INTRODUCTION TO SOCIAL INNOVATION IN HEALTH
At the end of the session, participants will be able to:

1. Discuss design thinking and human-centered design (HCD) concepts and principles in relation to SIH;
2. Distinguish social innovations in health from other interventions;
3. Explain the various stages and forms on how SIH develops;
4. Given one’s own learning scenarios, identify potential areas where SIH can take place;
5. Practice and apply SIH principles using their municipality/area’s health challenge; and
6. Express appreciation on the contribution of SIH in promoting health and development.
HUMAN-CENTERED DESIGN
DESIGN-THINKING ACTIVITY
WHAT IS SOCIAL INNOVATION IN HEALTH (SIH)

https://www.youtube.com/watch?v=Ncu8NEzKVQU
Why SIH?
The Need for Socially Innovative Solutions

Basic vaccination coverage declined to 70% in 2017
PSA, 2018

Estimated 10% of the population of the Philippines (around 10M) are living in GIDA
PNHRS, 2016

Around 1M Filipinos are expected to have TB, and may or may not even know it.
NTPS, 2016

1 in 5 births are delivered at home, putting mothers and babies at risk.
PSA, 2018
What is Social Innovation in Health (WHO, 2017)

Innovation is a modern day word for anything and everything. What sets social innovation apart?

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 health-care delivery to be more inclusive, affordable and effective.
CHARACTERISTICS of SOCIAL INNOVATION

**STIMULUS**
- Social problems faced by individuals and communities

**ACTORS**
- Social actors, organizations and institutions

**PROCESS**
- Inclusive participation, collaboration, coordination in design and decision making
- Multi-level and collaborative governance

**SECTORS**
- Interplay across technical, social, economic and political dimensions

Dr. Lindi van Niekerk, Social Innovation in Health – why, what is it, what is it not?
Social Innovation in Health (SIHI 2017)

SIH is people-centered and a product of the entire community other than just by health professionals.

Photo Credits: Cordero, 2018
Social Innovation in Health (SIHI 2017)

Is never an invention or intervention developed by just one person, institution, or organization. It is cross-sectoral.

Photo Credits: Cordero, 2018
CHARACTERISTICS of SOCIAL INNOVATION

QUALITIES
- Solutions that are more effective, efficient, sustainable or just than existing solutions

OUTPUTS
- New initiatives, services, processes, programmes, products
- Socially creative strategy
- New social relationships, collaborations, capabilities

OUTCOMES
- Institutional or systems change
- Changes in social relations and social practices
- Empowerment: enhanced society capacity to act

IMPACT
- To improve quality of life, well being and value to society as a whole

Dr. Lindi van Niekerk, Social Innovation in Health – why, what is it, what is it not?
Social Innovations in Health
(Gabriel, Stanley, & Saunders, 2017)

- Clinical pathways
- Education

Product
- Drugs
- Technology

Practice
- Surgical procedures
- System reforms
Social Innovation in Health (SIHI 2017)

Social innovation results in the implementation of new solutions that enable greater equity, affordability and sustainability of health care services for all.

Photo Credits: Wong, 2018
Van Niekerk, L (2014), Social innovation identification, SIHI
Buzz Group on SIH or Not SIH?

Work in groups of 3

1: Routine prenatal care of a midwife to a client
2: Counselling a pregnant teenager
3: Administering the drug therapy during *tutok gamutan* at a Directly Observed Treatment Centers
THE STAGES OF SOCIAL INNOVATION
THE OPEN BOOK OF SOCIAL INNOVATION

Robin Murray
Julie Caulier-Grice
Geoff Mulgan
The Stages of Innovation (NESTA*, 2013)

*National Endowment for Science Technology and the Arts

initiating factors like a crisis, new evidence, inspirations etc. which highlight the need for change. Involves diagnosing the root causes of a problem, or identifying the opportunities that a new change could bring about.
constant idea creation that is radical and transformative. Use of creative methods like design to increase the number of solution options from a wide range of sources.
Generating Ideas

The Kwanak Hanullim Complaints Choir at the Festival of Complaints Choirs organised by the Hope Institute in Seoul, South Korea in 2008. Courtesy of the Hope Institute.
Trial and error that ideas are iterated and strengthened. This can be done by simply trying things out, or through more rigorous prototyping and randomised controlled trials.
“I am too short to grab a handle in the subway. I need a lower handle.” This is one of the ideas that was realised as a result of the Seoul Ideas Bank. Image courtesy of the Hope Institute.
Design Thinking

Source: https://www.learningsolutionsmag.com/articles/a-designer-addresses-criticism-of-design-thinking
Prove that it can work and is better than what is already there. Build up firm evidence to back it up and then share it honestly.
Making the Case

This is a view of the Vauban development in Freiburg, Germany. It is one of the world’s leading ‘eco-towns’. In the early 1990s, the local government mandated that all new construction must be sustainable. Here, solar power is used to heat homes and provide electricity. The town is a showcase for low-energy, sustainable housing, attracting visitors and investors alike. Image courtesy of Rolf Disch, SolarArchitecture.
The Stages of Innovation (NESTA*, 2013)
*National Endowment for Science Technology and the Arts

Identifying what is working well, and what is not, as well as securing income streams that enable the long term financial sustainability to carry the innovation forward
The Stages of Innovation (NESTA*, 2013)
*National Endowment for Science Technology and the Arts

Range of strategies for growing and spreading an innovation – from organisational growth, to licensing and franchising. Emulation and inspiration also play a critical role in spreading an idea or practice in a more organic and adaptive manner.
Growing and Scaling

Organic farming students at Everdale. Everdale is an organic farm and environmental learning centre. Its purpose is to teach sustainable living practices, and operate a model organic farm. Image courtesy of Everdale.
The Stages of Innovation (NESTA*, 2013)
*National Endowment for Science Technology and the Arts

Usually involves changes in the public and private sector over long periods of time, and the interaction of many elements and new ways of thinking.
Systemic Change

Back to the Buzz Group: How can we innovate?

Work in groups of 3

1: Routine prenatal care of a midwife to a client
2: Counselling a pregnant teenager
3: Administering the drug therapy during tutok gamutan at a Directly Observed Treatment Centers
1) Watch the SIH case video assigned to your group: 10 minutes

Small groups 1-4:

P6.60 Kada Araw na Hulog Para sa Kalusugan ng Pamilya (P6.60 Everyday Family Health Plan)

- https://youtu.be/qt4Kyi3wQhvA

Small groups 5-8:

National Telehealth System (NTS)

- https://youtu.be/KNQT-Blu27Y

Small groups 9-12:

Inter-Island Health Referral System Strengthening through One Facility, One Health Service Boat Project

- https://youtu.be/_ntAA9_Rstc

Small groups 13-16:

Seal of Health Governance

- https://youtu.be/V23p8_hTheU
Group Discussions on Examples of SIH

2) In your small group, analyze the case using the following guide questions. Assign a rapporteur that will share the outputs to the big group. 30-45 minutes

- **Problem**
  - What was the main health problem/challenge/need to be addressed?
- **Actors**
  - Who are the actors involved?
- **Solution**
  - Describe the solution
  - Why is it innovative?
  - Why is this an example of SIH – what are the SIH characteristics and processes observed?
- **Outcomes**
  - What are the outcomes of this case on health service delivery (accessibility, affordability, effectiveness) and on strengthening the health system?
- **Lessons Learned**
  - What lessons can you draw out from this example of SIH that you can apply in your area?
  - What are the key components that have the potential to be replicated, transferred or scaled?
Group Discussions on Examples of SIH

3) Share your small group’s outputs to the big group.  
5 minutes per small group
SOCIAL INNOVATION IN HEALTH INITIATIVE (SIHI)

A global network of passionate individuals and institutions advancing social innovation in health in developing countries.
• 6 Innovation crowdsourcing calls at global & country-level

• Reviewed & selected by independent expert panels

• 238 submissions, 48 countries

• 37 social innovations studied, 17 countries

• Full-length, open-source case studies

• Short innovation films

• TDR-WHO Publication
STRENGTHENING COUNTRY CAPACITY

- Undertake research
- Provide support to build social innovation research capacity
- Foster relationships with local eco-system actors
AVAILABLE ONLINE

www.socialinnovationinhealth.org
SOCIAL INNOVATION IN HEALTH INITIATIVE - PHILIPPINES

A Hub established with the belief that health of all Filipinos can be improved through creative and innovative solutions created by Filipinos.
OUR TEAM

Principal Investigator/Lead: DR. NOEL JUBAN

Technical Advisor: DR. MARY ANN LANSANG

Hubs Network Facilitator: ART ONGKEKO

Hub Manager: DR. JANA MIER-ALPANO

Comms Coordinator: JEAN FRANCIS BARCENA

Research Associate: SUCELLE DEACOSTA

Admin Associate: PAMELA TAGLE

Intern: MANDY ROMERO

Intern: LEONARD LIM
SIHI PHILIPPINES FOCUS AREAS

- Identify social innovations
- Enhance capacity for research
- Connect and convene stakeholders
- Institutionalize social innovation in health
# HUB PROGRESS

## Innovation Identification, Research and Capacity Building
- 2017 Innovation Call
- Case study research
- Introductory module on social innovation in health (SIH), validation sessions
- Development of SIH research national award: GCARSIH

## Connect and Convene Stakeholders
- Partnership development (DOST-PCHRD, DOH, mClinica, LGA, ZFF)
  - Exploratory meetings
  - Co-organized activities
- Innovators Luncheon

## Promotion and Advocacy
- HealthHacks PH
- UP Manila launch
- Introducing SIH in national health research forums (PNHRS Week)
- TUFH Conference poster presentations
- Dissemination of IECs

## Hub Sustainability
- 5-year strategy development

## SIHI Network Communication
- Hub communication support
- Social media campaigns
ACTIVITIES FOR 2019

- Training of hub members on IR and SIH related programs
- Field testing and evaluation of Introductory Module with UP SHS
- Assist PCHRD for GCARSIH
- UP Manila’s Search for Outstanding SIH
- Submission of manuscripts for publication
- Partners Meeting
- First Philippine SIH Exchange
- Presentations in national and international fora
- Communications content and coordination
- Policy advocacy – active engagement with PCHRD for a National Ad Hoc Committee on SIH
- ASEAN Network for Innovation
“We are the innovators. Each of us has a valuable role to play in transforming health care in our society. There are no ideas too small or insignificant.”

Kate Long, friend SIHI
Municipality:

My Design Health Challenge (HMW):

WHAT?
What is our municipality’s main health challenge?

WHO?
Who are the People/groups we need to engage or talk to?

WHERE?
Where can we observe, do an interview or do an immersion to better understand the challenge?

WHAT ELSE?
What else do we want to explore and discover about our health challenge?

OUR FINDINGS (Learning Themes and Insights)

OUR BIG. RADICAL IDEAS/SOLUTIONS

Adopted from ZFF’s HCD Worksheet 1 and 2 (2018), as modified
THANK YOU