



4 GIRLS & WOMEN



DESIGNATHON HANDBOOK

*Empowered girls and women will end cervical cancer, rather than
simply address it.*

FEMALE LED, FEMALE INSPIRED

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MEET THE TEAM



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4GW DESIGNATHON



In collaboration with the Nigerian Institute of Medical Research (NIMR), Saint Louis University (SLU) and University of North Carolina (UNC), 4GW is holding the first 4GW designathon contest in Lagos State, Nigeria. The 4GW designathon, similar to a hackathon, is a 72-hour interactive event in which girls and women from all over Nigeria will work together to design and present their self-devised solutions to social and health issues. This designathon is dedicated to developing solutions to promote HPV vaccination and screening among girls and women in Nigeria which ultimately leads to the enhancement of the health and well-being of girls and women in Nigeria.



4GW DESIGNATHON



This event seeks to provide participants the opportunity to learn, design, and co-create with a community of research experts, community members and leaders, health leaders, and entrepreneurs. We are eager to engage in important conversations and foster a solutions-focused community to develop novel ideas that can improve HPV vaccination uptake and HPV screening among girls and women in Nigeria.



4GW DESIGNATHON



The contest will follow a workshop-style format where participants will learn and implement design-thinking concepts such as rapid prototyping, co-creation, lean start-ups, etc. Participants will then pitch their solutions to an expert panel of judges. Opening this event to girls and women with diverse experiences, cultural backgrounds, and areas of expertise holds rich learning opportunities and may maximize the potential for a real and lasting impact in Nigeria.



4GW DESIGNATHON



We are fortunate to have an amazing group of girls and women from all over Nigeria join in this designathon contest. We received many applications representing all six geopolitical zones. Each application was reviewed by 3 independent individuals and then final decisions were reviewed by the contest advisory board. In addition, all judges, mentors, participants, and organizers joining us are the best of the best.



4GW DESIGNATHON



You all deserve to be here and
we are delighted to have you!



HOW DOES IT WORK?

The Designathon will occur in the following 6 sequential phases: understand, define, sketch, decide, prototype, and validate.

01 Understand

During this phase, your team will begin to learn, research, and gather insights about the problem you want to solve. This means your team should be prepared to answer questions related to HPV vaccination and HPV screening and fully understand the challenges that girls and women face with accessing HPV vaccination and screening services in Nigeria.



02 Define

Now that you have understood the context of the problem, you will now brainstorm to identify new solutions to the problem statement.



03 Sketch

You will sketch your best idea and fully map it out while using words when necessary to highlight key details.



HOW DOES IT WORK?

04

Decide

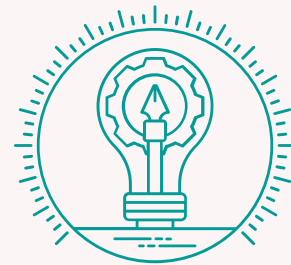
You will work with mentors and experts to develop and share your sketched ideas to receive helpful feedback.



05

Prototype

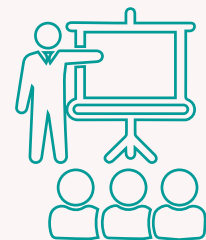
You can think of this phase as running an experiment to test out your proposed solution. There are several ways to prototype your solutions, such as diagrams, user journey maps, role plays, and digital mock-ups (for campaigns). Anything can be prototyped in a day if it is clearly mapped out!



06

Validate

This is your moment of truth and time to shine. You will pitch your solutions to an expert panel of judges to be selected as a finalist. In the end, everyone is a winner!



ROLES

PARTICIPANTS:

These individuals bring their unique expertise and creative ideas to the designathon.

MENTORS/FACILITATORS:

These individuals will provide guidance and/or suggestions based on their areas of expertise. They will also run interactive sessions and answer questions that the participants may have.

JUDGES:

There will be a panel of 7 judges who are sector leaders and experts from across Nigeria who will determine if the proposed solutions are innovative, desirable to the general population, feasible to execute, and have the potential to generate necessary impact.

ORGANIZERS:

This consists of a dynamic collaboration of global health experts and young people providing a safe space to support and champion national conversations that strengthen local practices. They help make sure that the group understands the goals/structure and stays on task.

SETTING THE STAGE

Cervical cancer is nearly 100% preventable, yet it claims women's life daily, making it one of the greatest threats to women's health! Well-organized HPV vaccination and screening services can reduce cervical cancer incidence and mortality in Nigeria.

However, vaccination for HPV has not yet been included in the routine immunization program in Nigeria. Also, in Nigeria, as well as in many African countries, there are no organized, widespread cervical cancer prevention programs (WHO,2020).

The low use of cervical cancer prevention services among girls and women in Nigeria results from several reasons: which include lack of access to preventive services such as HPV vaccination and screening, cost of these services, lack of awareness, stigma and fear of vaccines and getting a positive HPV screening result.

SETTING THE STAGE

Global advances in the treatment and prevention of cervical cancer and other HPV-related cancers have demonstrated success but women and girls remain vulnerable to HPV related cancers especially cervical cancer.

Cervical cancer is the second most common cancer among women in sub-Saharan Africa, with approximately 93,225 new cases and 57,381 deaths reported yearly (WHO,2020). In Nigeria, cervical cancer is the second most common cancer both among women and in the general population in Nigeria (WHO,2020).

Yearly, about 12,000 women in Nigeria are diagnosed with the disease and almost 8000 die from it (HIN,2021). In fact, everyday about 28 Nigerian women die from cervical cancer(Global citizen,2022). Persistent infection by high-risk human papillomavirus (HPV) is the cause of many cancers, including cervical cancers.



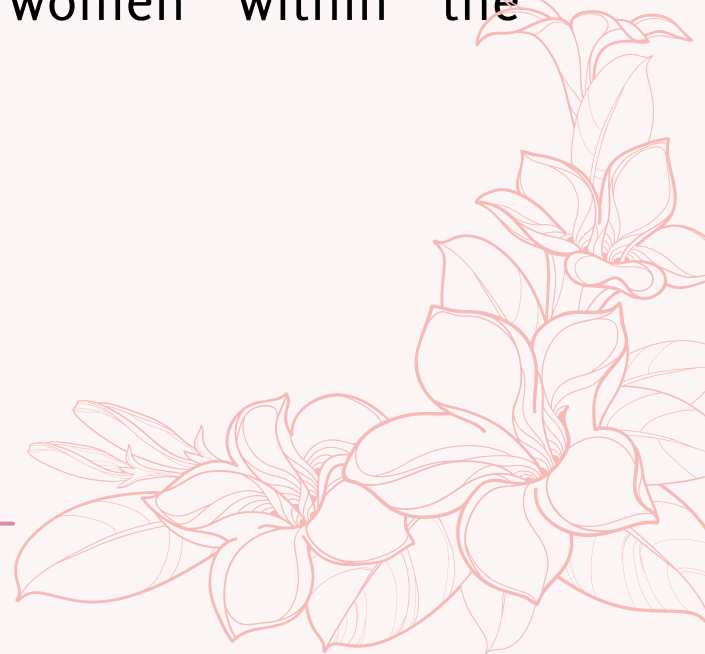
SETTING THE STAGE

HPV vaccination has been found to reduce the risk of cervical cancer by up to 90% and routine HPV screening is an important way to prevent cervical cancer.

Ensuring that Nigerian girls and women at risk for cervical cancer can access HPV vaccination and screening services is an important opportunity to reduce morbidity and mortality among this population.

Delivery of innovative approaches to promote HPV vaccination and screening uptake are needed to prevent cervical cancer among girls and women in Nigeria.

We believe these innovative approaches and the means to bring them into the community lie in the bright minds and strong hearts of the girls and women within the community, and that includes you.



SETTING THE STAGE

This designathon will provide the opportunity for girls and women like you to be at the front and center of the response to the prevention of cervical cancer.

During the designathon, participants will design, refine, and present an innovative solution to the following question, “How might you design services or programs that promote HPV vaccination uptake and HPV screening among girls and women in Nigeria?”

With the help of the contest guidelines, speakers, and coaches, participants will develop and edit their ideas to incorporate a human-centered design thinking approach and maximize the potential impact of their solutions.



PROBLEM STATEMENT

Through the designathon contest teams are coming up with solutions to the contest question outlined below:



HOW MIGHT WE PROMOTE HPV
VACCINATIONS FOR GIRLS AND
HPV SCREENING FOR WOMEN
IN NIGERIA?

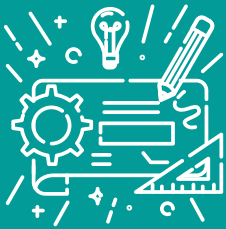
Keeping in mind the following question as you design your solution:

- What problem is your innovation addressing? Has anyone else tried to address this problem?
- Is there any evidence of the impact of this innovation so far? Has this campaign/strategy been implemented before?
- What are some outcomes that you hope to achieve with your innovation?

DESIGNATHON DELIVERABLES

At the end of the weekend, we expect for each team to deliver 4 main items:

01



A WORKING PROTOTYPE - USER JOURNEY MAP

Develop a graphic depiction of your product/services that will help the judges understand your concept. A Journey Map should help you to visualize your target audience experience from beginning to end. Consider how your audience first becomes aware of your solution, how they make a decision to try it out, what their first interaction and engagement is like, how they might become a repeat user, and how the solution might ultimately impact their life. This component must be submitted separately on the final day.

02



EXECUTIVE SUMMARY

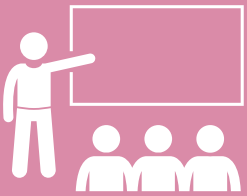
Develop your executive summary. Your executive summary should be 1-page long (font size 12, single-spaced). In your 1-page, you should 1) introduce your solution, 2) give a sense of the gaps, 3) introduce your solution, 4) provide action points as to how you will implement your solution, and 5) explain the impact or why people should care.



All components must be submitted on the final day at 9:00 am WAT, before the pitch presentation.

DESIGNATHON DELIVERABLES

03



5-MINUTE PITCH - PRESENT SOLUTION

You will have 5 minutes to pitch your idea and 5 minutes to answer the questions of the jury members. They will judge your project based on 5 criteria: innovation or novelty, relevance, feasibility, promotion of equity and fairness and team work.

04



TEAM PHOTO(S) - SAY CHEESE

Teams must submit at least one photo of their entire team together for inclusion on the website and social media platforms. If desired, teams are welcome to submit up to three photos of their team showcasing their time at the Designathon. Photos of prototype development and final product are encouraged!



**All components must be submitted on the final day at 9:00 am
WAT, before the pitch presentation.**

JUDGING CRITERIA

The ideas will be evaluated by an experienced judging panel according to the following criteria (*on a 10-point scale*):

INNOVATION



How novel or unique is the proposed solution? Does the solution describe new opportunities to promote HPV vaccination among girls and HPV self collection among women in Nigeria?

RELEVANCE



Will your strategy be relevant to the global majority aged 9-65 years?

FEASIBILITY



Feasibility refers to how easily and practically implementable your innovation would be in diverse Nigerian settings. Think about doing this in informal settlements or where you live now. Would it work there?

TEAMWORK



How effective were the participants in working together as a team, in sharing responsibilities, in communicating with each other and providing mutual support, with effective problem solving and time management skills?

PROMOTION OF EQUITY AND FAIRNESS



How does your proposed innovation address issues of equity and fairness (in health outcomes, in representation), as well as the participating team's methods of developing their ideas? Do solutions involve empowering women and engaging men through co-creation or participatory processes? Are gender and other intersection inequalities acknowledged or addressed in the approach to innovation, or as an outcome of the innovation itself?

PRIZES



250,000



N350,000



N500,000

What happens after I pitch my idea?
Top finalists will move onto the Innovation Bootcamp

DESIGNATHON SCHEDULE

BEFORE THE DESIGNATHON

Participants should review the designathon materials to prepare for a successful weekend!

DAY 1 | INTRODUCTIONS; SCOPING, EMPATHY & RESEARCH

Teams will explore and identify a challenge for the weekend. Teams will hear expectations from experts and mentors of the challenge and ensure their defined ideas are addressing the needs and core issues around cervical cancer prevention.

DAY 2 | RAPID PROTOTYPING, EXPERT FEEDBACK & ITERATION

Building on insights and inspirations of Day 1, participating individuals bring to life and refine their ideas through discussion and collaboration with expert and youth advisory mentors.

DAY 3 | FINAL PRESENTATIONS & JUDGING

Participants will finalize their prototype. They will share and pitch their final prototype draft to a panel of judges who will chose the winners






RULES

Any content or materials developed for the designathon must be your own original work. Throughout your participation in the designathon, you agree not to develop or submit any content or materials:

- That are created in whole or in part by any third party (including the use of AI);
- That infringe on any intellectual property rights of others or on the privacy or publicity rights of others;
- That violate any agreements or policies to which you may be subject;
- That you know are false, inaccurate, or misleading;
- That are obscene, defamatory, threatening, harassing, abusive, hateful, or racially or religiously biased to any other person;
- For which you were compensated for by a third party;
- That violate any applicable law (including, but not limited to, those governing export control, consumer protection, unfair competition, false advertising, or anti-discrimination).

INSTRUCTIONS

- All participants must be present and actively participating during the entire duration of the competition;
 - Plagiarism is prohibited;
 - All participants must respect the instructions of the competition staff and coordinators;
 - If applicable, any changes to the membership of a team over the course of a designathon must be communicated to a member of the team immediately. If no changes are communicated to the team, each designathon team will be regarded as consisting of the individuals notified on the first day of the designathon for the purposes of any awards or prizes being given.
- 

GLOSSARY OF KEY TERMS



DESIGN THINKING

A creative process of designing; The process starts with the people for whom the solution is designed for; and ends with e.g. new product or service that is tailor-made to suit these people's need

FEASIBLE

Possible to do easily or conveniently

IMPACT

The overall effect or influence of innovation on a population or environment

INNOVATION

The act or process of introducing new ideas, devices, or methods

ITERATION

The process of creating a "rough version of the product" with the express purpose of getting feedback on it and improving it

PITCH

A form of presentation to communicate your idea/solution, how it works, why it counts, and who it benefits

PROTOTYPE

A prototype is an early sample, model, or release of a product built to test a concept or process

SCALABLE

Ability to create an impact when implemented in a real-world setting

EXECUTIVE SUMMARY

An executive summary highlights the important aspects of the proposal clearly and concisely

SUSTAINABLE

Able to be maintained overtime





Frequently Asked Questions

WHAT IS A DESIGNATHON?

A designathon is a brief sprint-like challenge that brings together diverse groups to solve problems over a short period of time. It is an example of crowdsourcing. (For more details on crowdsourcing, see here: <https://apo.who.int/publications/i/item/2018-07-11-crowdsourcing-in-health-and-health-research-a-practical-guide>)

WHAT HAPPENS AFTER MY IDEA WINS?

The winning mother-daughter teams will be invited to a designathon where they will be trained and mentored by experts on how to fully design HPV services also, attend a skill-building bootcamp for 4-weeks to train them on how to implement their ideas.

CAN I CHANGE MY TEAM DURING THE DESIGNATHON?

In the event that you have intentions on switching your team, please alert one of the contest organizers as soon as possible.

MAY I JOIN MORE THAN ONE TEAM?

To ensure commitment and avoid conflict of interest, you cannot join more than one team.

WHAT CAN THE PRIZE MONEY BE USED FOR?

If selected as a designathon finalist, the prize money (1st place: NGN500,000; 2nd place: NGN350,000; 3rd place: NGN250,000) will assist you and your team in putting your strategy into action in communities.

NOTES

NOTES

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DESIGNATHON 2023



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