The Use of HCD in Global Health

Learnings from engaging with a new form of participatory approaches

Nikki Davis, MPH
JSI’s Center for Health Information, Monitoring and Evaluation
The Shift towards HCD

- Global health is an ever-evolving landscape
- Impactful solutions must be flexible, creative, and person focused
- **Augmenting, Re-imagining and Repackaging** of participatory approaches of the past
- How do we know what the value add of these new methodologies?
Use in Global Health

• How is it being used?
  • Building products
  • Developing service delivery
  • Influencing behavior change

• When in the process is it being used?
  • Spark, ingredient, end to end
  • Typically in the formative research stage
  • Not as much use during implementation
Examples of HCD in Global Health
Identifying Barriers to Data Use

- Example of using HCD to understand barriers at a management level
- Used to better understand key processes like data collection, management, use
- Enabled stakeholders to identify pain points along this process
- Brought together stakeholders to co-design solutions
Informing Policy

• Use of HCD to inform policy for community health

• Chosen to ensure clear understanding of the context

• Enabled the understanding of community health needs from the end beneficiaries

• Co-design of policy solutions ensured multi-level buy-in
Addressing Healthworker Motivation

• Worked with community health nurses (CHNs) to understand motivating and demotivating factors

• Co-created solutions to address biggest issues identified

• Final product: Mobile app

• Continued to use HCD through implementation
Measuring the Influence of HCD
Measuring the Influence

Does HCD allow us to create **BETTER** solutions?

- Still in the process of understanding this
- Focus on how HCD influences the process of global health programming
Measuring the Influence

Key Questions:

• How is HCD applied?
• How was learning from HCD translated into the intervention?
• How does HCD influence these steps in the pathway?
Findings so Far…

• Difficult to truly measure impact
  • Need to go beyond standard M&E

• Participating in the process influencing the way program managers work

• Helping to reframe the way we look at problem and solution

• HCD facilitates multi-level buy-in
What’s Next?

• New investments in this area

• Need to generate evidence on
  • WHAT works
  • HOW it works
  • WHY it works

• Major designers establishing studios/institutes to build capacity
Questions?