What you should know about HCD Insights in ASRH

May 2022 Learning event

HCD EXCHANGE

Running order

1. Welcome and Introductions

2. Demystifying insights

3. How HCD-generated insights add value to ASRH programming: Mindsets & process

4. What it takes to do quality insight generation, and use them well

5. Launch of new resource on Adolescent Insights

6. Q & A

Rimjhim Surana
HCD Consultant
HCDExchange

Muthoni Wachira
Project Director
HCDExchange

Tracy Johnson
Global Delivery Programs' Insights
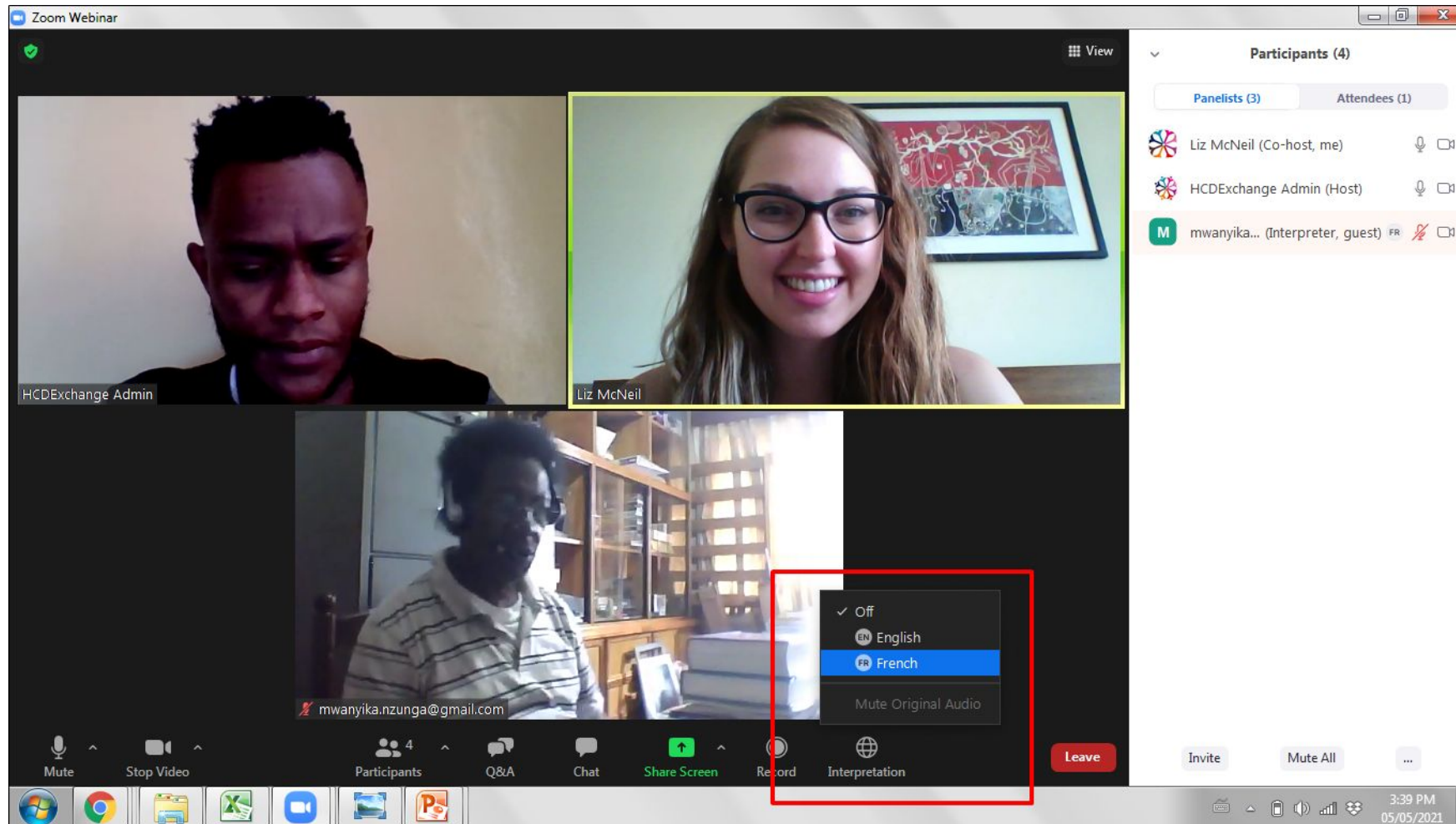Bill & Melinda Gates Foundation

Meru Vashisht
Design Strategist
Tinkerlabs

Andy Awiti
Lead Creative Strategist
Scope Impact

Mary Philips
Public Health Consultant
PSI/Ethiopia

Join an Interpretation Room

What are insights?

Please get out your mobile phones and go to www.mentimeter.com

Use code: 8884 3474

Demystifying insights through storytelling

Meet Kelemi…
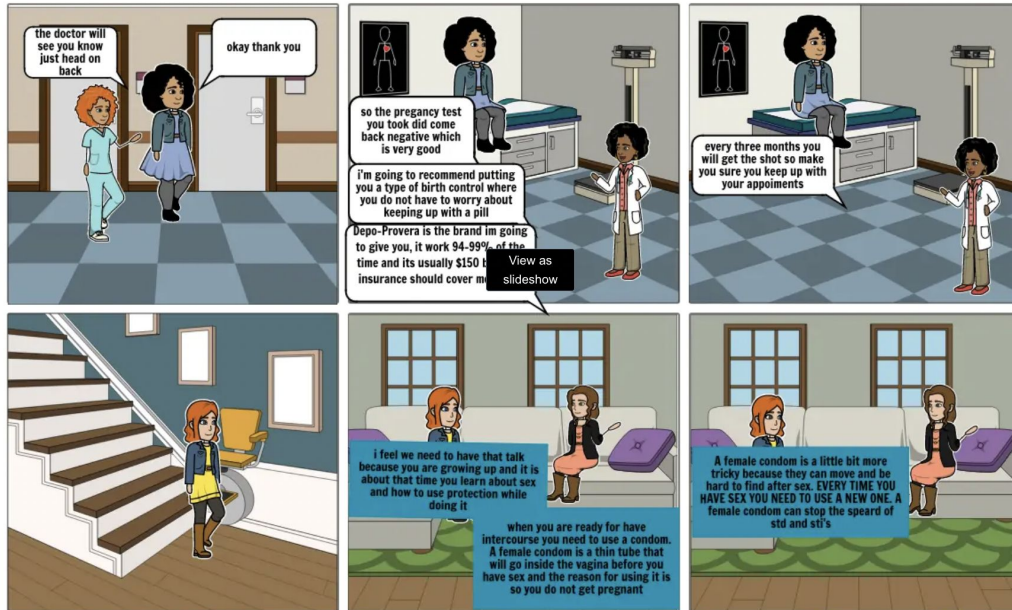
Storyboards

Image source:
https://www.storyboardthat.com/storyboards/miyab
ando/birth-control-method

Cards

Image source:

Insights......

Challenges	Fears	Needs	Aspiration	SRH Ecosystem

Challenges

Lack of FP knowledge

Inability for spousal consultation

Fears

Having too many children and the cost implications of that

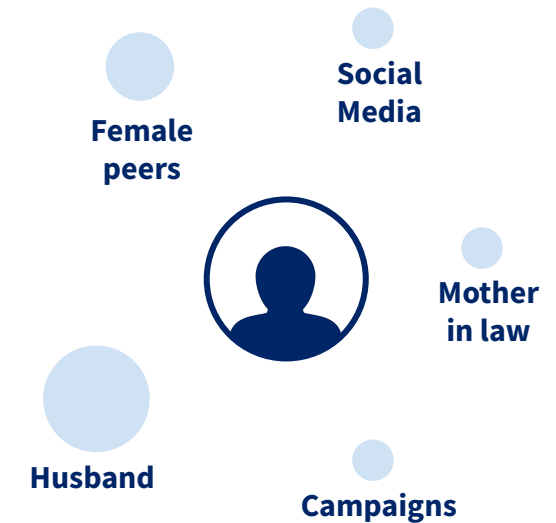Concerns regarding her fertility

Needs

Provide a high quality life for her children

Aspiration

Space & limit in a healthy manner

Achieve the family size she desires

SRH Ecosystem

Female peers

Social Media

Mother in law

Husband

Campaigns

How might we...

Equip Kelemi and young women like her with **complete information about family planning** so that they can <u>**actively make decisions**</u> about their lives?

Help Kelemi and her husband **discuss their family planning goals and how to achieve them** so that she feels <u>**supported in her decisions**</u> about contraception?

Support Kelemi in **being an active contributor in the way that she desires**, to <u>**provide a quality life**</u> <u>**for her children**</u>?

Solution Concepts

Skills Development Group

Couple Engagement

Community Champion

Blended Solution

Couple Engagement + Community Champion

HCD Process

by Mary Phillips, Public Health Consultant

Process

1 Define the question

2 Conduct rapid desk review

3 Identify what you want to ask

4 Create tools & interview guides

5 Conduct your interviews

6 Synthesize & define insights

HCD Mindsets

by Meru Vashist, Design Strategist, TinkerLabs

HCD Mindsets

Empathy

Iteration

Act of Making

Empathy

Instead of judging her action, we find echoes of her emotions in our own lives.

I need to get 100% proof of having avoided pregnancy (post the act) because I am super scared of the consequences of unintended pregnancy.

Visit the list of HCD insights at https://www.brewingequality.in/

Iteration

Instead of confirming our hypothesis, we iterate on the go.
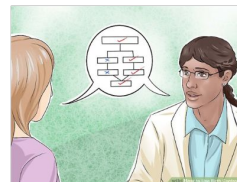
User learns about ECP service from HW

User registers for ECP service. HW assigns an ECP card to the user

User calls for ECP when needed. HW makes an entry against her card

User receives ECP within 24 hours

Visit the entire case study athttps://www.tinkerlabs-socialinnovation.com

Act of Making

Instead of hesitating, we act

When can you use insights during the HCD process?

Please get out your mobile phones and go to www.mentimeter.com

Use code: 8884 3474

Let go of your judgements to empathise, let go of your ego to iterate, and let go of your hesitation to make.

Insights for co-creation of movements

by Andy Awiti, Lead Creative Strategist, Scope Impact

Think of all the hundreds of songs you have heard, with a piano tune…

A piano can play 88 keys over around 7 octaves.
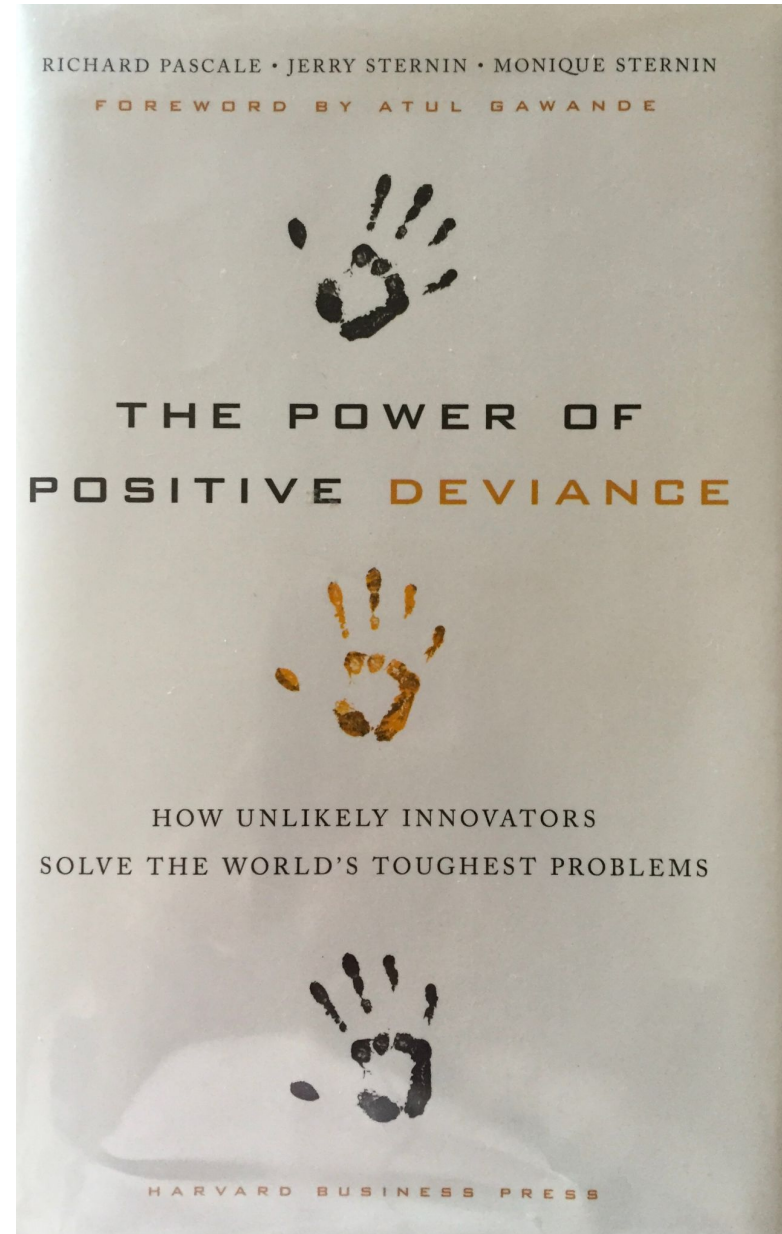
Positive deviance - The answer already exists with the community

- Solutions to intractable problems already exist in one form or the other

- Solutions have already been discovered by the community

- Innovators (deviants) have registered success facing similar challenges and constraints as peers

Insights: A pathway to amplifying the voice of the community

Issues definition

Identifying the pockets where interventions are truly needed and where solutions may lie

Intervention prototype

Exploring and pre-validating elements of a solution with stakeholders

Amplification of community voice and intervention

Framing and packaging interventions and solutions for scaling, with stakeholders a

#Formnigani

A movement, co-created with Kenyan youth
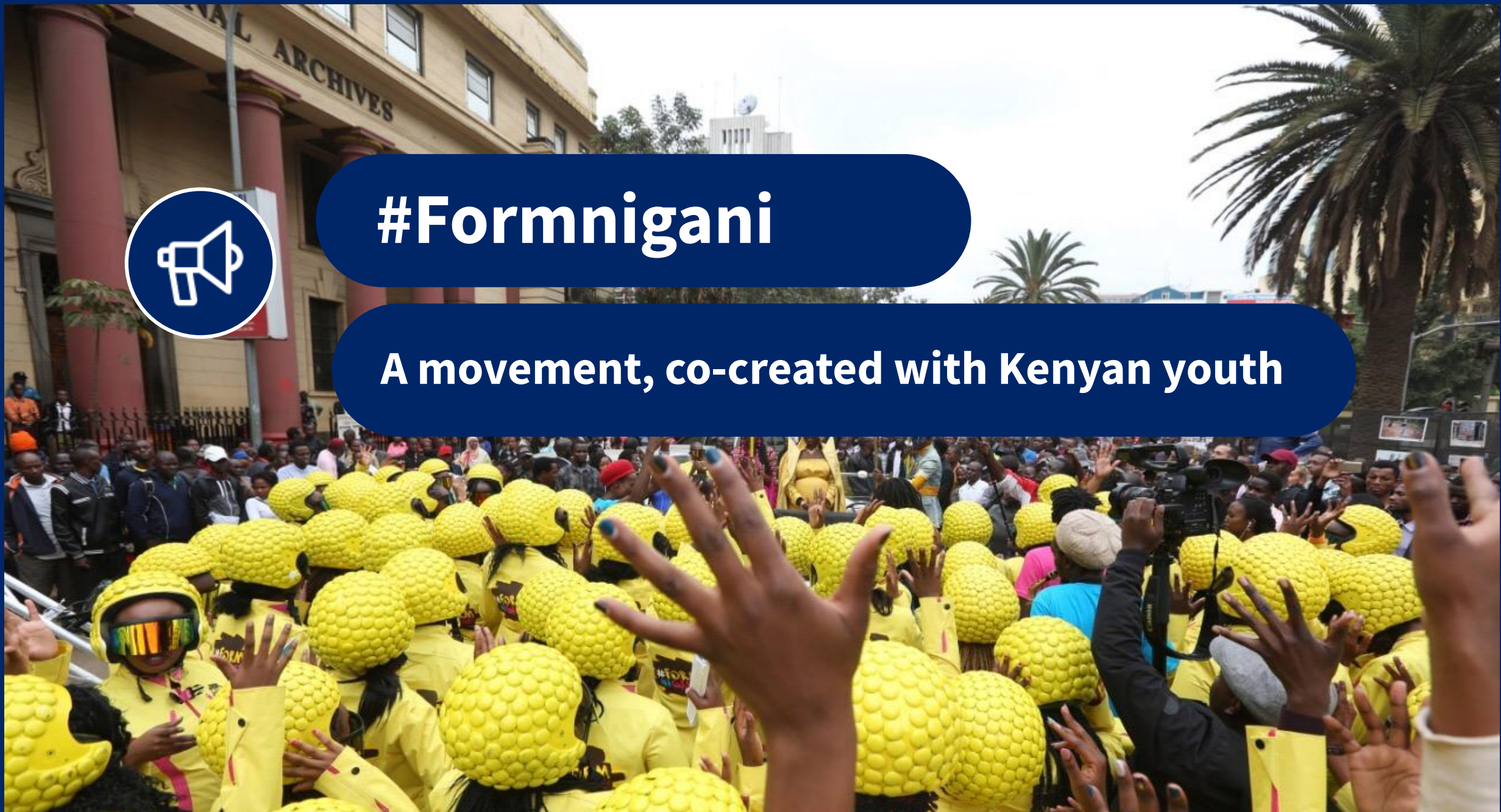
The challenge:

Factors that define the SRH space for youth are rooted in complex social systems, and thus solutions are prone to unforeseeable consequences.

Key insights:

- Youth wanted and needed contraception

- Stifled public discussion hin[...] advocacy and access to qua[...] contraceptives

- Youth felt they were neither[...] understood nor in a positio[...] influence

Co-creating with youth to develop interventions

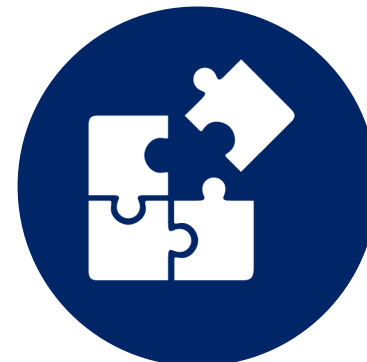**Messaging -** Defining messaging reflective of youth needs - ability to plan

Open discourse - Create an environment for conversations around sensitive topics and personal experiences
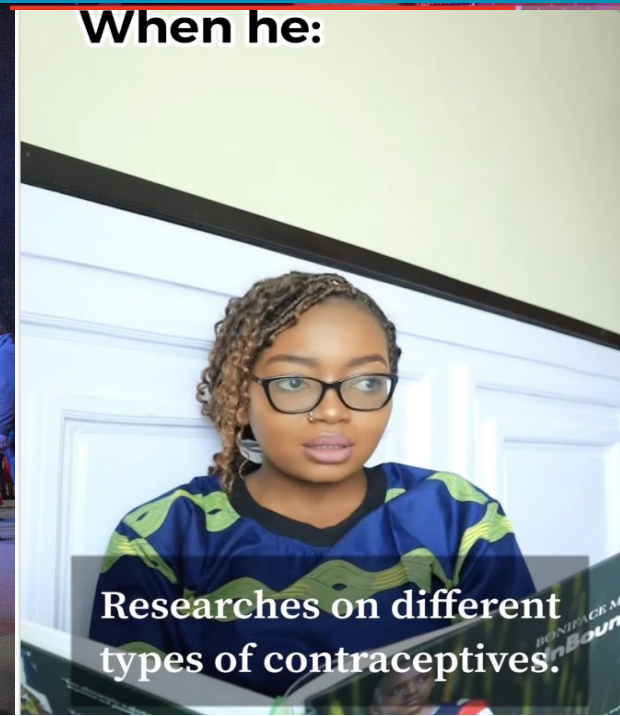
Vision casting - Scenarios building to exploring what the future holds for Kenya in the context of contraception

Collaboration for empowerment - Working across stakeholders to empower youth and local actors to drive SRH self care

Content: Amplification of conversations and ideas by youth

FormNiKurepresent

estherkazungu Get you a partner who knows #formnikujijali 😉

Send #FormNiKujijali via WhatsApp to 0775533117 or call 0800211227 & talk to reproductive health expert 😄 #FormNiGani

#apartfrom #form32A #sijui #form32B #kunahiiform #bye😂😂😂

5w

nurse_muthoni.ke I watched more than 10times. I couldn't help but notice how you really support your friends. Your content is underated girl. You are so good at what you do. I have seen so much growth

Liked by **ibra_mumo** and **2,954 others**

When he:

Researches on different types of contraceptives.

#FORM NI GANI?
RESULTS + IMPACT

- Bungoma County budget for contraception increased by 6% in 2019

- Trained 40+ youth champions and advocacy organizations

- Brand awareness of over 40% in Nairobi, and 50% in Bungoma

- 132% increase in demand for services from partner facilities in November 2021, in collaboration with RHNK

382 MILLION Social Media

USD 2.81 MILLION PR Value

7,000 Bungoma event attendance

700 MILLION AUDIENCE REACH

153.6 MILLION Radio listenership of theme song

112.7 MILLION Broadcast, online and print media reach

110,000 Nairobi event attendance

Insights on Insights

by Tracy Johnson, Bill & Melinda Gates Foundation

Why We Believe Insights are Critical

- Provide decision-makers with the information they need to make informed decisions
- Transform data into insights that can be easily understood and are actionable
- Brings customer's voice to the decision-making process
- Makes visible the system – identifying tension points, opportunities, reframing

How we define Insights

An insight is new understanding that clarifies decisions, actions, and ways forward.

Insights arise from reframing;

1. **Insight formation** involves studying a situation from multiple (interdisciplinary) perspectives and weaving together information to arrive at an understanding of what's at the core of a situation.

2. **Insight presentation** invokes storytelling through multiple kinds of data to present the evidence in a way that manifests the insight. These may not be radically new but they do involve reframing the situation.

3. **Insight activation** embeds the new understanding into strategy, clarifying decisions and actions.

Some key do's and don'ts of Insights

An Insight:

Identifies a **root cause** or an underlying finding

Sees a larger **pattern or correlation**; aligns perspectives

Tells a **compelling story,** elevating people's voices

Points to **action** to solve a real problem
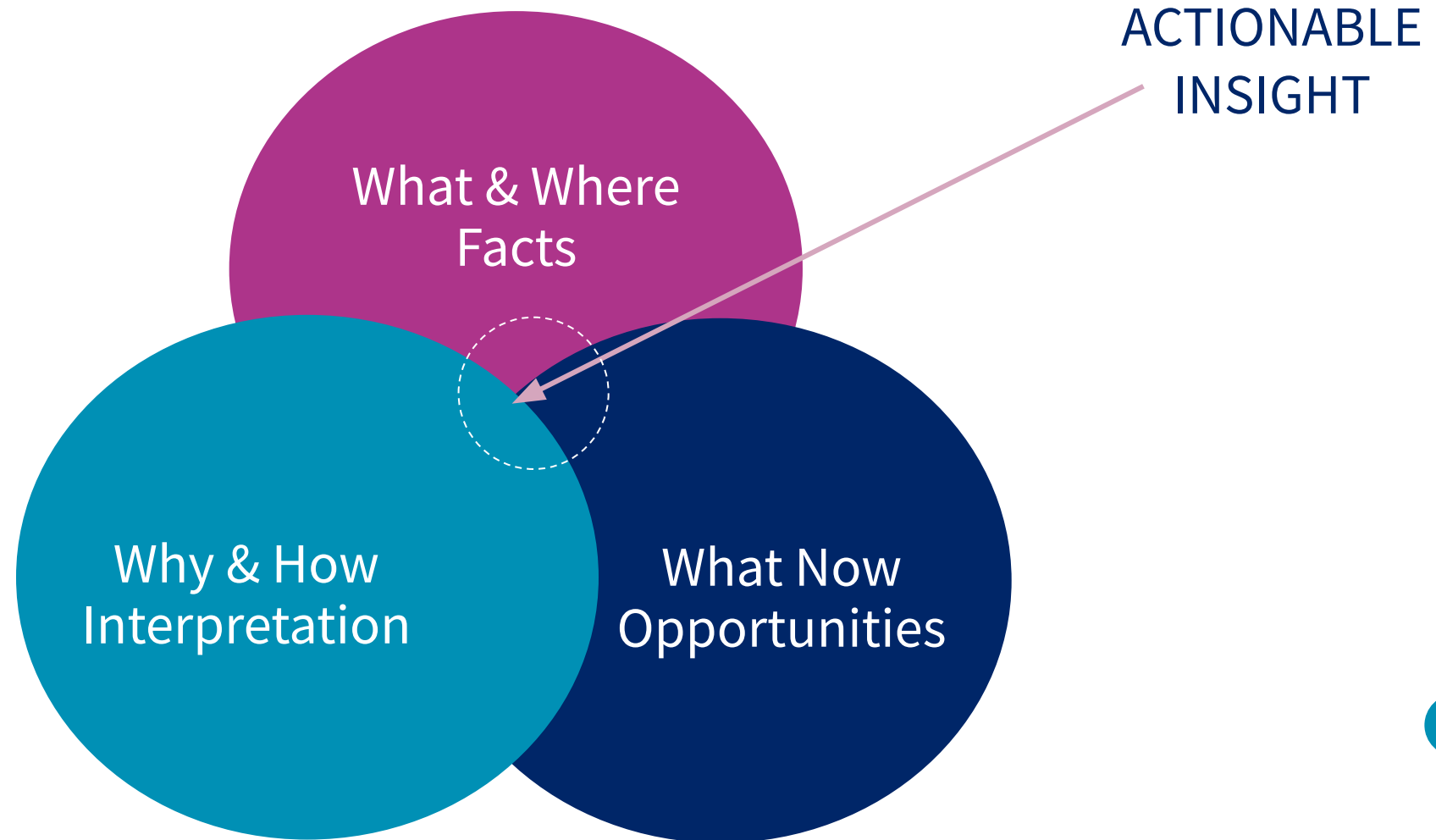
An insight is NOT:

Raw data

An observation
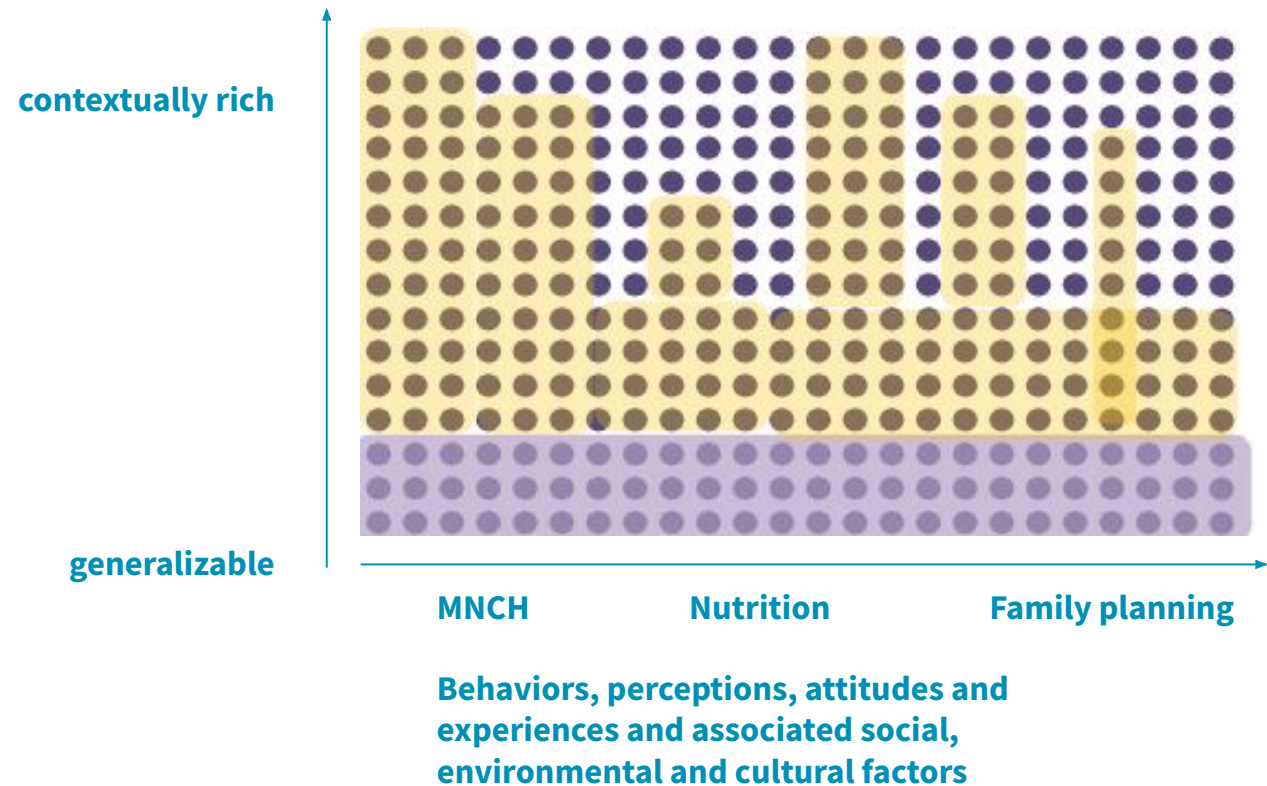
A "customer statement"

A feature

How do we know if an insight is actionable?

What & Where
Facts

Why & How
Interpretation

What Now
Opportunities

ACTIONABLE
INSIGHT

The biggest mistake: not doing the analysis

Big Data generated from quantitative methods must be analyzed against **Thick Data** generated from qualitative methods.

Big + Thick data generates insights that answer **What & Where plus Why & How**

contextually rich

generalizable

MNCH   Nutrition   Family planning

Behaviors, perceptions, attitudes and experiences and associated social, environmental and cultural factors

HCD EXCHANGE

New sector resources: Landscape analysis

Generating and Using Insights in ASRH Programs: The Use of Human-Centered Design (HCD)

A Landscape Analysis: Report 1
March 2022

Adolescent Needs, Mindsets, Desires and Preferences: Insights from HCD+ASRH Programs

A Landscape Analysis: Report 2
March 2022
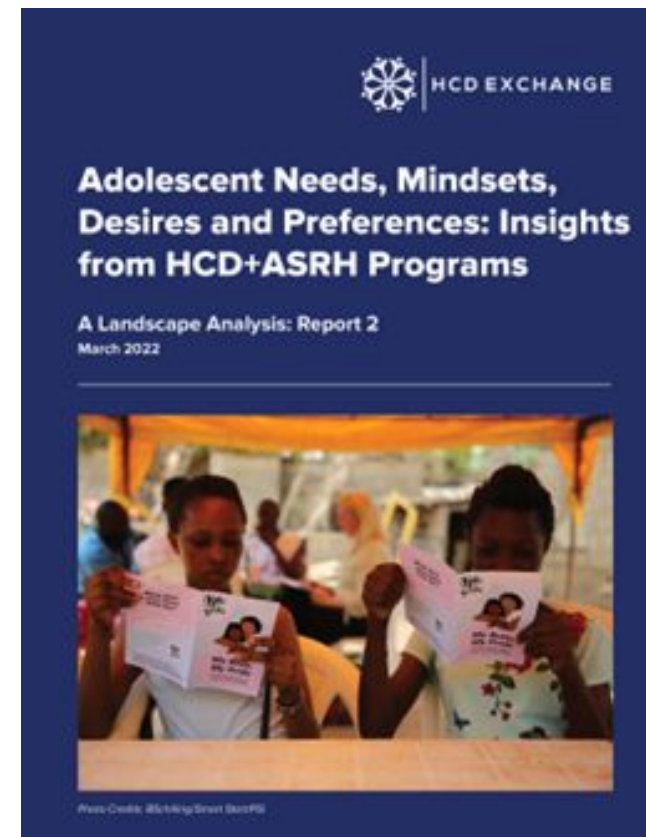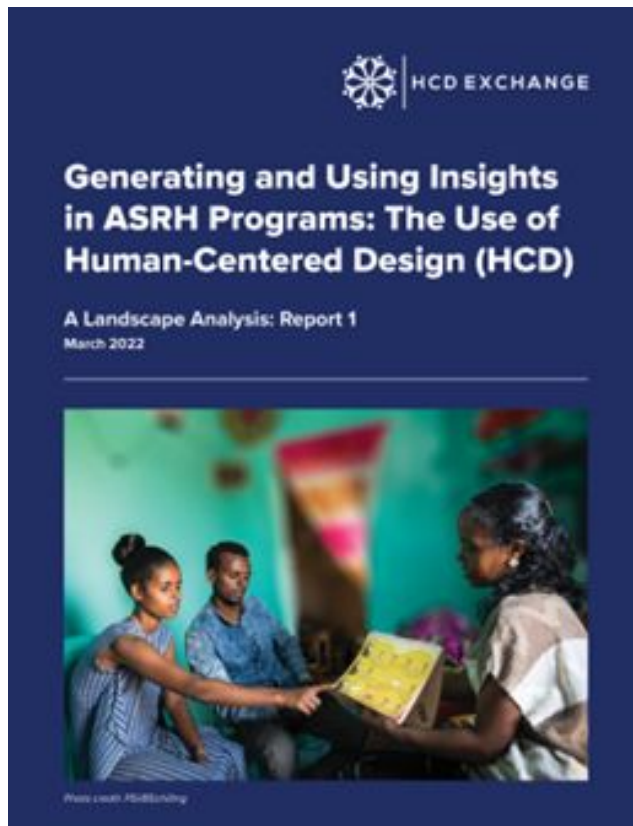
Questions?

Thank you

Access our reports here