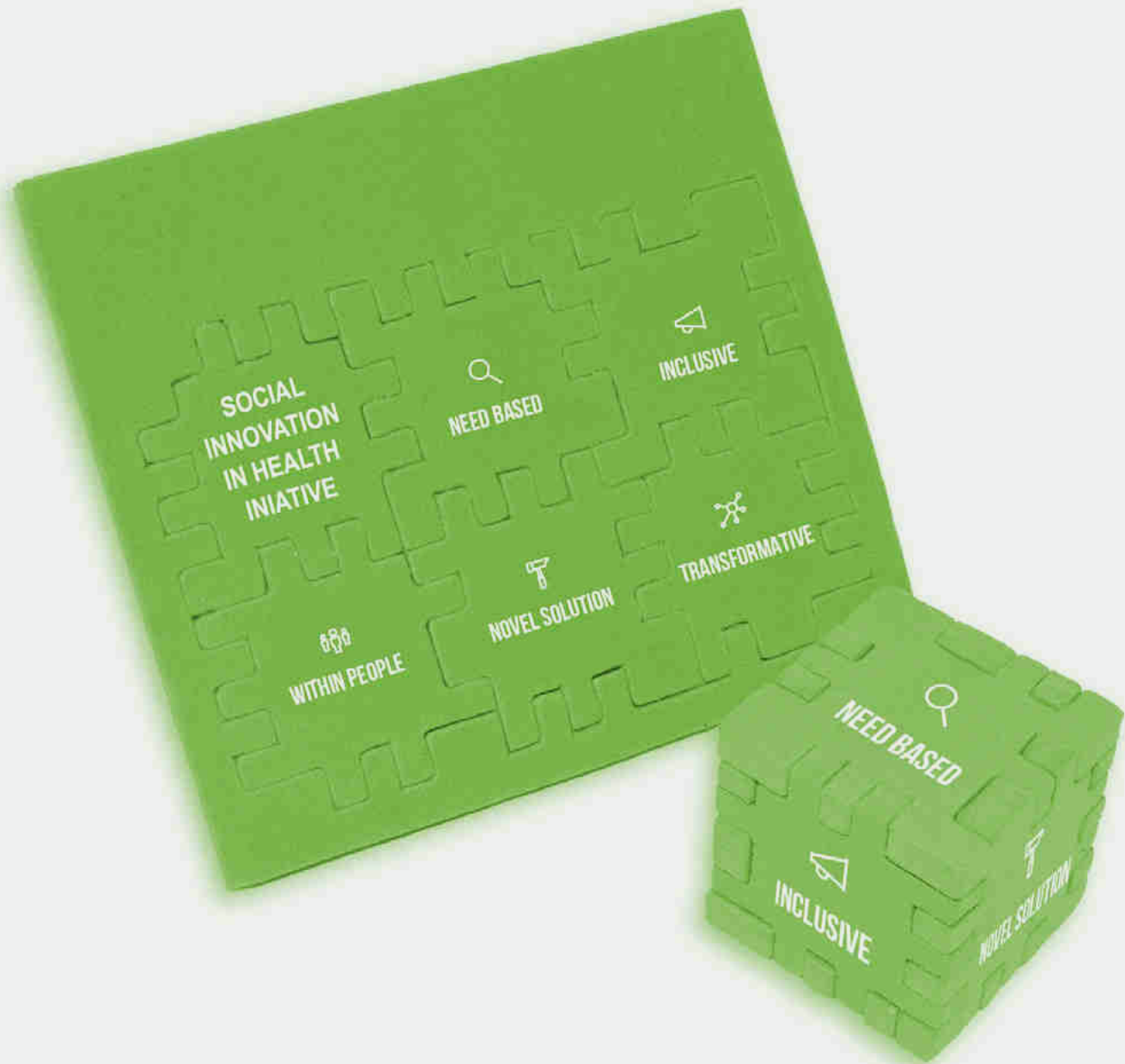
THE WORLD NEEDS MORE PEOPLE LIKE YOU

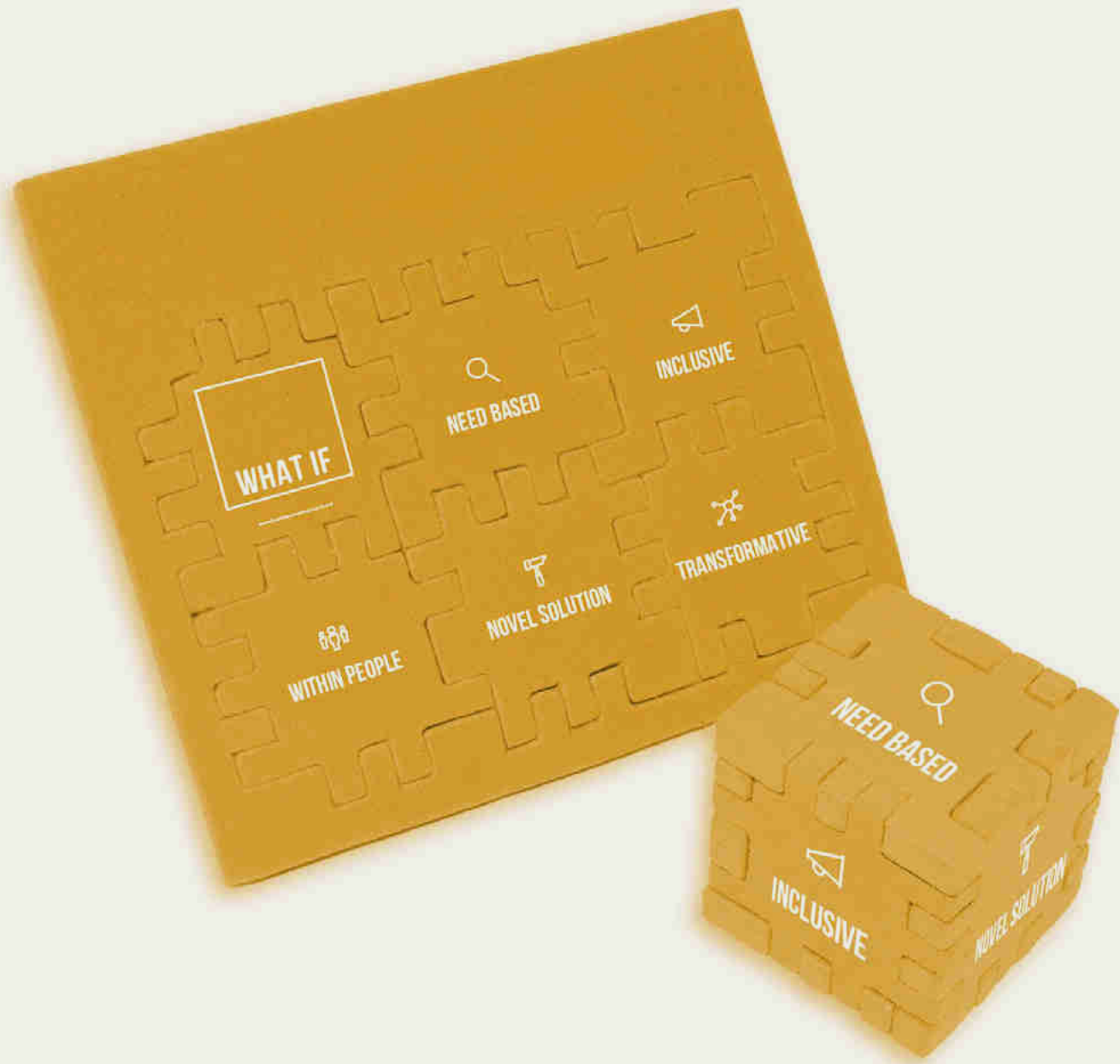
Because you have something unique to offer: your point of view. Therein lies the beauty of seeing the world from a different angle. Whether you are a cleaner, doctor, government official, scientist, researcher, funder or patient, you have an idea to bring to the table. And with your help, we can find simple solutions for the greatest health challenges in the Global South. Let's start sharing.



**BRAND ACTIVATION
IN COMMUNITY BUILDING**









WHAT IF

UPCOMING OUTPUTS PUBLICATIONS

Maintain visual identity in the Publication.

Showcase projects.

Frame the narratives.

Introduce the statue analogy.

Introduce the “what if” concept.

DECEMBER CONSULTATIONS

Gatherings to further the Social Innovation
In Healthcare agenda.

DECEMBER CONSULTATIONS COMMUNITY-BUILDING OBJECTIVES

Shape conversation and define the path ahead.

Share key learnings from actors.

Encourage interaction between all viewpoints to ensure the formation of a representative road map (researchers, implementers, funders, innovators and policy-makers).

Foster an inclusive culture.

DECEMBER CONSULTATIONS COMMUNITY-BUILDING SUGGESTIONS

Send out the agenda in advance.

Create expectation: video messaging.

Introduce the statue analogy.

Focus on future behaviour, rather than past.

Introduce ground rules: e.g. the use of 'you' (blaming) vs 'I' (caring) statements.

DECEMBER CONSULTATIONS COMMUNITY-BUILDING SUGGESTIONS

Continue the personal nature of communication to date.

Establish a space where being different is seen as a virtue, not a handicap.

Include activities to bring the community together, exchange viewpoints, generate enthusiasm and inspire hope.

DECEMBER CONSULTATIONS

DAYS 1 & 2 COMMUNITY BUILDING APPROACH

Share the statue analogy.

Introduce the movement and 'What if' concept.

Cement the concept and ideology through continued activations (exchanging of perspectives).

Convert attendees to brand custodians/movement activators.

Motivate participants to mobilise new attendees on Day 3.

DECEMBER CONSULTATIONS DAY 1 & 2 VISUAL CONCEPT

**THE
FUNDER**

**THE
RESEARCHER**

**THE
POLICYMAKER**

**THE
IMPLEMENTER**

SOCIAL INNOVATION IN HEALTHCARE DELIVERY

THE POLICYMAKER



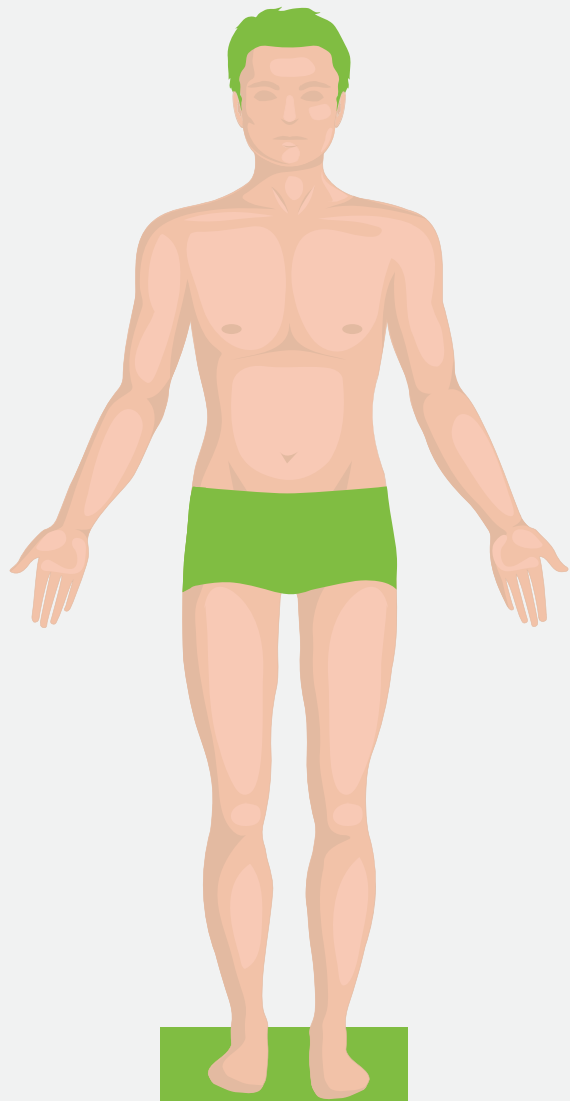
THE RESEARCHER



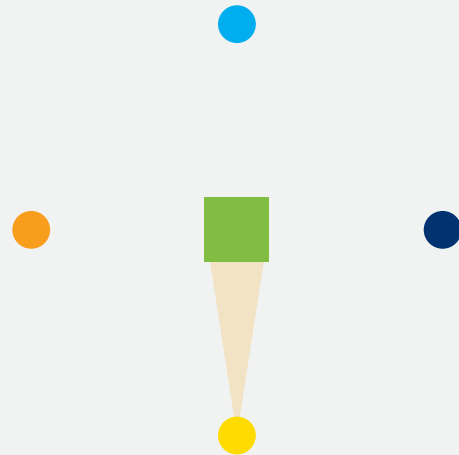
THE IMPLEMENTER

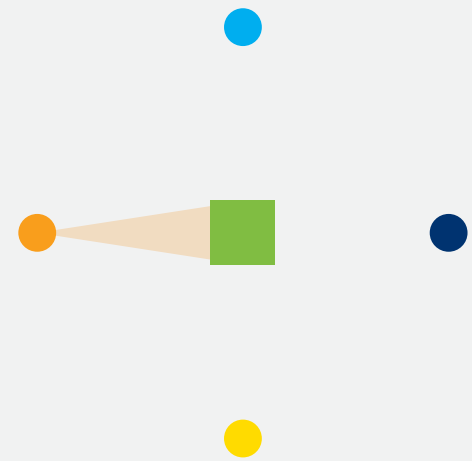


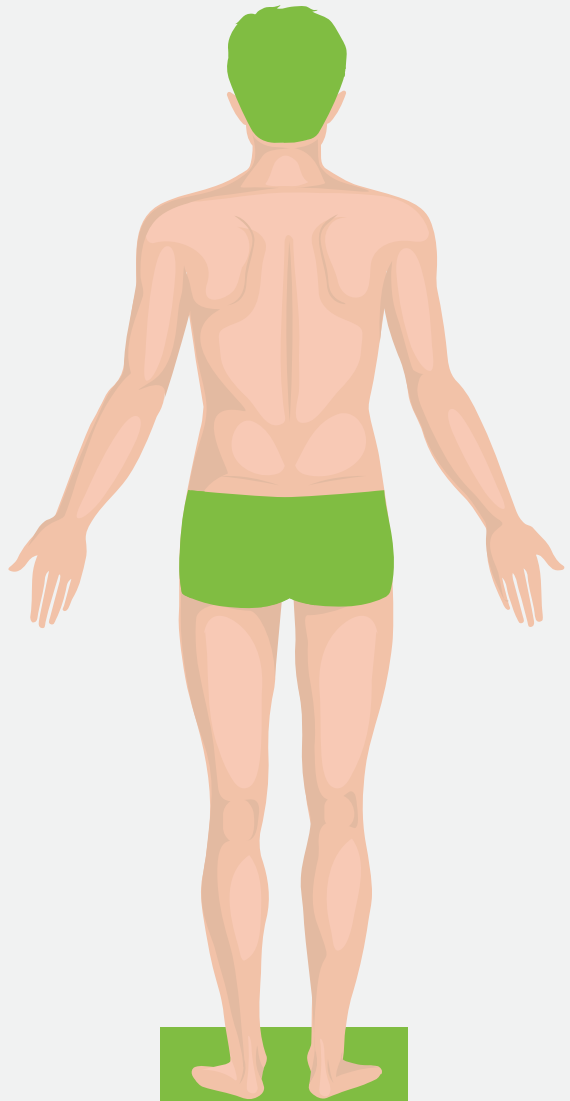
THE FUNDER



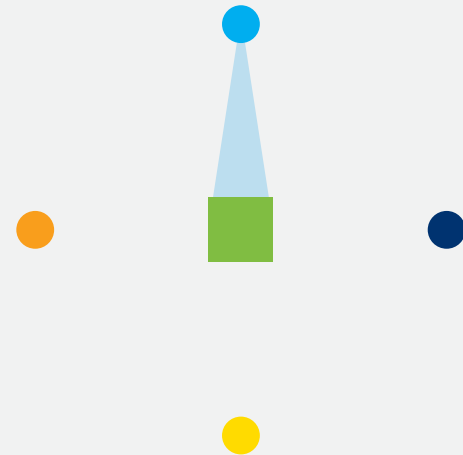
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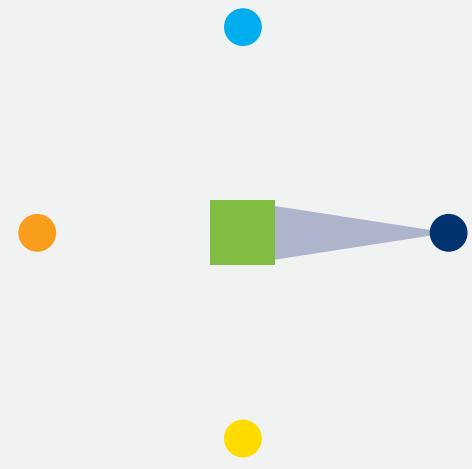






**SOCIAL
INNOVATION
IN HEALTHCARE
DELIVERY**





DECEMBER CONSULTATIONS

DAY 1 & 2 TOOLS

'What if' T-shirts

SIHI videos

Posters

Coloured glasses/caps



THE FUNDER



THE RESEARCHER



THE POLICYMAKER



THE IMPLEMENTER



DECEMBER CONSULTATIONS

DAY 3 COMMUNITY BUILDING

APPROACH

Formally introduce the movement and concept to all new attendees.

Encourage attendees from days 1 and 2 to connect with and inspire new attendees.

Encourage exchange of viewpoints through activations.

Expand beyond the room - broadcast the birth of a movement.

DECEMBER CONSULTATIONS

DAY 3 TOOLS

T-shirts

SIHI videos

Posters

'What if' activation

Branded collateral

Movement launch ceremony

Social media - broadcasting tweets, introducing hashtags, sharing photos.

IN CONCLUSION

Movements today can spread easily, because of communications technology and social media that make it is easier than ever to find and connect like-minded souls. But even though a movement can spread digitally, it will always need a physical world presence.

Nothing influences individuals of a movement as much as their fellow members.

Build community, generate enthusiasm, exchange viewpoints and inspire hope.

THANK YOU

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