

Crowdsourcing Clinic: Introduction



Joe Tucker



“Beauty is in the Streets”
Atelier Populaire, May 1968

Outline

- TDR Social Innovation in Health Initiative (SIHI)
- Crowdsourcing clinic
- Website and next steps



“We are all the undesirables”
Atelier Populaire (Popular Workshop)
May 1968

SIHI

Crowdsourcing clinic

Website

TDR Social
Innovation in
Health Initiative
(SIHI)
“see-high”



Bamako Smiles. Photo: Mark Fischer (Flickr)

SIHI

Crowdsourcing clinic

Website



- The Special Programme for Research and Training in Tropical Diseases, is a global programme of scientific collaboration that helps facilitate, support and influence efforts to combat diseases of poverty.
- Hosted at WHO, sponsored by UNICEF, UNDP, World Bank, and WHO
- Vision: “The health and well-being of people burdened by infectious diseases of poverty is improved through research and innovation.”
- Strong interest in implementation research in LMICs

SIHI

Crowdsourcing clinic
Website

Social Innovation in Health Initiative (SIHI)

- Launched in 2014 by TDR
- Using social innovation to improve lives in the Global South
- Research, service, training related to social innovation in health
- Implementing hubs in Colombia, Malawi, Uganda, China (SESH), Philippines
- Organized calls for innovation (crowdsourcing)



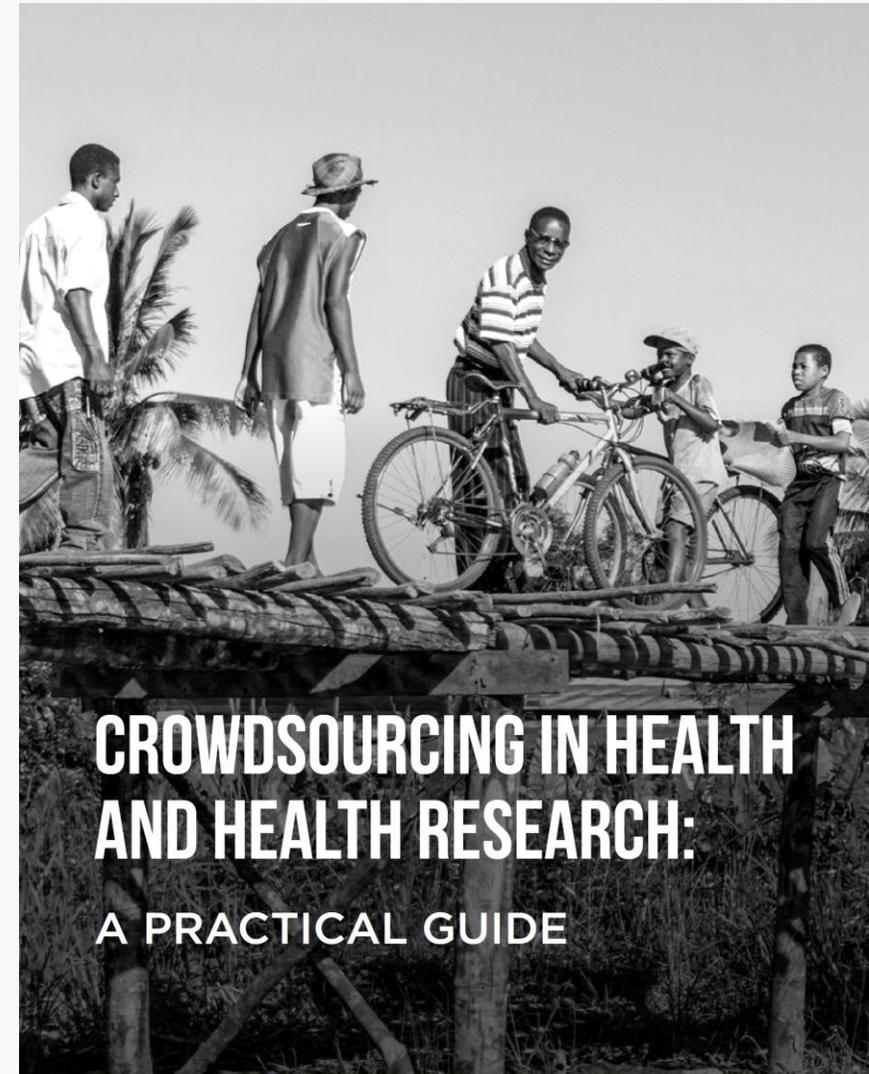
SIHI

Crowdsourcing clinic

Website

TDR Practical Guide to Crowdsourcing

- Step-by-step guide – soups to nuts of organizing crowdsourcing contests
- Risks and mitigation
- Open access online (Google WHO and crowdsourcing)
- Case studies, FAQs



SOCIAL
INNOVATION
IN HEALTH
INITIATIVE

Crowdsourcing activities for medicine

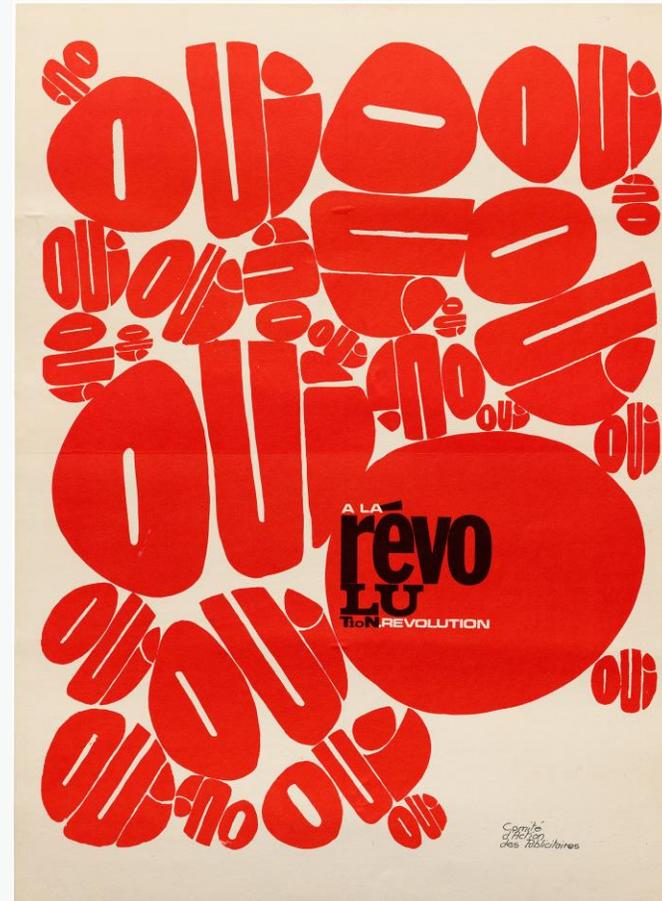
Crowdsourcing activity	Structure	Function
<i>Innovation challenges (contests, competitions, challenges)</i>	Open solicitation and promotion to the public for challenge submissions; evaluation, celebration, and sharing of challenge submissions	Generate innovative ideas, logos, images, or videos (e.g., images to increase HIV testing, strategies to promote hepatitis testing); accelerate pharmaceutical drug development
<i>Hackathons (challenges, sprints, hackfests)</i>	Short (often 3 days) event that brings together individuals around a common cause	Design a clinical algorithm, prevention service (e.g., design an HIV testing service), or new technology
<i>Online collaboration systems</i>	Websites or portals that allow individuals to solve a problem	Solve micro-tasks for a small amount of money (e.g., evaluation of surgical skills)

SIHI

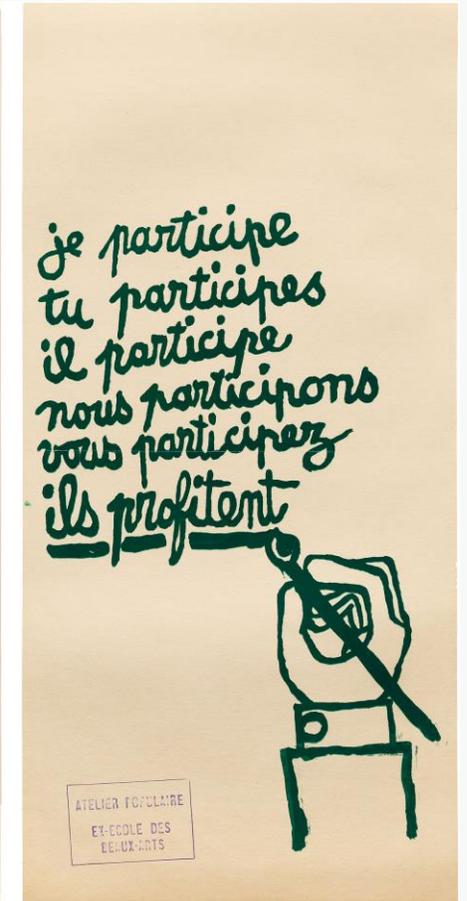
Crowdsourcing clinic

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**Crowdsourcing
clinic:
A project of the
SIHI-China Hub
to increase
capacity for
crowdsourcing in
LMICs**



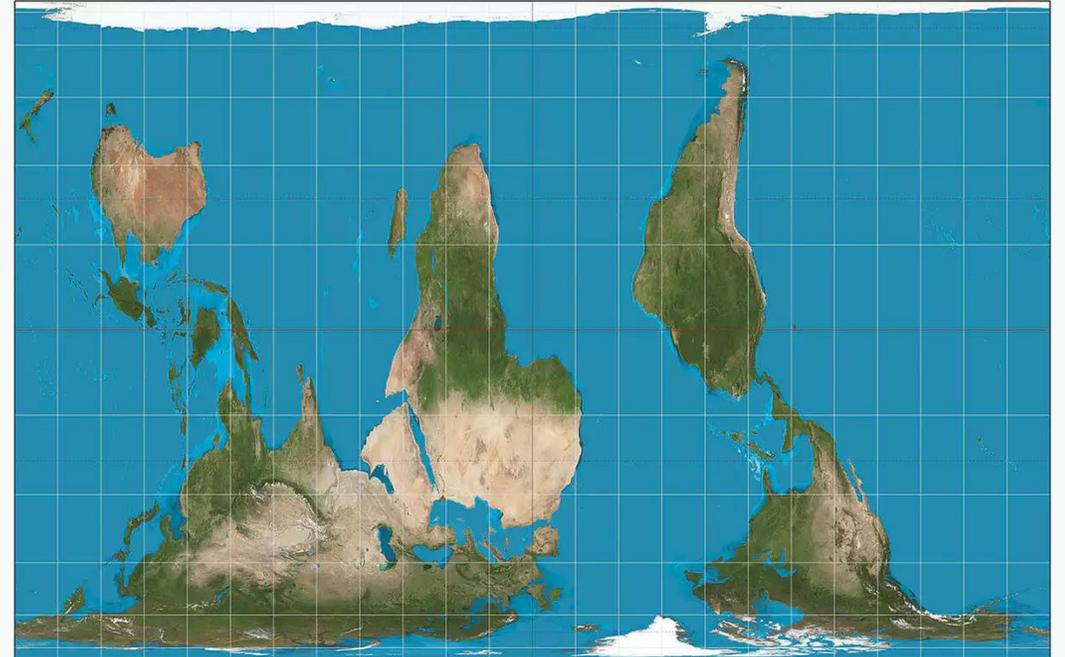
“Yes to the Revolution”
Atelier Populaire, May 1968



“I participate, you participate,
he participates, we participate,
you participate, they profit”
Atelier Populaire, May 1968

Clinic Purpose

- The main purpose of the crowdsourcing clinic is to build capacity for crowdsourcing in health and health research in low- and middle-income countries
- We also hope to provide a place to share templates, tools, and open access resources; build a community of users



South-up Peters Projection. Daniel R. Strebe, CC BY-SA

Clinic Organization

- Consensus statement on implementing crowdsourcing contests
- TDR practical guide, contest templates, resources
- Tailored help from our SESH on organizing a contest:
 - Is crowdsourcing appropriate for your context?
 - How to organize a challenge, hackathon, or other event?
 - How to measure the effectiveness of crowdsourcing?
- Website – website that Vibhu will walk us through



Top: "The struggle continues"
Atelier Populaire, May 1968

Bottom: "The momentum arrives
for a prolonged struggle"
Atelier Populaire, May 1968