SOCIAL INNOVATION IN HEALTH INITIATIVE

INTRODUCTION TO SOCIAL INNOVATION IN HEALTH

Date
Venue

LEARNING OUTCOMES

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

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HUMAN-CENTERED DESIGN

DESIGN-THINKING ACTIVITY

WHAT IS SOCIAL INNOVATION IN HEALTH (SIH)

https://www.youtube.com/watch?v=Ncu8NEzKVQU

1 in 5 births are delivered at home, putting mothers and babies at risk.

PSA, 2018

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

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

Why SIH?
The Need for Socially Innovative Solutions

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

NTPS, 2016

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

INNOVATION IN HEALTH INITIATIVE

Dr. Lindi van Niekerk, Social Innovation in Health – *why, what is it, what is it not?*

Social Innovation in Health
(SIHI 2017)

Photo Credits: Cordero, 2018

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

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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

SOCIAL INNOVATION IN HEALTH INITIATIVE

CHARACTERISTICS of SOCIAL INNOVATION

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

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

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

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

UNIVERSAL HEALTH COVERAGE

SUSTAINABLE DEVELOPMENT GOALS

AMBISYON NATIN 2040
The Life We Want

SOCIAL INNOVATION IN HEALTH INITIATIVE

Dr. Lindi van Niekerk, Social Innovation in Health – *why, what is it, what is it not?*

Social Innovations in Health
(Gabriel, Stanley, & Saunders, 2017)

Product

- Drugs
- Technology

Process

- Clinical pathways
- Education

Practice

- Surgical procedures
- System reforms

SOCIAL INNOVATION IN HEALTH INITIATIVE

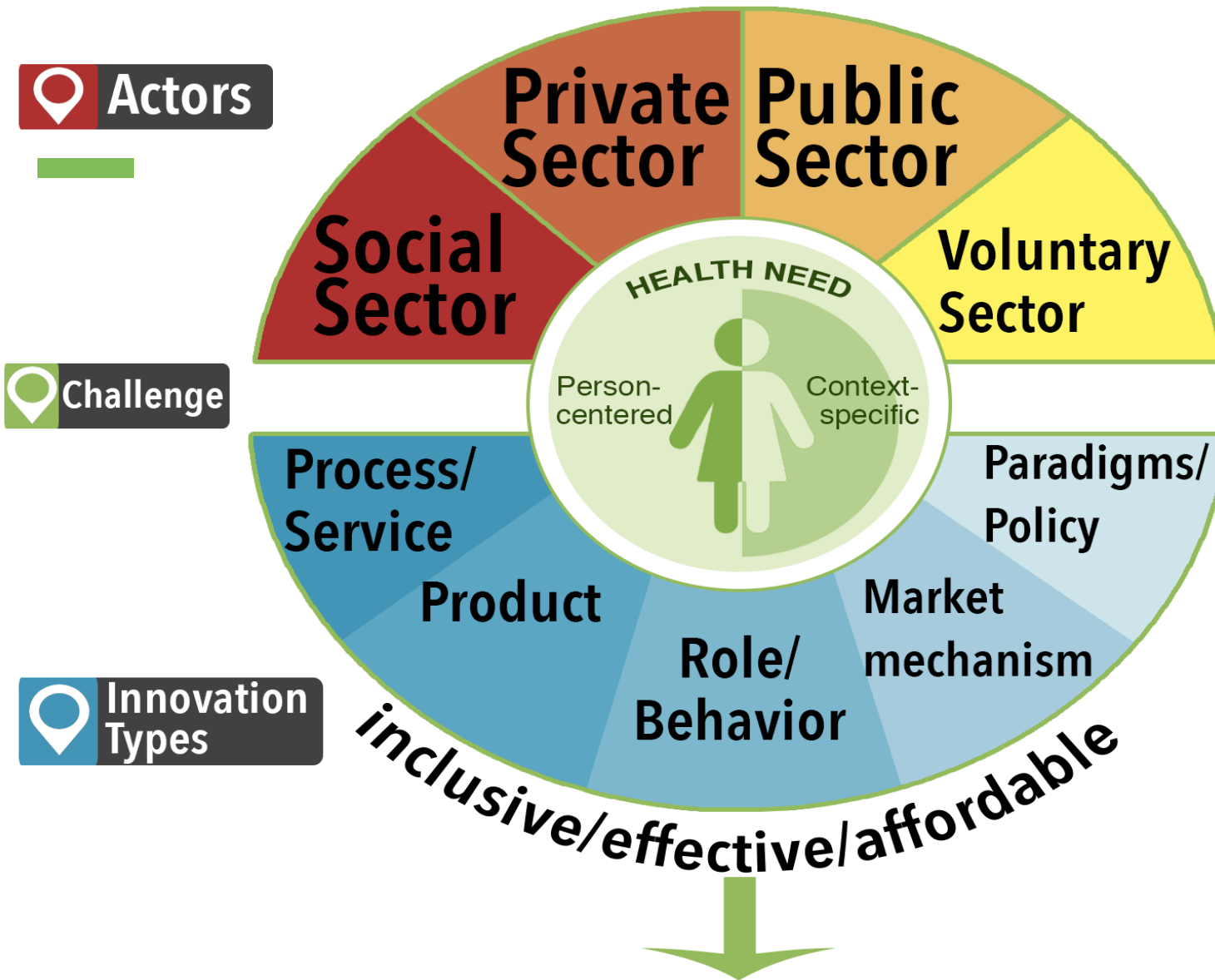# Social Innovation in Health
(SIHI 2017)

Photo Credits: Wong, 2018

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

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Social innovation in health initiative

Van Niekerk, L (2014), Social innovation identificatio[n]

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
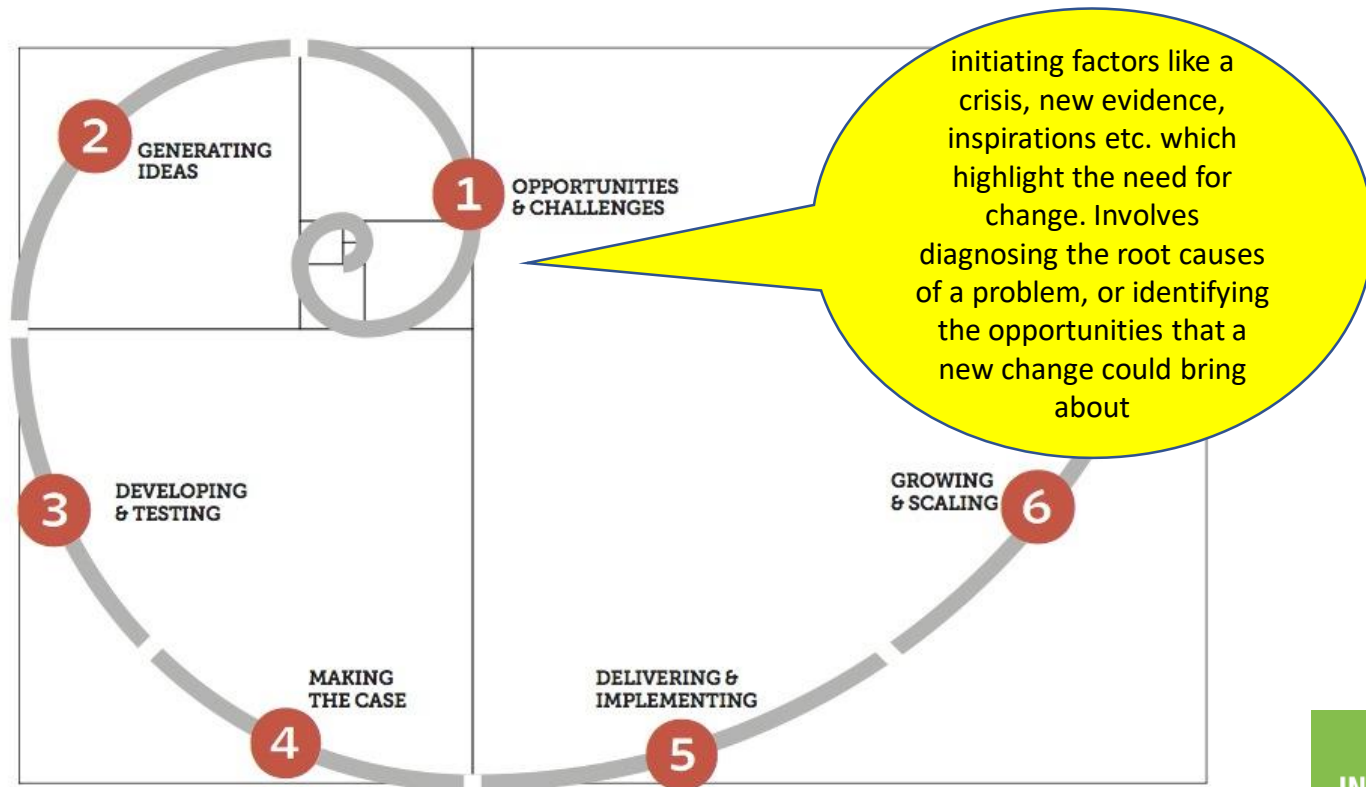
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THE STAGES OF SOCIAL INNOVATION

THE OPEN BOOK OF SOCIAL INNOVATION

Robin Murray
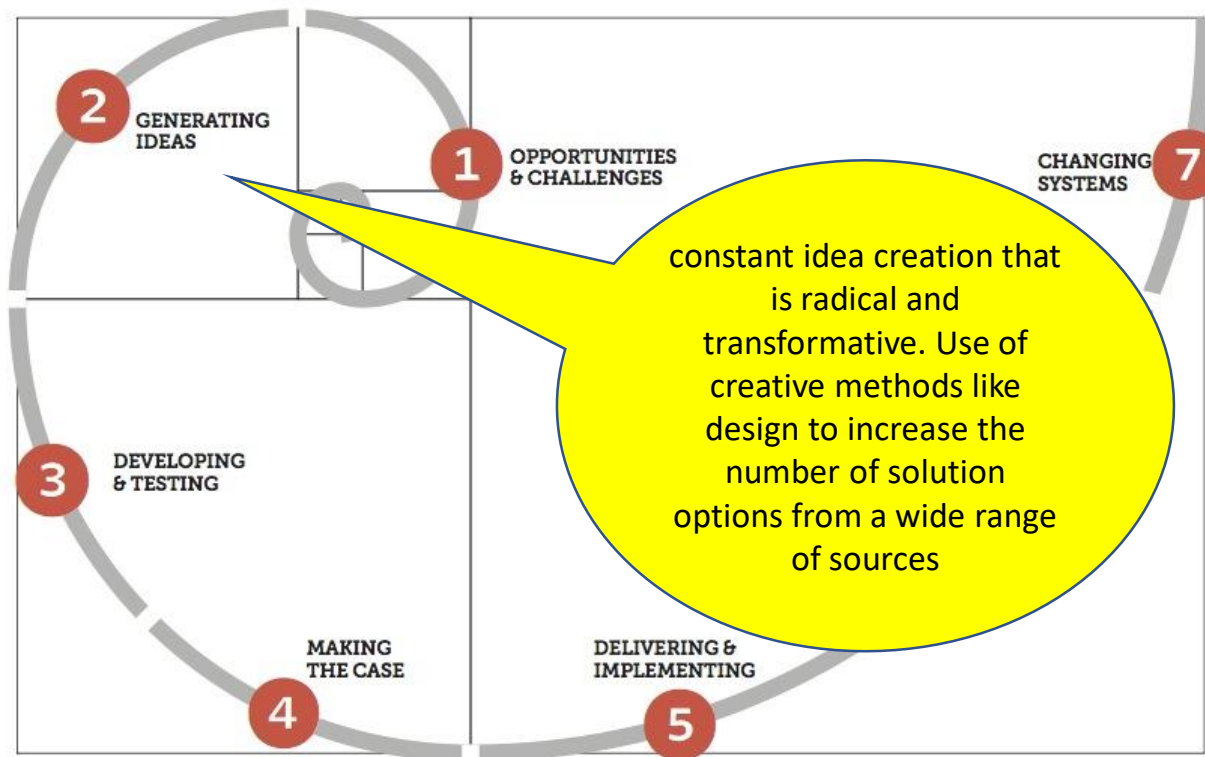Julie Caulier-Grice
Geoff Mulgan

THE YOUNG FOUNDATION

NESTA

THE LAB

Innovating
public
services

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The Stages of Innovation (NESTA*, 2013)
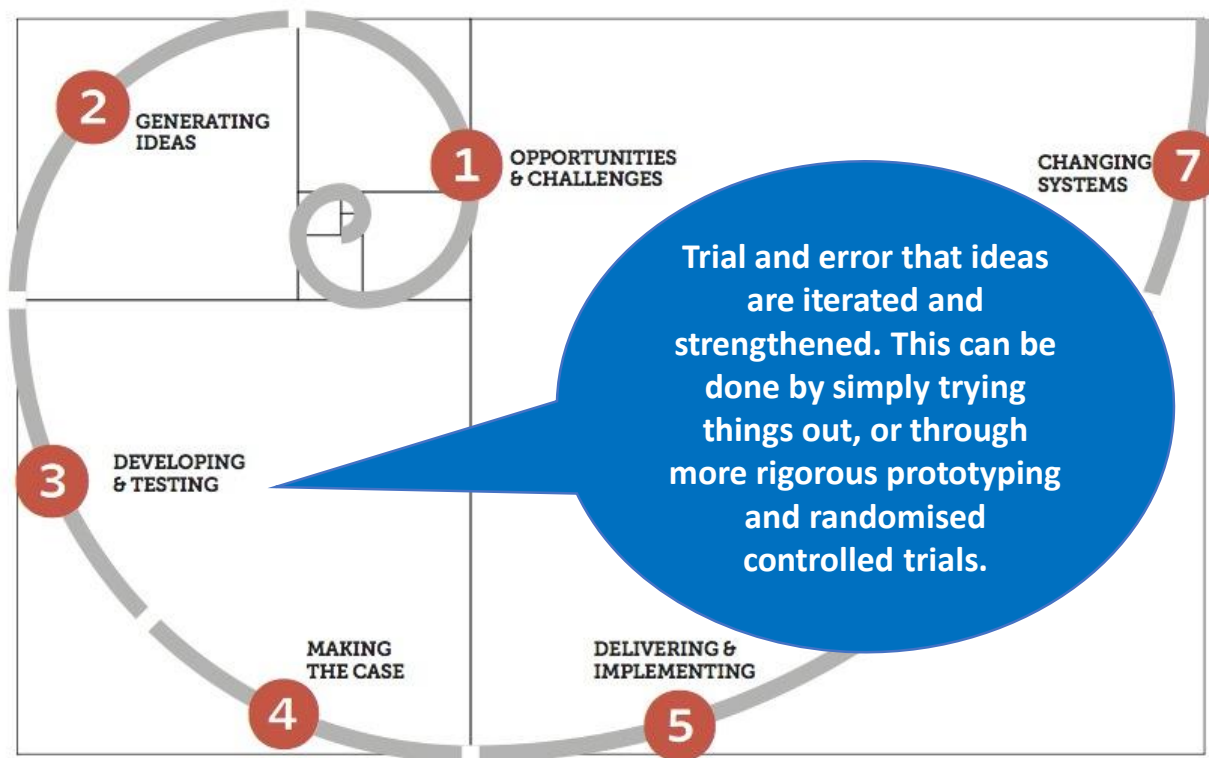## *National Endowment for Science Technology and the Arts

The Stages of Innovation (NESTA*, 2013)
*National Endowment for Science Technology and the Arts

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.

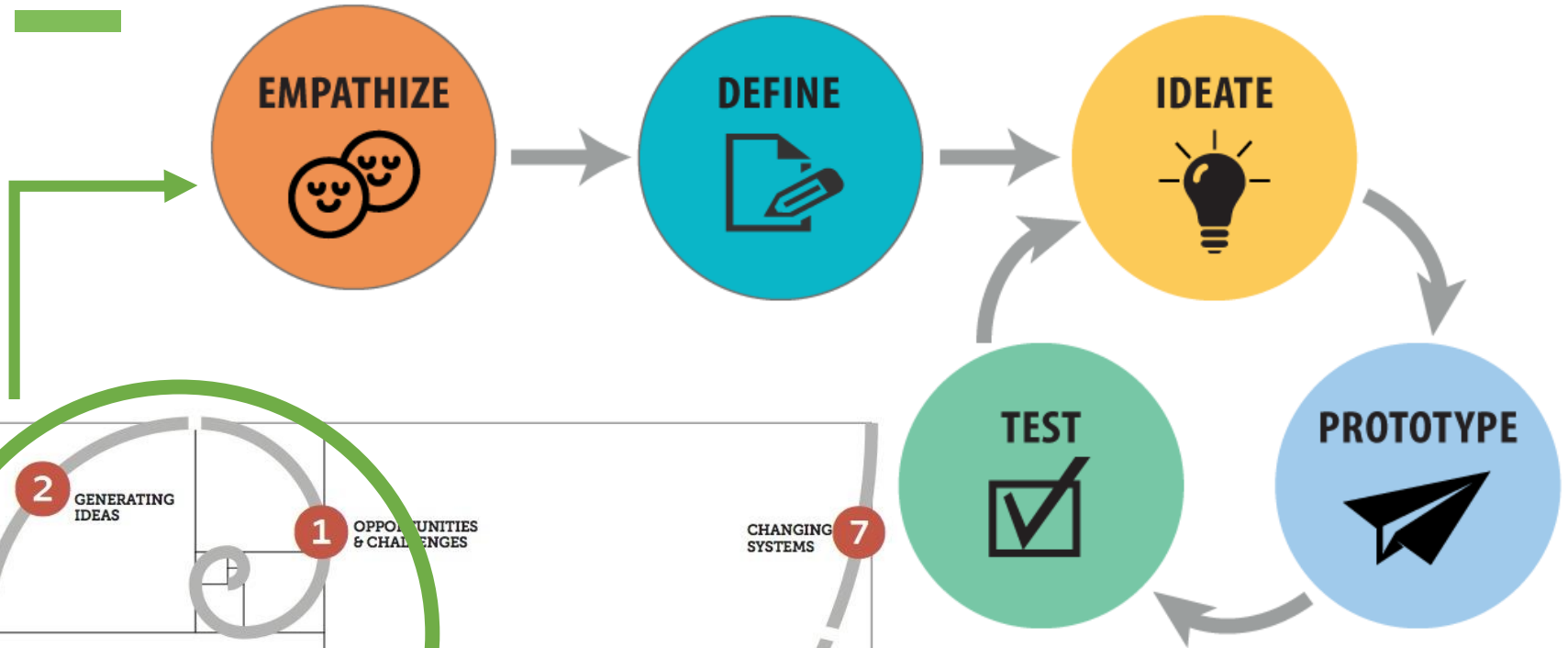# Stages of Social Innovation in Health (Murray, Caulier-Gruce, & Mulgan (2010)

Developing and Testing

"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.
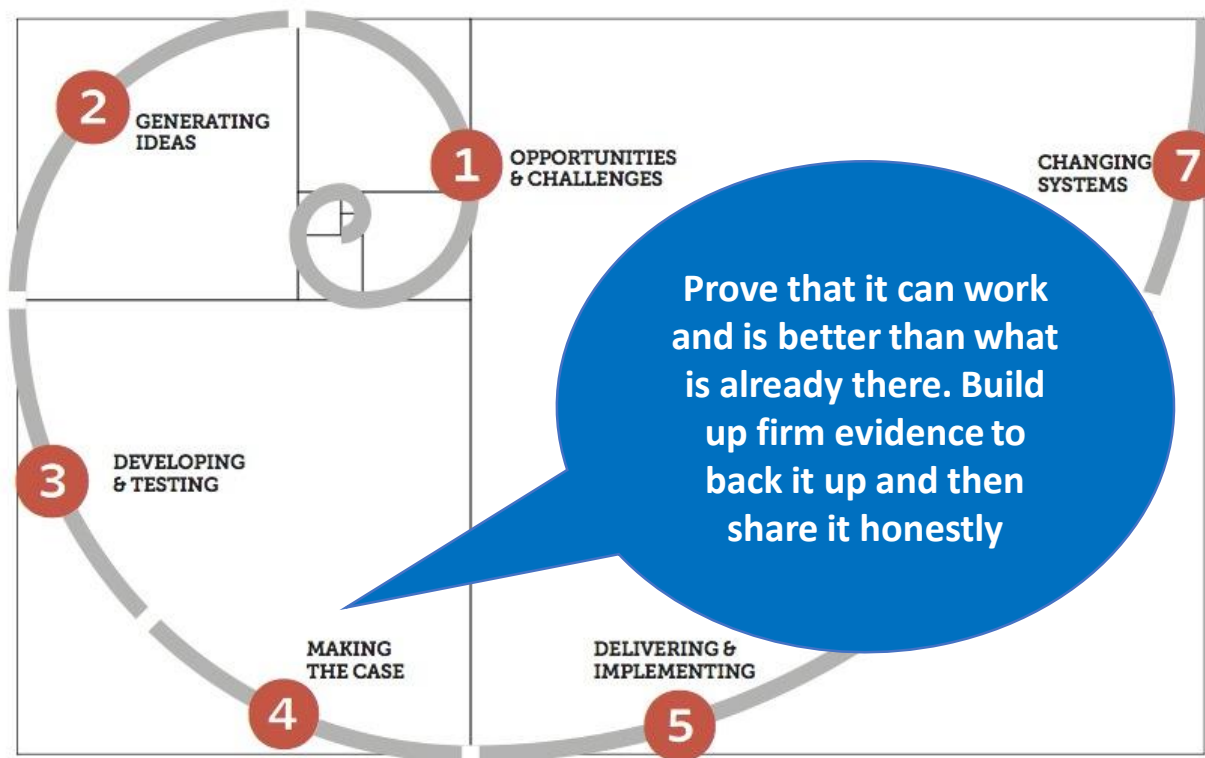
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EMPATHIZE

DEFINE

IDEATE

TEST

PROTOTYPE

2 GENERATING IDEAS

1 OPPORTUNITIES & CHALLENGES

7 CHANGING SYSTEMS

3 DEVELOPING & TESTING

6 GROWING & SCALING

4 MAKING THE CASE

5 DELIVERING & IMPLEMENTING

Design Thinking

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The Stages of Innovation (NESTA*, 2013)
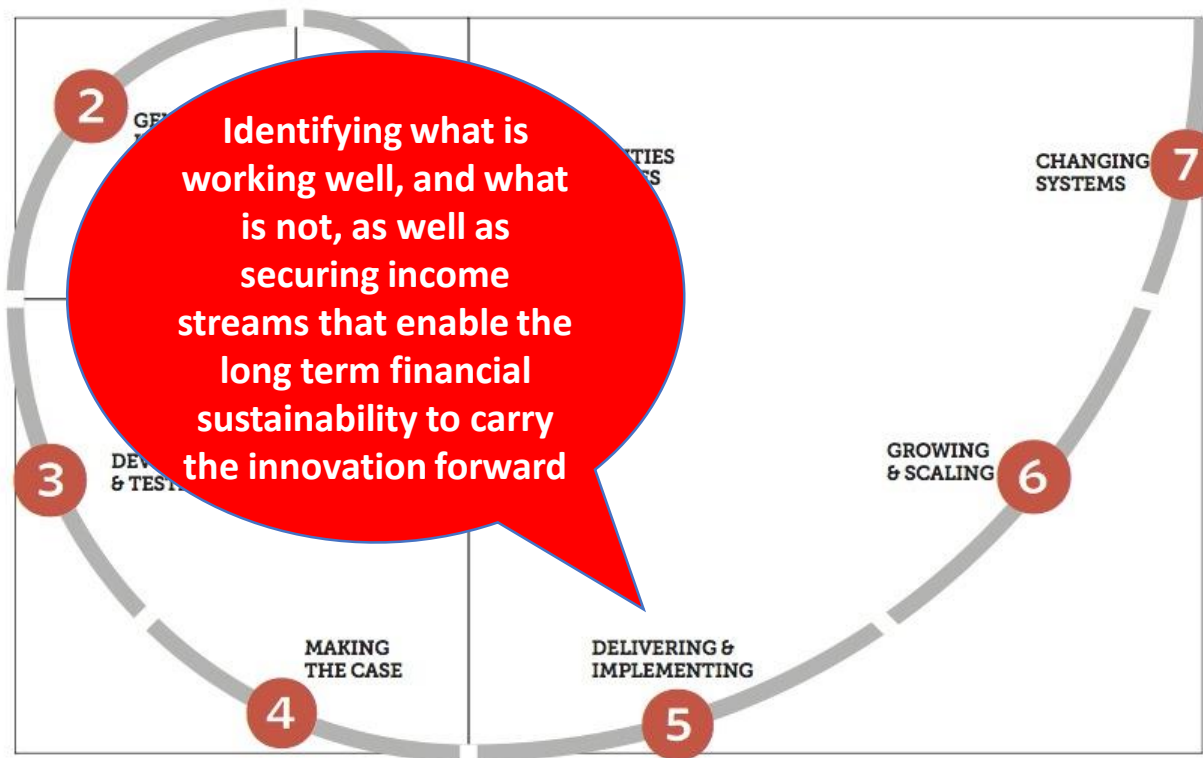## *National Endowment for Science Technology and the Arts

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

The Stages of Innovation (NESTA*, 2013)
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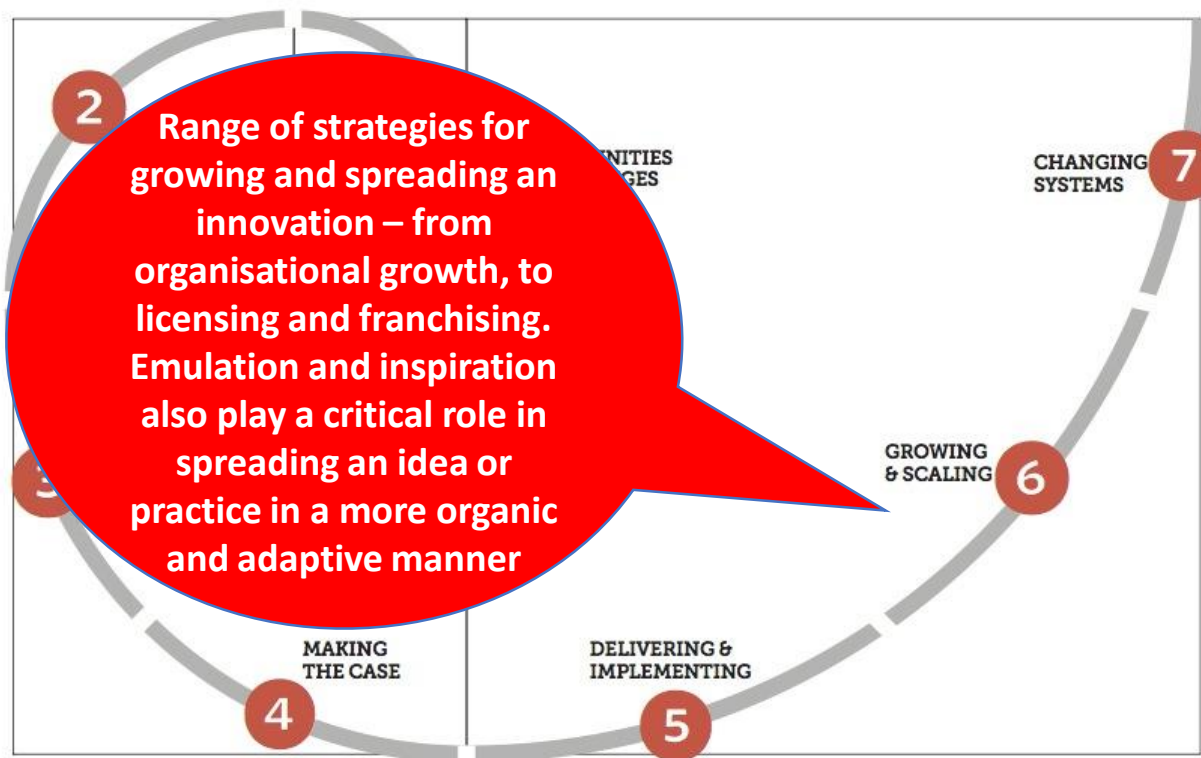
Growing and Scaling

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.

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The Stages of Innovation (NESTA*, 2013)
*National Endowment for Science Technology and the Arts
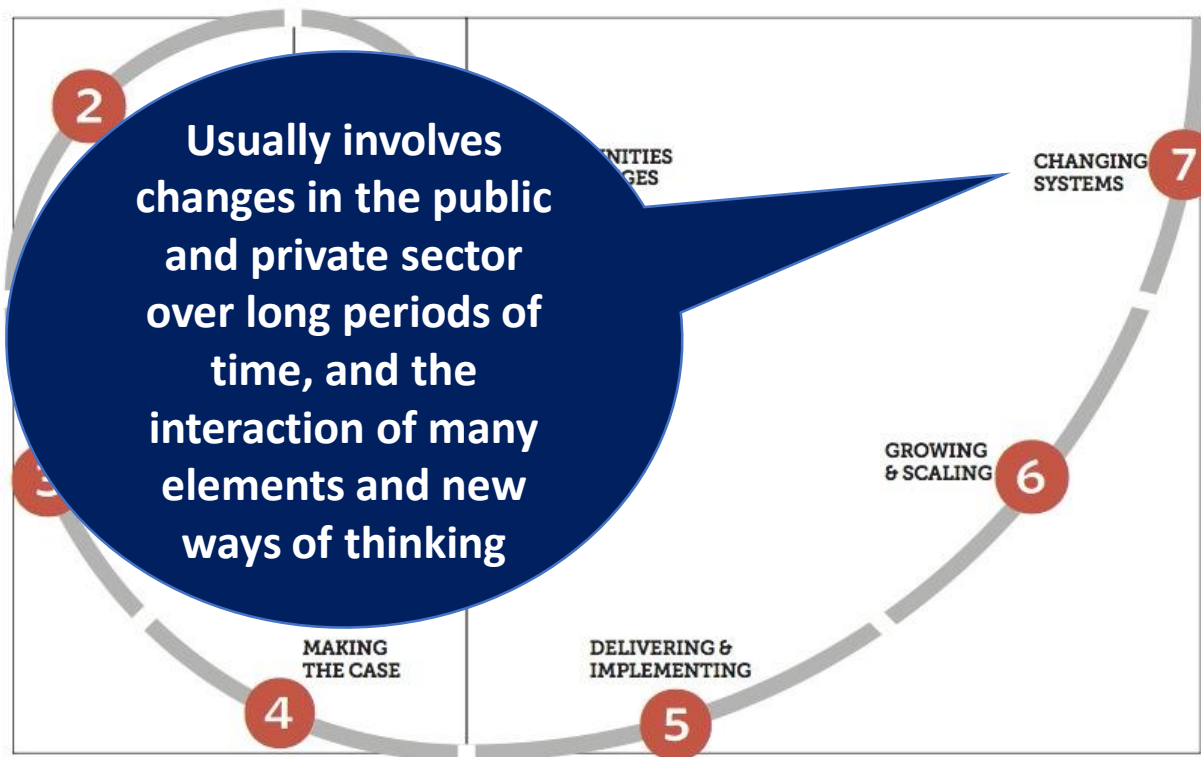
Systemic Change

Infrastructure for green transport - plug-in points for hybrid cars in San Francisco. Image courtesy of CalCars.org.

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

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Group Discussions on Examples of SIH

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/qt4Ky3wQhvA

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

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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?

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Group Discussions on Examples of SIH

3) Share your small group's outputs to the big group.
5 minutes per small group

SIHI: ADVANCING SOCIAL INNOVATION IN HEALTH

Presenter: Noel R. Juban, MD, MSc
On behalf of: Social Innovation in Health Initiative

SOCIAL INNOVATION IN HEALTH INITIATIVE (SIHI)

A global network of passionate individuals and institutions advancing social innovation in health in developing countries

IDENTIFICATION & RESEARCH

- **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**

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STRENGTHENING COUNTRY CAPACITY
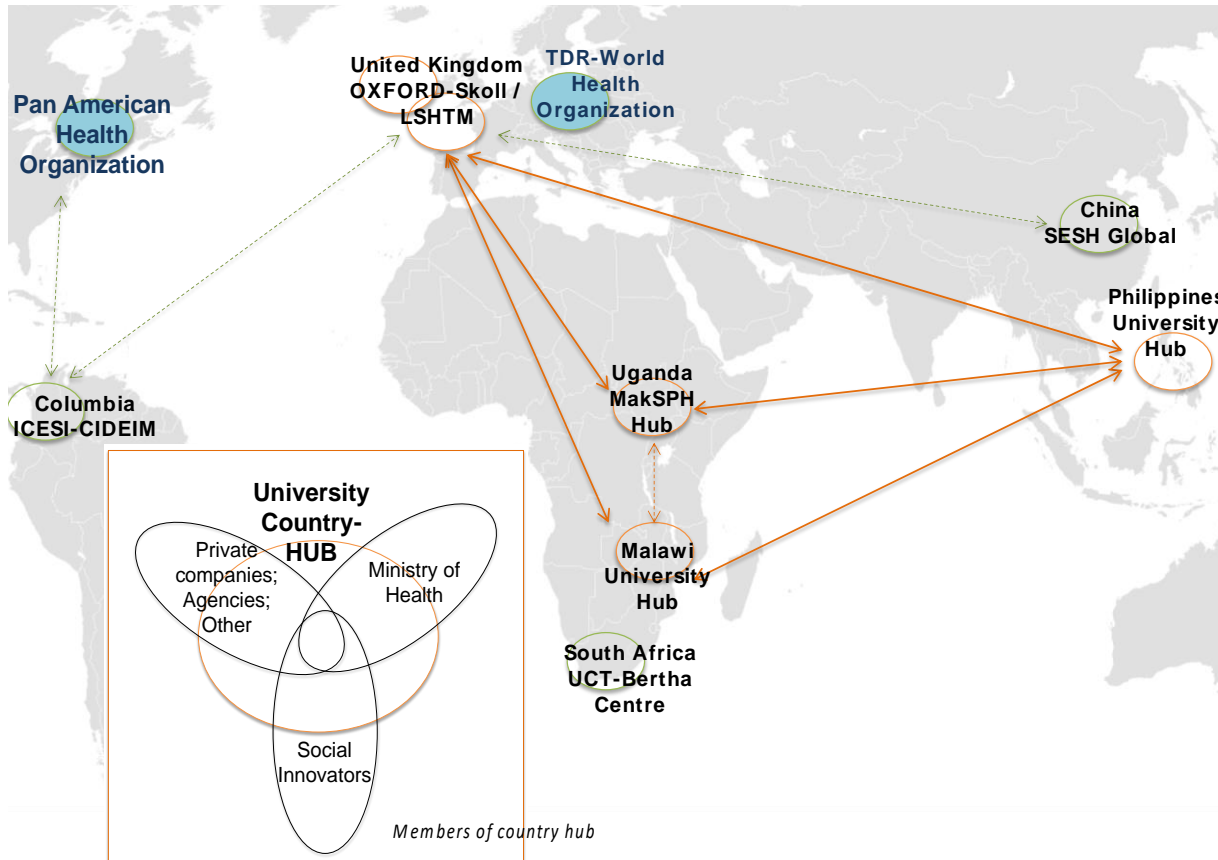
- **Undertake research**

- **Provide support to build social innovation research capacity**

- **Foster relationships with local eco-system actors**

Map labels: Pan American Health Organization; United Kingdom OXFORD-Skoll / LSHTM; TDR-World Health Organization; China SESH Global; Philippines University Hub; Columbia ICESI-CIDEIM; Uganda MakSPH Hub; Malawi University Hub; South Africa UCT-Bertha Centre

University Country-HUB; Private companies; Agencies; Other; Ministry of Health; Social Innovators; *Members of country hub*

SOCIAL INNOVATION IN HEALTH INITIATIVE

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 though 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

IN HEALTH INITIATIVE

SIHI PHILIPPINES FOCUS AREAS

Identify social innovations

Enhance capacity for research

Connect and convene stakeholders

Institutionalize social innovation in health

INNOVATION IN HEALTH INITIATIVE

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

Policy advocacy – active engagement with PCHRD for a National Ad Hoc Committee on SIH

ASEAN Network for Innovation

Communications content and coordination

Email: philippines@socialinnovationinhealth.org
Facebook: SIHIPH
Twitter: SIHI_PH
Web: www.socialinnovationinhealth.org/philippines
YouTube: SocialInnovationInHealthInitiative

Department of Clinical Epidemiology
UP College of Medicine

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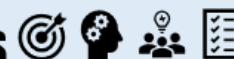
WHAT ELSE?
What else do we want to explore and discover about our health challenge?

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