



## How might we rapidly equip and empower the care community to fight Ebola?

Welcome to the OpenIDEO Workshops Toolkit for the Fighting Ebola Challenge!

We're excited that you're bringing the Fighting Ebola Challenge to your community. As the epidemic continues to escalate, there is an urgent need to bring people from all areas of expertise together to discover fresh solutions that can be deployed in a matter of months. The work that you and your group is an important part of the process. Your workshop will allow people to quickly brainstorm and refine ideas, energizing the online conversation and bringing us closer to the next breakthrough in the fight against Ebola.

This Workshop Toolkit will give you the tools you need to bring the OpenIDEO community to life! We will walk you through the steps to create an event where your community rapidly researches, brainstorms, and ideates to generating actionable design that improve healthcare delivery and restrict the spread of the disease. The toolkit is split up into two major sections – how to prepare for your workshop and our suggested workshop agenda. As you plan your event, don't be shy about [reaching out!](#) We would love to answer any of your questions about the process.

### What is OpenIDEO?

OpenIDEO is an [open innovation platform](#) where we tackle design challenges for social good. OpenIDEO has over 50,000 community members from 170+ countries — and each member brings unique skills, experience and insights to our collaborative efforts. At OpenIDEO, we value [optimism, respect, and collaboration](#). Our values are present in all of our work together, from the way we share ideas to how we communicate with one another.

## BEFORE THE WORKSHOP

- Pick a mission & invite experts
- Secure a space
- Get materials
- [Tell us about it!](#)

### Pick a Mission & Invite Experts

Take a look at the missions below and pick one that speaks to you and your community. This will help narrow the conversation and guide your ideation and final design.

#### **Mission #1: Strengthen Health Care Capacities**

Ebola spreads through human-to-human transmission via direct contact with the blood, secretions, organs or other bodily fluids of infected people, requiring extensive personal protective equipment (PPE). PPE worn by healthcare workers becomes incredibly hot, especially in humid environments, making it essential for health care workers to take multiple breaks. Each time the PPE is put on or taken off, the risk of infection increases. How might we enhance the protective equipment, care setting and tools used in the field to empower and protect healthcare workers? What organizations or techniques already exist that might be useful in addressing this challenge? Below are some questions to further your thinking:

- **Protective equipment (PPE):** How might we develop, test, and scale entirely novel or modifications to current protective equipment to address heat stress, effectiveness, rapid donning and removal, and comfort (size, weight, etc.) for healthcare workers? For more information on PPE, please [click here](#).
- **Care setting:** How might we develop approaches to enhance the care environment physically and procedurally? How might we address issues relating to heat stress, comfort and healthcare worker and patient safety?
- **Healthcare worker tools:** How might we rapidly develop and scale tools that improve the delivery of care to patients (e.g. rapid diagnostics or more efficient

ways of moving samples and communicating results back to health care workers quickly)?

### **Mission #2: Promote Care-Seeking**

Beyond the difficulties faced by healthcare workers, those in need of care can be reluctant to seek it in the first place. They often encounter mandated procedures for sterile environment and isolation, which turn normal, human interactions such as caring for a sick person and holding a loved one's hand, into situations that are dehumanizing and fear-ridden.

How might we ensure that communities receive and respond to timely, accurate and actionable information about Ebola prevention and treatment? How might we dispel myths and misconceptions that discourage response to outreach and surveillance with healthcare authorities?

Let's try and develop solutions that enhance behavior change and encourage care-seeking. What could we learn from past solutions that might be applicable to this situation?

### **Mission #3: Boost Tracking and Communication**

Health care workers are facing a lack of adequate health centers, difficulty in tracking person-to-person transmission, and the absence of rapid point-of-care diagnostics. Data analysis tools are important for informing decision-making, resource deployment and containment strategies. How might we develop context-appropriate tools to increase our understanding of the disease, better track exposure and enhance communication?

What tools already exist that we could build upon, test and rapidly deploy to facilitate data collection and analysis?

### **Invite Experts**

After you have chosen a mission, think about experts that you could invite. Experts can frame the mission and help your participants understand the context. Don't worry if you cannot find an

expert, there are other possibilities to share insights and research. We will give you some more tips in the agenda below.

Here are some ideas on different fields you could invite experts from. There are many more fields of expertise that could add value to the challenge.

If you choose **Mission #1**, experts could be doctors and healthcare workers, material experts, people designing for extreme conditions like space engineers, people working with hazardous materials, biotechnologists, product designers, lab technicians, people developing wearables and sensors.

If you choose **Mission #2**, experts could be doctors, nurses, community health care workers, international aid workers, or anthropologists.

If you choose **Mission #3**, you could look for experts in data management and analytics, communication technologies, gamification, location tracking, disease control, disaster relief and emergency response.

### **Secure a space**

Obtaining space can be challenging, especially if a big group is expected. Here are some tips on how to find a space for your workshop:

Tip: Try to estimate from the beginning how many attendees will be at the workshop. An easy way to do this is send out an initial email or invitation to those in your area participating in the challenge to get a temperature check on interest. Search for co-working spaces such as Impact Hubs, cafés, universities, libraries, or corporate spaces in your network.

Tip: Try to look for a space with round tables and space to stand up. Big whiteboards are also very helpful to facilitate a visual conversation. Ideally your space has wifi, and maybe even a projector.

### **Get Materials**

Materials are a very important part of planning an OpenIDEO workshop. Here are some suggestions of what to include or recommend that participants bring to the workshop:

Post-it notes

Sharpies

Butcher paper

Laptops

### **Prototyping materials**

Prototyping means making ideas tangible. You don't need elaborate materials to make your idea come alive. Here are some suggestions of prototyping materials – but there are no limits to what can be included!

Here are some ideas to get you started – paper (white + colored), tape, scissors, staplers, foam core boards, X-acto knives, pipe cleaners, fabric, clay, glue, Post-its, markers, stickers.

If you have access to personal protective equipment or other materials to prototype – go for it, especially if you work on Mission #1!

### **Let us know!**

Finally, be sure to let us know the date of your workshop and any related links. We love to highlight, support, and promote your workshop through OpenIDEO's channels!

## SUGGESTED AGENDA

Depending on the size of the group you expect, consider engaging other facilitators to help you with the workshop.

### Introduction // 25 minutes

1. Welcome to the workshop and Introduction of the facilitator(s) // 5 min
2. Get to Know Each Other // 10 min

Depending on the size of your group, you could have individual introductions or group people in teams of three to five participants. Encourage each person to share a bit about themselves and why they are excited to join this workshop.

3. Overview of the Challenge and Brief // 15 min

This is the moment to set the stage for the workshop: introduce [the challenge brief](#) and partners. If you have a projector available, you might also want to show the video from the brief to frame the challenge. This is also a good moment to introduce participants to the [OpenIDEO platform and process](#) and [guiding principles](#).

### Research // 15 – 30 minutes

If you have invited experts to your workshop, this is their time to share their knowledge, insights and expertise with the participants. We encourage you to limit speaker time to 10 minutes and then open up for Q&A (Questions and Answers) for 10 to 15 minutes. Limiting speaker time will help expert(s) stay on topic, convey all vital information, and give your workshop participants more time for ideation and collaboration – the most exciting part of the workshop!

Don't worry if you do not have access to experts. You can create a research experience by showing videos, bringing articles or fact sheets, listening to a podcast, etc. We encourage you to look on [OpenIDEO](#) as well, as we continuously add information about the [disease](#) and [protective equipment](#).

### Ideation // 25 minutes

Now that we know more about the context, it is time to start brainstorming! Split up your OpenIDEATORS into teams of 5 to 8 people. Make sure everybody has post its and big paper with the "How Might We" questions of your mission. Encourage each group to chose a group

leader. The group leader will be assigned to help the group narrow down ideas at the end of the brainstorm.

1. Individual brainstorm // 5 min

Now it's time to go wild! Encourage your OpenIDEATORS to write or draw everything that comes to their mind on post-its: one post.it for every association, thought, insight, or idea.

2. Group brainstorm // 20 min

Participants are invited to share the insights and ideas that came out of their individual brainstorm. Encourage your OpenIDEATORS to build upon each others' ideas, start clustering themes, and develop ideas. After 20 minutes it can happen that groups get stuck and don't know how to move forward. Here the group leader comes in – it can often help to have a single voice to help the group narrow ideas down to a maximum of two ideas.

Here are some great brainstorming guidelines to share at the beginning:

Defer judgement, encourage wild ideas, build on the ideas of others, stay focused on topic, be visual, go for quantity, one conversation at a time.

### **Refinement // 30 minutes**

Now that each group has chosen their one to two final ideas, it is time for share out to the whole group and get feedback. On a large sheet of paper, have each group draw out their idea with a brief headline to sum it up. Give every group one minute to present their idea. Allow for an additional minute for clarifying questions. But make sure that questions are not opening up a discussion, but stay on topic, and serve to help everybody understand the idea better.

After the share out, your OpenIDEATORS can choose to work on the idea they are most excited about, the one that most resonates with them. This will automatically lead to some ideas dropping out, and a change of groups. If there are too many participants clustered around one idea, split them up into several teams (maximum 5 to 8 people). While some participants might not like to change teams, this is a helpful step in cross-pollinating ideas and developing solutions.

### **Prototyping // 40 minutes**

Now that each group has chosen an idea, it is time to make the ideas come alive! Use prototyping material to make them tangible! You can create a model or mock-up of your idea, create a role play, a diagram, advertisement or storyboard – there are no limits to your imagination!

Take a picture of your prototype and upload your idea and picture on the OpenIDEO platform. Make sure to add your team as well! We also recommend putting a blurb at the bottom of your idea, saying something along the lines of, “This Inspiration / Idea is a product of the collaborative efforts by the [city] workshop on [date]”, so that folks know the origins of your idea – and maybe even host their own workshop!

Please encourage participants to share their ideas and prototypes on social media tweeting @OpenIDEO and using #fightingebola. We want to see and share all of the incredible ideas.

### **Share // 10 minutes**

After your OpenIDEATORS have uploaded their ideas and prototypes, invite them to share their final prototype with the group. You can now close the official part of the workshop and leave space for unstructured socializing. Give a final reminder to your OpenIDEATORS, that although the workshop is over, they can continue to ideate and build their idea on OpenIDEO.

## **AFTER THE WORKSHOP**

We would love to capture your experiences and get a sense of the energy of your workshop. Whether it is a blog post you publish, a Facebook album, or Google+ post; share it with us and we will help you spread the word!