

Identifying and implementing Social Innovations in health: A focus on Crowdsourcing

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Outline

- Crowdsourcing overview
 - Definition
 - Types
 - Rationale
- Crowdsourcing steps – organize, engage, evaluate, recognize, share
- Applications of crowdsourcing in global health
- Crowdsourcing resources



Crowdsourcing – having a group of people contribute ideas to solve all or part of a problem, then sharing selected solutions with the public^{1,2}

1) Collective intelligence

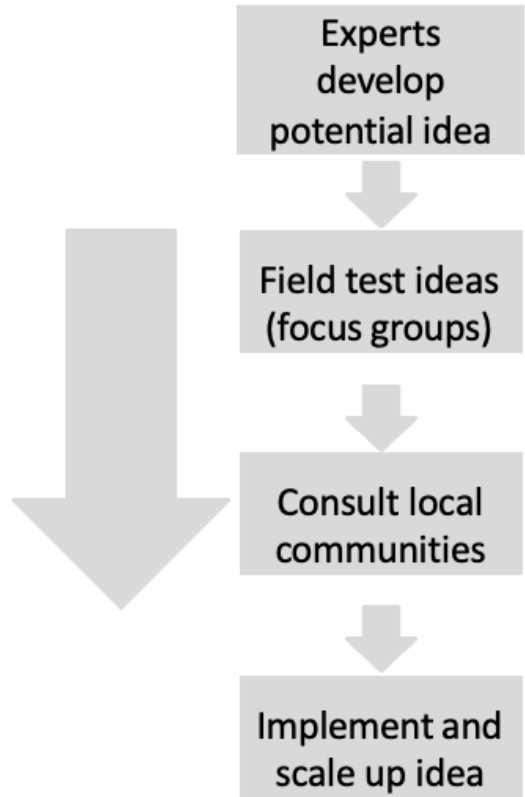


2) Open access

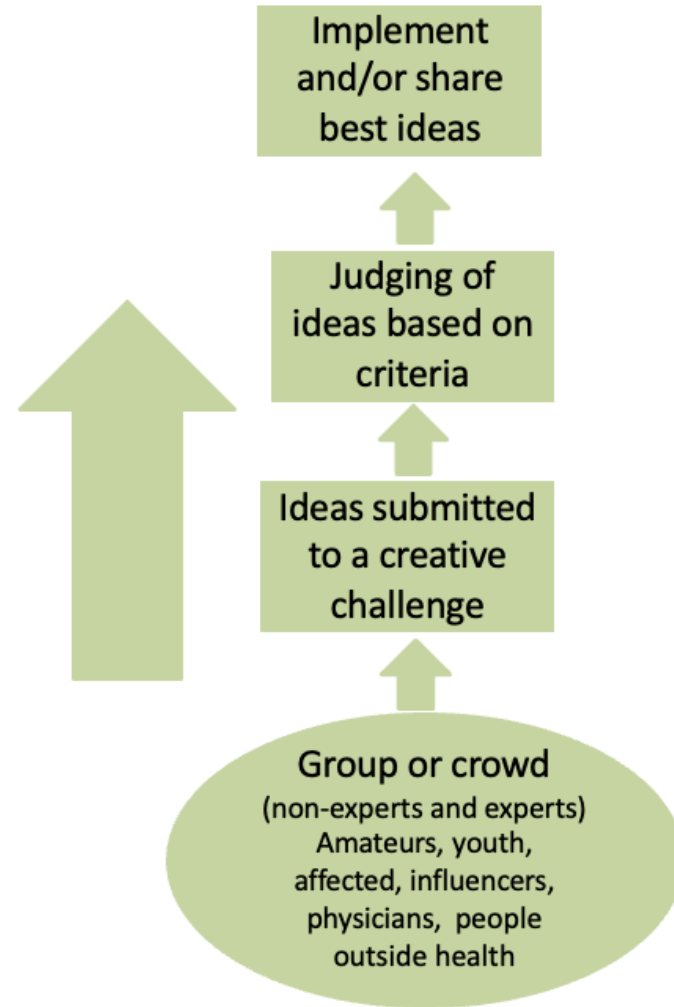


¹Tucker et al., *PeerJ*, 2019; ²TDR/SESH/SIHI Crowdsourcing in Health and Health Research Practical Guide, 2018

Conventional (top-down)



Crowdsourcing (Grounds-up)



Why crowdsourcing to improve health?

- ✓ Mobilize new groups
- ✓ People-centered
- ✓ Community engagement
- ✓ Innovative solutions



Types of Crowdsourcing

Crowdsourcing activity	Structure	Function
Challenge contests	Open solicitation to the public, promotion, evaluation, celebration, and sharing	Generate innovative ideas, interventions, images, or videos (e.g., images to increase HIV testing, strategies to promote hepatitis testing)
Hackathons/ Designathons	Short (often 3 days) event that brings together individuals around a common cause	Design a technological solution, finalize policies/guidelines or a health service (e.g., design an HIV testing service)
Online collaboration systems	Websites or portals that allow individuals to contribute to an idea or solve a problem	Solve micro-tasks or generate an online resource platform (e.g. Wikipedia, Foldit)

Examples

Contests



Crowdfunding Contest

Designathons/hackathons

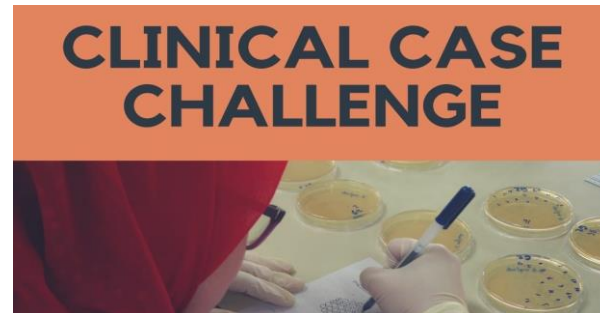


Designathon in Nigeria, 2019

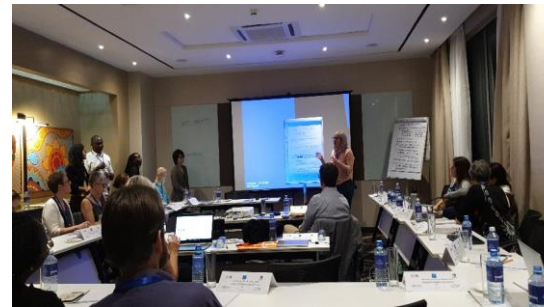
Online collaboration systems



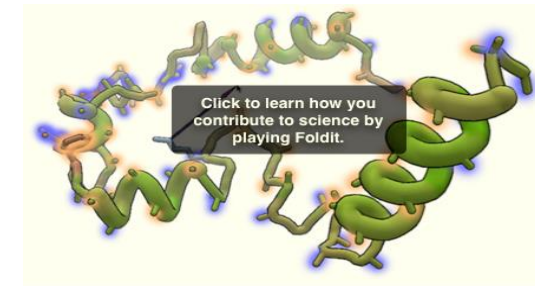
Wikipedia



AMR Case Contest



WHO/HRP Hackathon in Kenya, 2020



Mass collaboration: Foldit

The Stages of a Crowdsourcing Open Call



Engage the Community to contribute



Online/Social media

- Share link to website, accompanied with infographics and short blurbs
- Banner announcements
- Incorporate call for ideas into other online announcements, blogs, e-newsletters, etc.

In-person events

- Didactic sessions at schools/universities
- Feedback sessions for those with half-formed ideas
- Community-driven events (organized by CBOs, partners)

Recognize Finalists



Public recognition	Feedback from professionals on submission	Included in publications	Certificate of participation	Email of appreciation
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Examples of Crowdsourcing applications in Global health research

Crowdsourcing for advocacy in chronic viral hepatitis



Purpose

To solicit advocacy stories relating to lived experiences with viral hepatitis

What did we look for?

Personal or family stories about living with Hepatitis and advocacy experiences,
Images, Videos, Audio files, Infographics, Written narratives

Focus

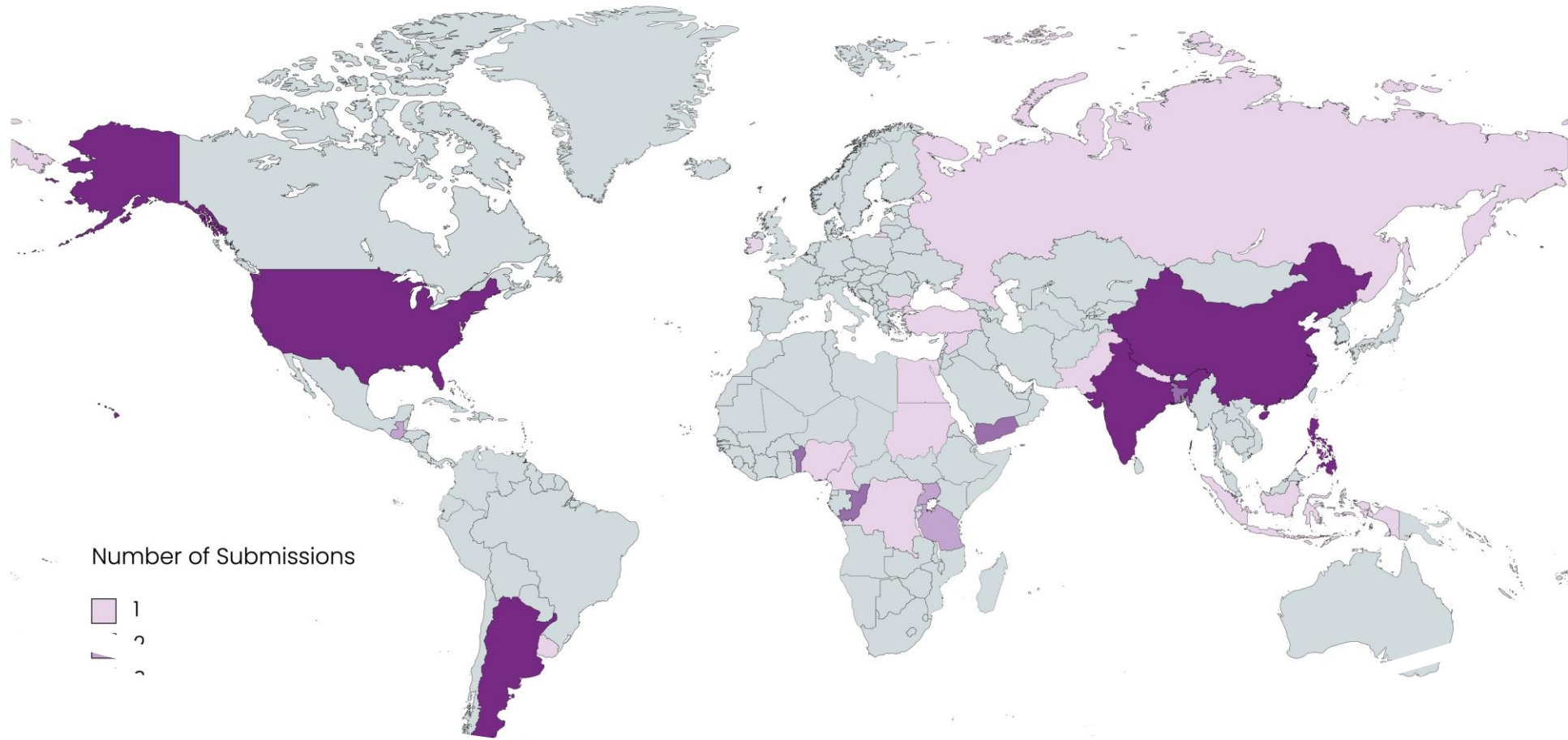
The intention of our call was to engage specifically with participants in Africa and Asia

Distribution

We collaborated with CBOs and WHAs global connection to distribute the open call

**Are you willing to share
your story to help
inspire change?**





Overview of submissions

- 119 total submissions
- 85 eligible submissions
- 29 finalists



Conclusions and Next Steps



Advocacy for hepatitis in Africa should target key points- PMTCT cost of care, stigma/discrimination, govt involvement



Need for further empowerment of identified CBOs and finalists in hepatitis advocacy through extended working group meetings



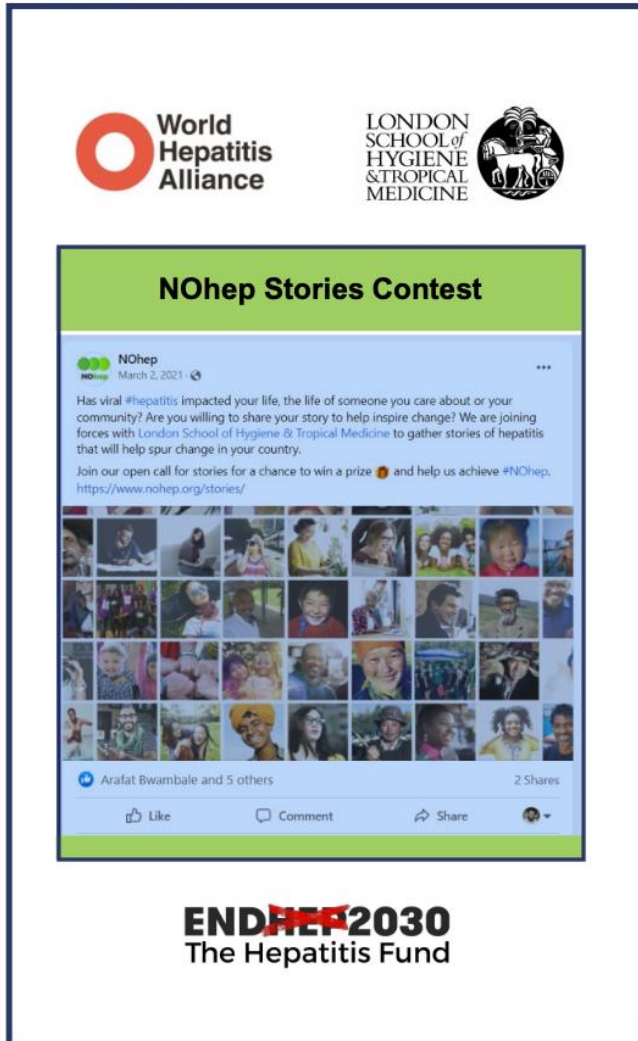
Dissemination of finalists messages for advocacy and to spur hepatitis awareness this region



Creating an environment for sharing Hepatitis stories and connecting Hepatitis activists

Participation in NOhep Stories Contest

Phase 1



World Hepatitis Alliance


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NOhep Stories Contest

NOhep March 2, 2021

Has viral #hepatitis impacted your life, the life of someone you care about or your community? Are you willing to share your story to help inspire change? We are joining forces with London School of Hygiene & Tropical Medicine to gather stories of hepatitis that will help spur change in your country.

Join our open call for stories for a chance to win a prize and help us achieve #NOhep. <https://www.nohep.org/stories/>





Arafat Bwambale and 5 others 2 Shares


Like Comment Share

ENDHEP2030
The Hepatitis Fund

Phase 2

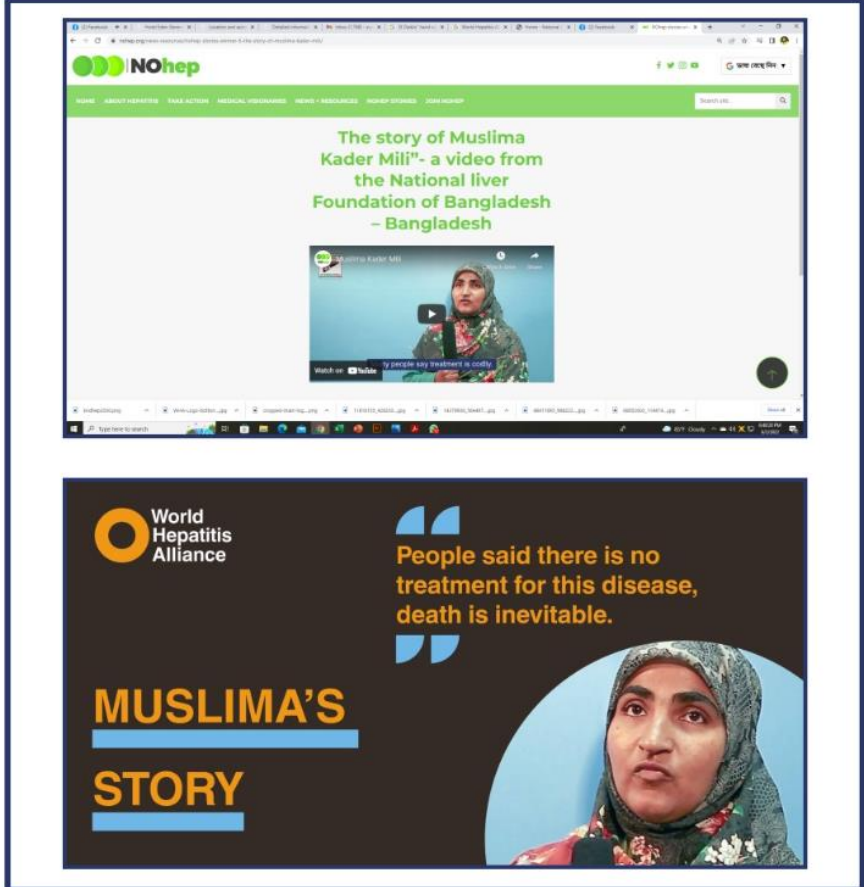


Went for blood donation for daughter's surgery, September 2013




Went for blood donation, received Hepatitis B positive

Phase 3



NOhep


The story of Muslima Kader Mili - a video from the National Liver Foundation of Bangladesh - Bangladesh



World Hepatitis Alliance

People said there is no treatment for this disease, death is inevitable.

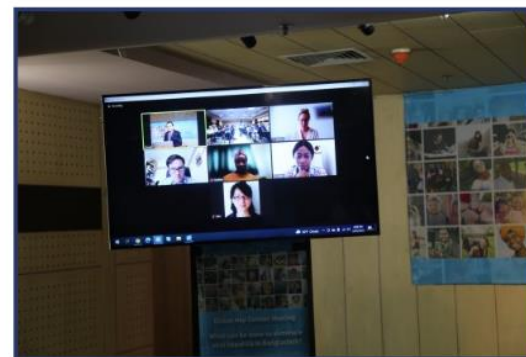
MUSLIMA'S STORY



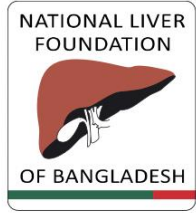


Global Hep Contest Meeting, Dhaka, Bangladesh

Learning about Crowdsourcing for Hepatitis Advocacy and Public Engagement



Digital crowdsourcing can improve hepatitis awareness, testing, reduce stigma & discrimination and will effectively contribute to the Hepatitis ELIMINATION.



National Liver Foundation of Bangladesh

Areas of work

Since 1999

Awareness



Testing



Vaccination



Treatment



Advocacy



Actions for Collaborative Community-Engaged Strategies for HPV

For Girls and Women (ACCESS-HPV)- Designathon

Purpose

- To identify community-led, innovative approaches to promote HPV vaccination and cervical cancer screening for women and girls in Nigeria



The poster features the '4 GIRLS AND WOMEN' logo at the top left, which is a circular emblem divided into four quadrants with the text 'FEMALE INSPIRED' around it. To the right, the text '4 GIRLS AND WOMEN' is written in a small font above the large, bold words 'IDEA CONTEST'. Below this is a teal button with the text 'APPLY NOW!' and the URL 'bit.ly/4gwidea'. The central text reads 'CALLING GIRLS (9-26) AND WOMEN (30-49) TO ANSWER THE QUESTION:'. Below the text is an illustration of three women of African descent in profile, facing right. The woman on the left wears a patterned headwrap and a brown top. The woman in the middle has dark hair and wears a dark top. The woman on the right has a large afro and wears a light-colored top. They are surrounded by green foliage. At the bottom of the illustration, the question is repeated: 'HOW MIGHT WE PROMOTE HPV VACCINATIONS FOR GIRLS AND HPV SCREENING FOR WOMEN IN NIGERIA?'

Entries

612

Eligible

470

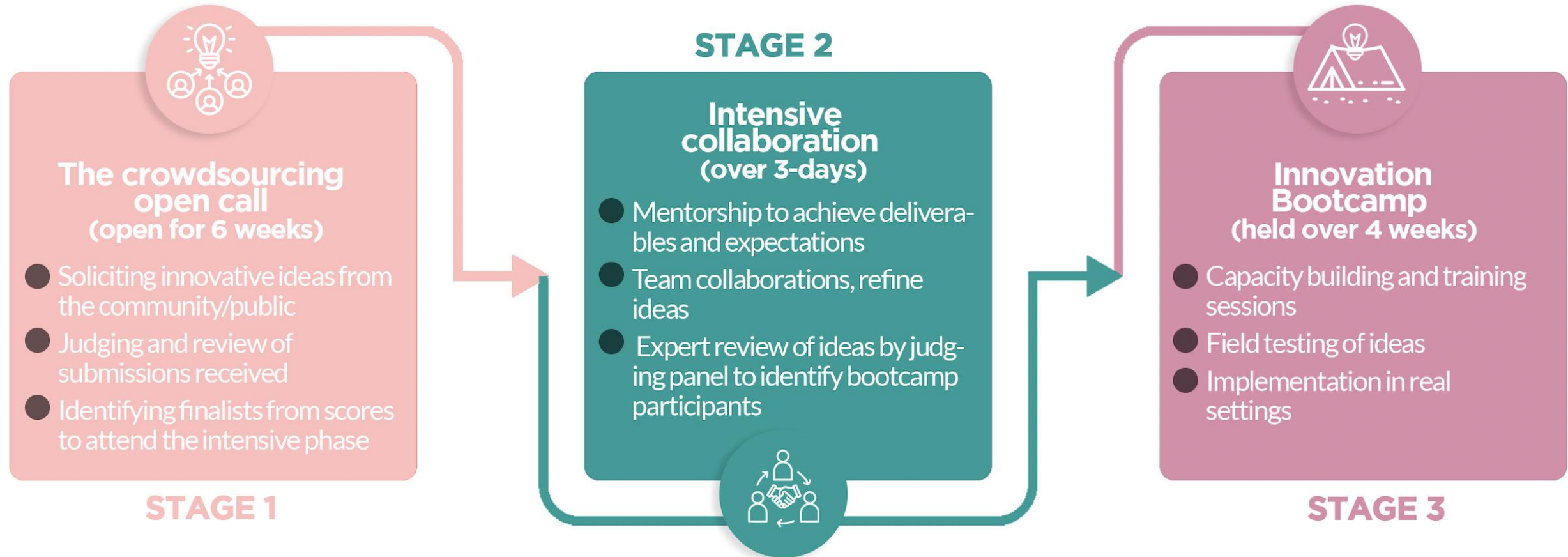
Designathon

16

Bootcamp

8

Overview of the stages employed in the ACCESS-HPV Designathon



Finalist example



[Get Vaccinated](#)

[Get Tested](#)

[Survivor Stories](#)

[About HPV](#)

[Speak with a Professional](#)

Every day, 32 women are diagnosed with cervical cancer and 28 of them die from it.

Agojie is committed to creating awareness about HPV, bringing the screening and vaccination to your doorstep and collaborating with similar bodies to fight against HPV and cervical cancer.

[Learn More about HPV](#)

[Spread the word](#)



Finalist example

OUR INNOVATION

Daughter-Mother Gatherings (Moments)



D-MOMents

4

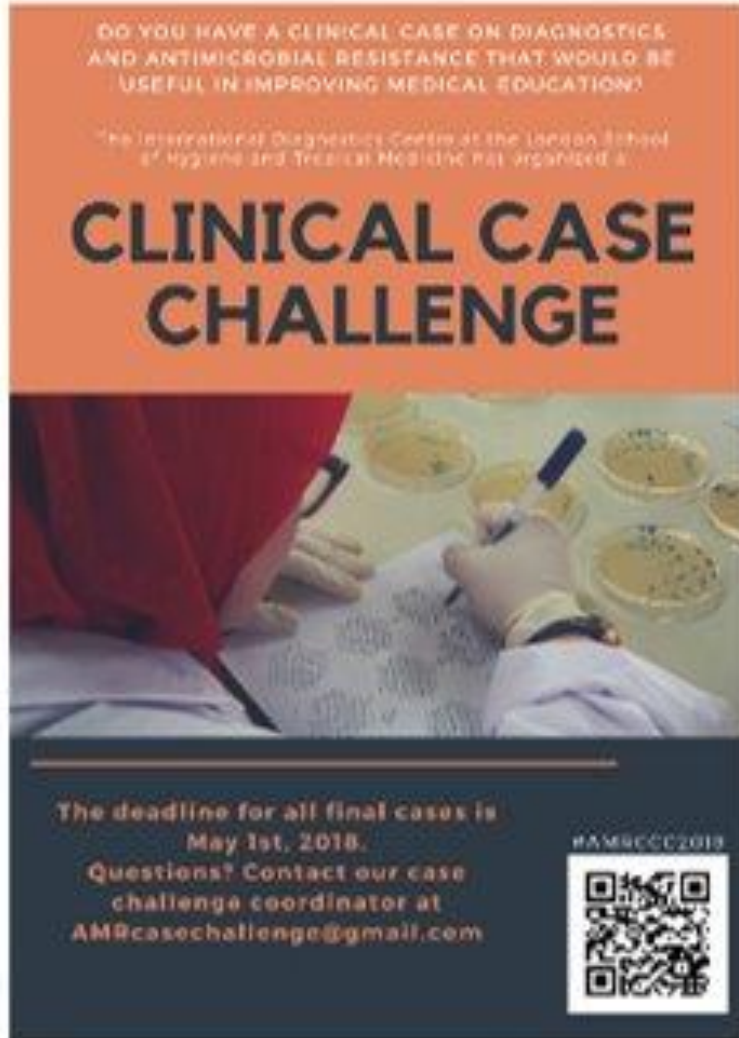
A BRIGHTER FUTURE

- ▶ This is a monthly daughter-mother gathering (D-MOMents) Which involves the use of a priceless gift package.
- ▶ Priceless gift package is a mother-daughter gift box, containing HPV vaccine for the daughters (9-21yrs) and cervical cancer kit for the mothers(22-65yrs).
- ▶ This gift box will be presented at a daughter- mother gathering (D-MOMents) in a target communities to increase uptake.

The background of the slide is a dense, colorful mosaic of stylized human faces and figures. Each icon is a simplified representation of a person with various skin tones, hair colors, and clothing, creating a sense of a large, diverse crowd. The colors used include shades of blue, green, yellow, orange, red, purple, and brown. The overall effect is a vibrant and inclusive visual representation of a community or a large group of people.

Other applications of Crowdsourcing

Antimicrobial resistance clinical case contest



- **Purpose:** To develop open access learning resources on AMR
- 23 strong submissions (3 finalists)
- Top three cases were used to develop an open access AMR learning module

Antimicrobial Resistance and Clinical Diagnostics

A CME Module for Physicians



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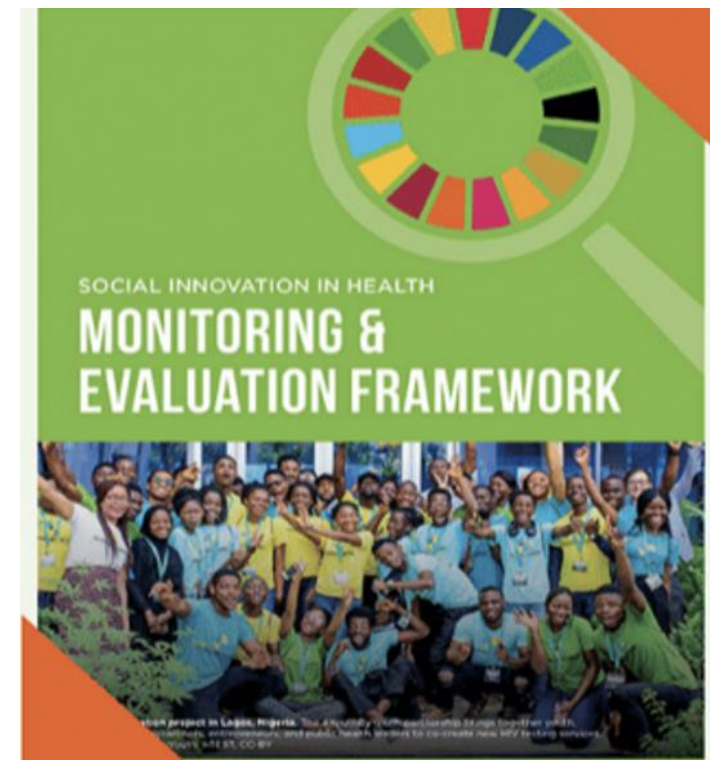
The
International
Diagnostics
Centre

Social Innovation in Health M&E Contest

- Monitoring and evaluation in health research is important to understand what works and what doesn't
- No specific tool/framework to measure and evaluate social innovations in health projects
- We received a total of 21 unique submissions from 12 different countries
- Developed a social innovation in health M&E framework and research checklist
- Published online as an official WHO/TDR document

<https://socialinnovationinhealth.org/monitoring-evaluation-framework/>

Kpokiri EE & Chen E, et al. (2021) PLoS Med



Enhancing Research Mentorship in LMICs

Purpose

- To solicit strategies to enhance institutional research mentorship in LMICs to inform the development of a practical guide
- To create more equal opportunities within research mentorship programmes in **low and middle-income countries (LMICs)**

Health research mentorship in
low-and middle-income countries
(HERMES)

A TDR Global practical guide to spur
mentorship institutionalization



Development of an International sexual and reproductive health survey instrument: The WHO/HRP Contest

- Lack of standardized, globally-recognized instrument to measure sexual health practices, behaviours and outcomes
- The HRP open call received 175 total submissions from 49 countries, of which 59 submissions were received from LMICs
- Development of an International sexual and reproductive health survey instrument and a list of consensus statements



In summary

Crowdsourcing contests have been very useful to develop innovative health interventions. Its benefits include:

- ✓ Innovative solutions
- ✓ Spurs community engagement
- ✓ Used in different fields/disciplines
- ✓ Relatively low-cost
- ✓ Feasible across settings and regions
- ✓ Remote/digital friendly

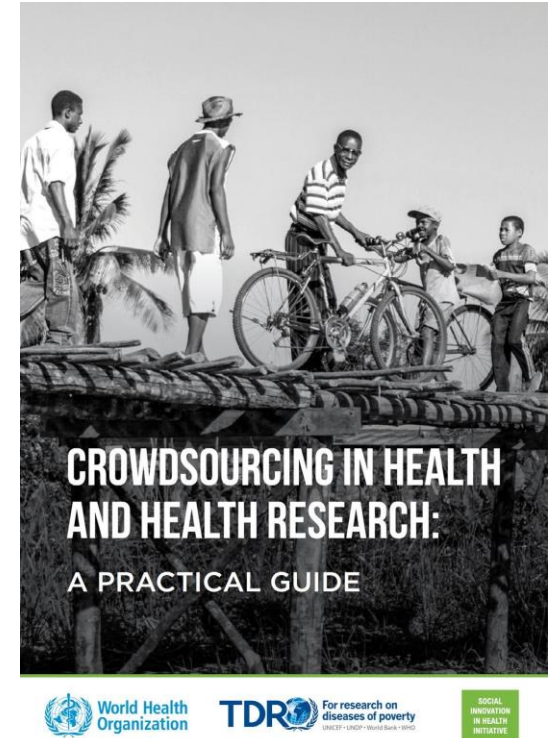




CROWDSOURCING RESOURCES

Crowdsourcing Practical Guide

- ✓ This guide provides practical advice on designing, implementing and evaluating crowdsourcing activities for health and health research
- ✓ Includes descriptions and examples of outcomes collected through challenge contests.





- 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

www.crowdsourcingclinic.org

SESH Global website



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中文网站

English



<https://www.seshglobal.org/>

Thank you!



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