



Partnership
To End Malaria

Social and Behavior Change Working Group
Vector Control Working Group

Workshop Overview: Introduction to Human-Centered Design

Presented by:



Social and Behavior Change Working Group
Vector Control Working Group

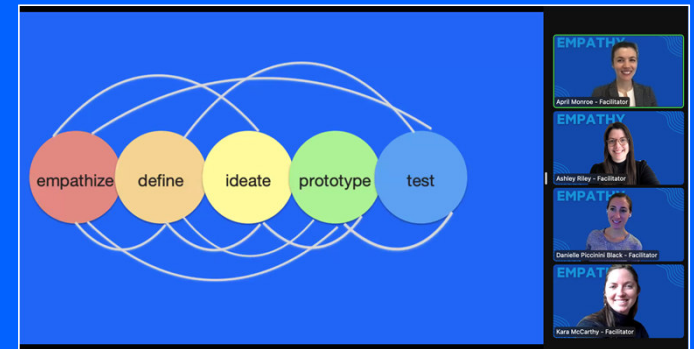
Workshop Objectives

Objectives

1. Explain the importance of a human-centered mindset to malaria control
2. Define key concepts related to HCD and the design thinking process
3. Identify potential applications of HCD in malaria control

Format

- Interactive, introduction to HCD
- 3 workshop sessions to meet interest
- 3.5 hours of learning sessions and group work



empathize

define

ideate

prototype

test

Journey Mapping

Insight Identification & 'How Might We' Statements

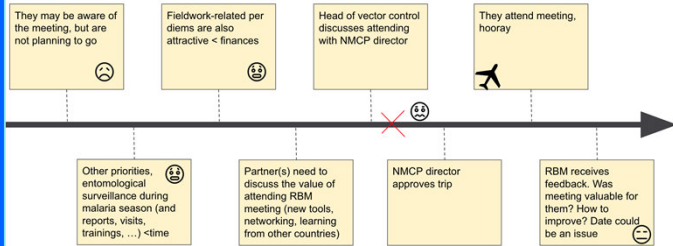
Bad Idea Brainstorming

Solution Creation

Solution Pitches

Journey Map

NMCP, head of vector control unit, Participating in Annual RBM Vector Control Working Group meeting



Bad Idea Brainstorm: Group 2

- Idea #1**
Give everyone a satellite phone
- Idea #2**
Petition the UN to improve internet connections worldwide
- Idea #3**
Only allow those on European time zone to participate in VCWG
- Idea #4**
Encourage everyone to eat more cheese

Team's HMW Statement: How might we organise the VCWG meetings to encourage participation from those with poor internet and in different timezones?

"I want to break fees"

How Might We Statement: How might we reimagine remote participation to be offered free of charge?

Team's Solution: Manufacturing companies and corporate sponsors should pay fees so that people at organisations with fewer resources can attend free of charge.



Design Challenge: Reimagining RBM SBC WG or VCWG to promote broad-based engagement

Welcoming Committee

How Might We Statement:

How might we provide support for new members to encourage their engagement?

Solution:

Establishing committee to develop materials/systems to onboard new members including personal support for new members through buddy/mentor system on request, recurring meeting with new members, developing online materials

“I want to break fees”

How Might We Statement: *How might we reimagine remote participation to be offered free of charge?*

Team's Solution: *Manufacturing companies and corporate sponsors should pay fees so that people at organisations with fewer resources can attend free of charge.*



Where, When, How

How Might We Statement:

How might we reimagine the scheduling and format of the meeting so it works with participants' project work and travel availability (including a remote option).

Solution:

Create a true hybrid approach that allows for engagement from in-person and remote attendees, taking into account regions where members are located to alternate in-person meeting location annually and ensure meeting is not scheduled during transmission seasons for participants.

Workshop Reflections

HCD felt like it was wishy-washy at first, but going through the defined steps really clarified how it can be **practically used!**

Having a **framework** can help to guide the HCD process, but it can still be **iterative** and **reflective**.

The emphasis on empathy and thinking about a journey was a really great exercise. Thinking not only about the steps a person takes in any experience, but how they felt about each thing

Empathy is a powerful tool to creating **better solutions** rather than something that should be ignored because it might be "impractical" or "difficult" to include.

The idea that a **prototype does not have to be a physical creation** of a device but could be something like a thought or diagram on paper that could be talked through with people would **really make a difference in my work**.

Iterative prototype development and **feedback** are important for fine-tuning a design. Keeping **empathy** is important throughout the whole process.

Potential Applications

Creation of bed nets that **people will use/value/keep**

Thinking about **novel vector control approaches** for Anopheles stephensi control

Implementing **high-impact** malaria control interventions focused on vulnerable people

Increase government participation to the global community discussion

I am working on a housing modification for malaria prevention clinical trial. This approach will be great as we think about how to **scale the intervention up in a 'real world' scenario.**

Creating guidelines/data tools for **ITN campaign** implementation

Devising a **user-friendly, affordable, durable, environmentally friendly** hanging mechanism for ATSBs

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