

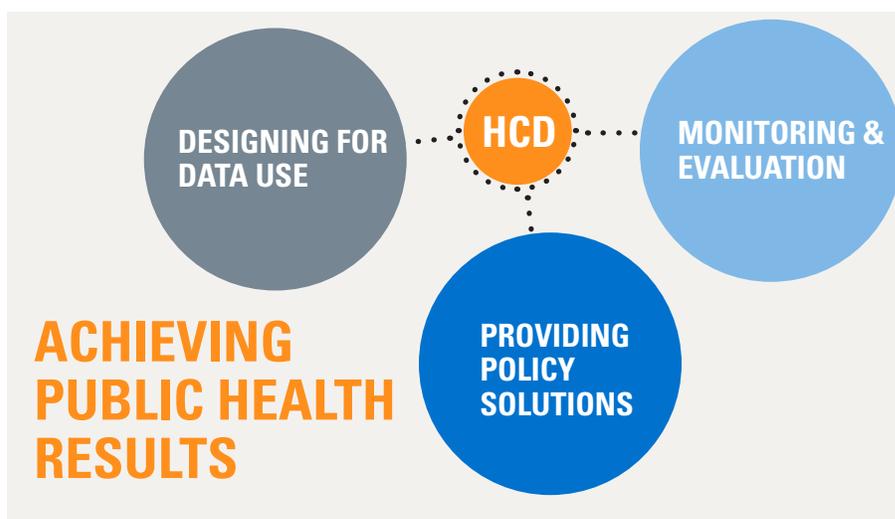
# HUMAN-CENTERED DESIGN

## @ JSI

**AS GLOBAL HEALTH CHALLENGES EVOLVE AND NEW TECHNOLOGIES EMERGE, PUBLIC HEALTH SOLUTIONS AND THE WAY WE CAPTURE THEIR EFFECTS, MUST BE CREATIVE, DATA-LED, AND MOST IMPORTANTLY, PEOPLE- FOCUSED.**

**John Snow, Inc. (JSI)** is a recognized leader in designing and implementing public health programs. At the heart of our work is Human-Centered Design (HCD), a process that fosters innovation, prioritizes learning, and puts people at the center of public health solutions.

In partnership with HCD specialists, we apply HCD to address a range of global health challenges, including identifying gaps in community health policy and programming to promoting data use at all levels of the health system. The core principles of HCD align with JSI's own values in cultivating an empathetic understanding of the end users and their needs in order to appropriately respond.



## DESIGNING FOR DATA USE

*Data use is the ultimate goal for research, monitoring, and evaluation. JSI uses HCD to understand the motivations, desires, and challenges of stakeholders related to data use. By doing so, it allows for the discovery of creative solutions while ensuring that data contributes to ongoing learning and decision making.*

Under USAID's MEASURE Evaluation project, JSI and its partners are collaborating to understand the motivations and attitudes of district-level HIV program staff in using data for decision making. Working with Matchboxology, a design firm based in South Africa, the team uses HCD in facilitated sessions to gain valuable insights on data collection, management, and use. HCD also enables stakeholders to fully engage in identifying barriers to data use and prototyping tangible solutions that could be tested and later adopted.

Other designing for data use work includes: The Ethiopia Data Use Partnership (The Bill & Melinda Gates Foundation), Designing For Data Use (The Global Fund).

## PROVIDING POLICY SOLUTIONS

*At the core of transforming ideas into real, actionable solutions is the ability to empathize with users, understand their needs, and to have a contextual understanding of the environment. We incorporate HCD as a participatory approach to gather evidence directly from stakeholders to inform the design of national initiatives and policy, while fostering a sense of ownership at the local level.*

In 2015, the Government of Tanzania launched a process to design a new community-based health program, including creating a new cadre of professional community health workers. To support implementation of the new strategy and program, USAID's Advancing Partners and Communities (APC)

project partnered with the JSI-led Community Health and Social Welfare Systems Strengthening Project and the design firm Matchboxology to pilot a HCD approach that would inform national policy and program development. The approach brought together stakeholders, from various levels of the health system, to engage in dialogue, identify local issues and needs, and generate ideas to strengthen the content and process for finalizing the community-based health program design.

Other providing policy solutions work includes: APC Sierra Leone (USAID)



## MONITORING & EVALUATION

*HCD is increasingly being incorporated into global health programs. However, there is a dearth of evidence on the effectiveness of the discipline in understanding the root causes of public health challenges and designing solutions to address them. JSI is at the forefront of utilizing creative M&E approaches to examining the influence of HCD on global health programs.*



JSI served as the global research partner for the Innovations for Maternal, Newborn, and Child Health Initiative (*Innovations*). *Innovations* was a multi-year grant, led by Concern Worldwide, to find and test ambitious new ideas that have the potential to overcome barriers to accessing maternal, newborn, and child health services and significantly improve the delivery of these services. Under the Initiative, JSI worked in partnership with local research firms to evaluate pilot program success and conduct a multi-country case study across the projects to evaluate the effects of design thinking as a mechanism to create social innovation in global health programs.

Other monitoring & evaluation work includes: A M&E /Measurement module for the School of Visual Arts' (SVA) Master's of Fine Arts in Design for Social Innovation program

