Workshop Overview: Introduction to Human-Centered Design

Presented by:

RBM Partnership
To End Malaria

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
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

- They may be aware of the meeting, but are not planning to go.
- Feedback-related concerns on future and future alternative + finances
- Head of vector control discussion affecting with NMCP director
- They attend meeting, feedback on costs
- Other priorities, substantial variances during travel season (airports, vehicles, etc. - no travel)
- Partner(s) had to discuss the value of attending RBM meeting (new tools, networking, learning, other countries)

**Bad Idea Brainstorm:**

<table>
<thead>
<tr>
<th>Idea</th>
<th>Group 2</th>
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<tbody>
<tr>
<td>#1</td>
<td>Give everyone a satellite phone</td>
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<tr>
<td>#2</td>
<td>Petition the UN to improve internet connections worldwide</td>
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<tr>
<td>#3</td>
<td>Only allow those on European time zone to participate in VCWG</td>
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<tr>
<td>#4</td>
<td>Encourage everyone to eat more cheese</td>
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**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**

- **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.

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

- 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.

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

- Creation of bed nets that people will use/value/keep
- Increase government participation to the global community discussion
- Implementing high-impact malaria control interventions focused on vulnerable people
- Creating guidelines/data tools for ITN campaign implementation
- Devising a user-friendly, affordable, durable, environmentally friendly hanging mechanism for ATSBs
- Thinking about novel vector control approaches for Anopheles stephensi control
- 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.
Contact

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