



OFFICE OF THE ASSISTANT SECRETARY FOR HEALTH

Inspiration, Ideation, and Implementation: The Power of Human-Centered Design in Teen Pregnancy Prevention

U.S. Department of Health and Human Services
Office of the Assistant Secretary for Health
Office of Population Affairs

February 26, 2020, 2-3 pm EST



Introductory Webinars from OPA

- **Inspiration, Ideation, Implementation: The Power of Design Thinking in Teen Pregnancy Prevention Webinar**
Wednesday, February 26, 2020, 2:00-3:00 pm ET
- **A Systems Thinking Approach to Teen Pregnancy Prevention Webinar**
Thursday, February 27, 2020, 2:00-3:00 pm ET
- **Youth Engagement Matters: The Power of Youth Voice in Teen Pregnancy Prevention Webinar**
Monday, March 2, 2020, 2:00-3:00 pm ET

More information about each webinar is available on the OPA website:

<https://www.hhs.gov/ash/oah/grant-programs/funding-opportunities/index.html>



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Important Note:

- We will **not** answer any question related to open funding opportunity announcements during these webinars
- Any questions about open FOAs should be directed to OPA and/or OASH Office of Grants Management



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Inspiration, Ideation, and Implementation: The Power of Human-Centered Design in Teen Pregnancy Prevention

Sarah Axelson, MSW (she/her)
Director, Training and Innovation @ Power to Decide

Elise Schuster, MPH (they/them)
Co-Founder @ okayso

Wednesday, February 26, 2020

**POWER
TO DECIDE**

the campaign to prevent unplanned pregnancy



Our Journey Today

- Welcome and Introductions
- What is Human-Centered Design?
- Innovation Next and okayso: HCD in Practice
- The Power of HCD in TPP
- Q&A
- Resources
- Closing



WELCOME & INTRODUCTIONS



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Introductions



Sarah Axelson, MSW (she/her)
Director, Training and Innovation at
Power to Decide



Elise Schuster, MPH (they/them)
Co-Founder, okayso



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WHAT IS HUMAN-CENTERED DESIGN (HCD)?

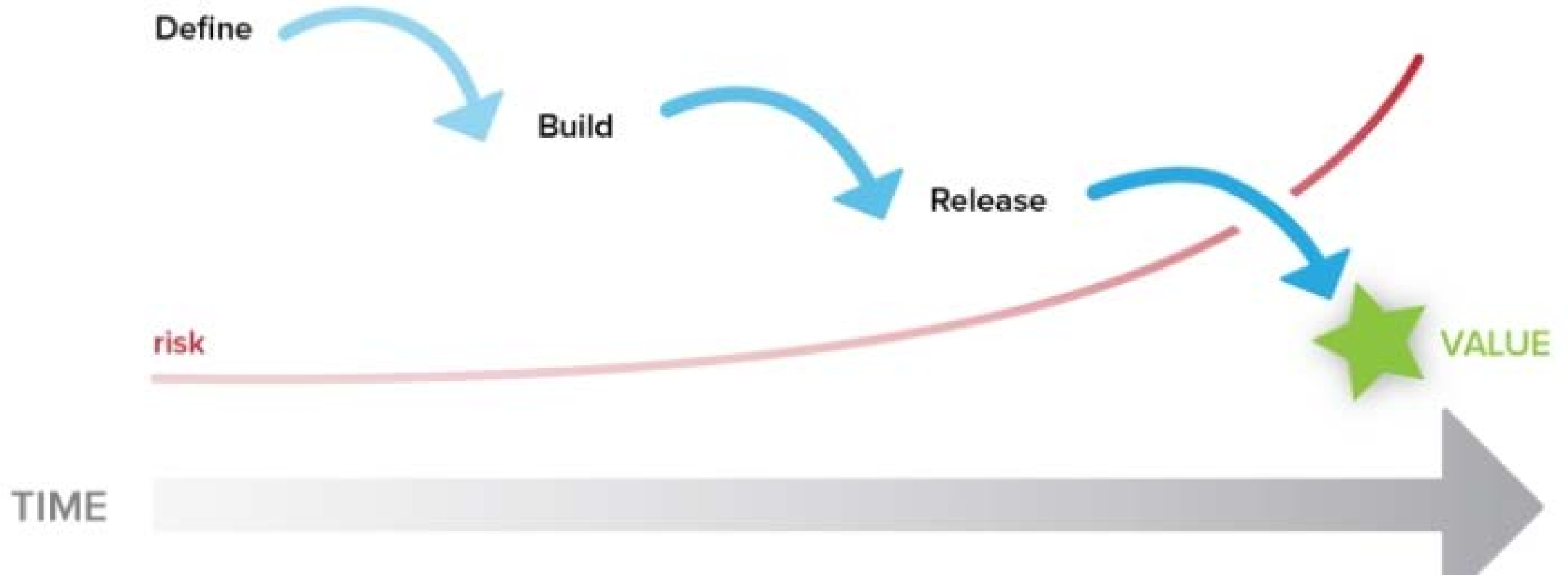


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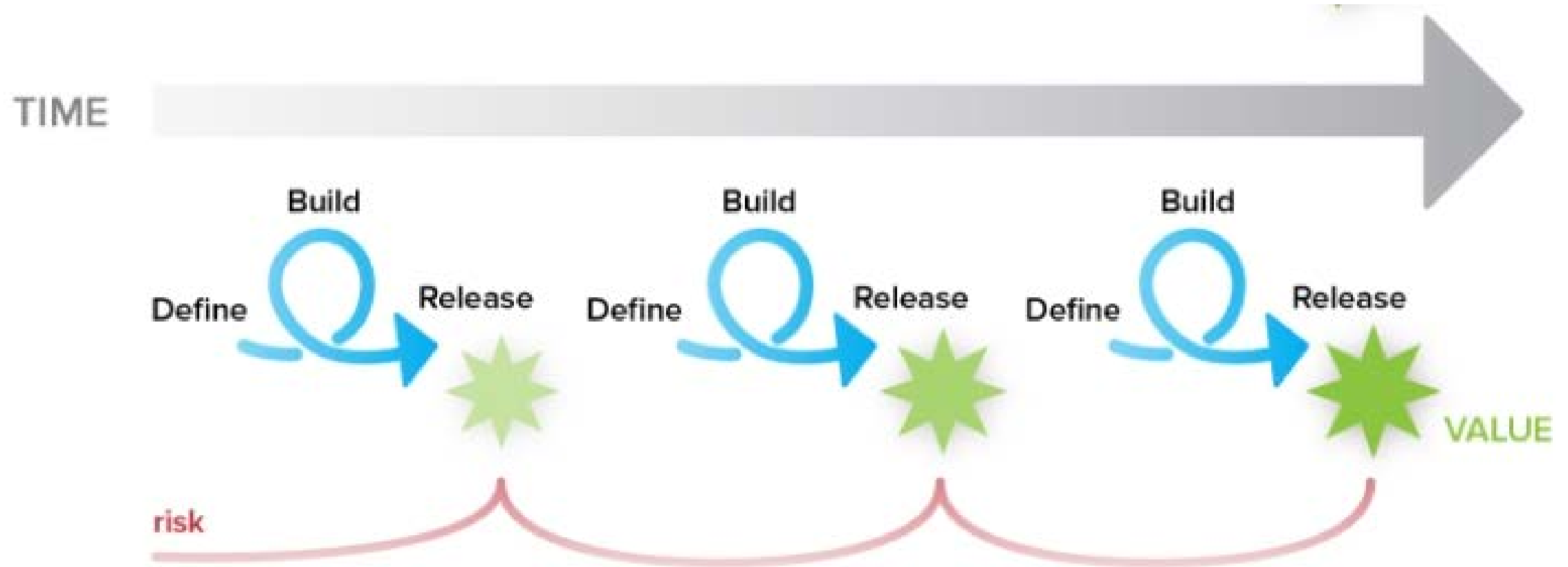


How we usually do things

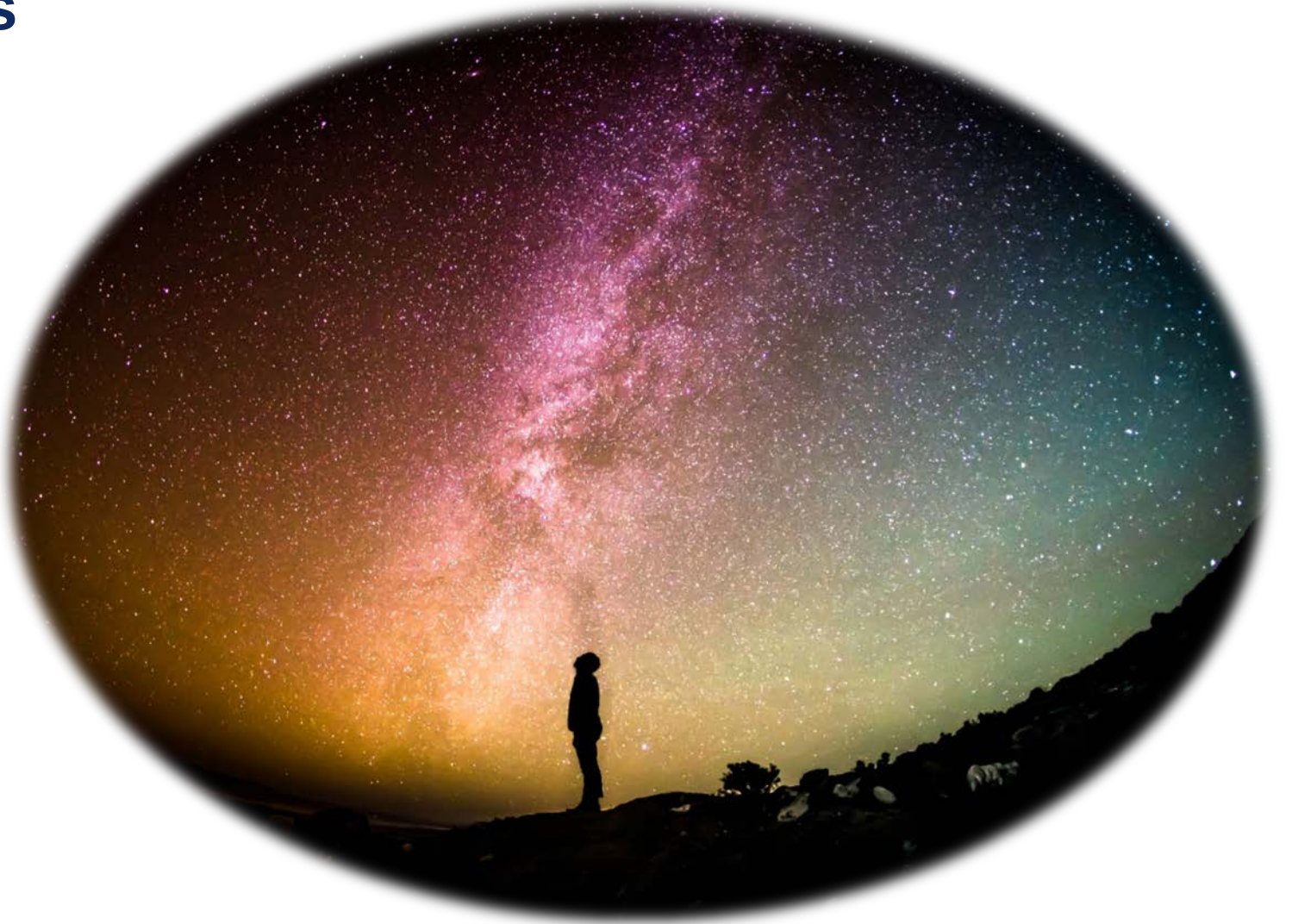
WATERFALL



The way HCD does things



HCD is a set of mindsets



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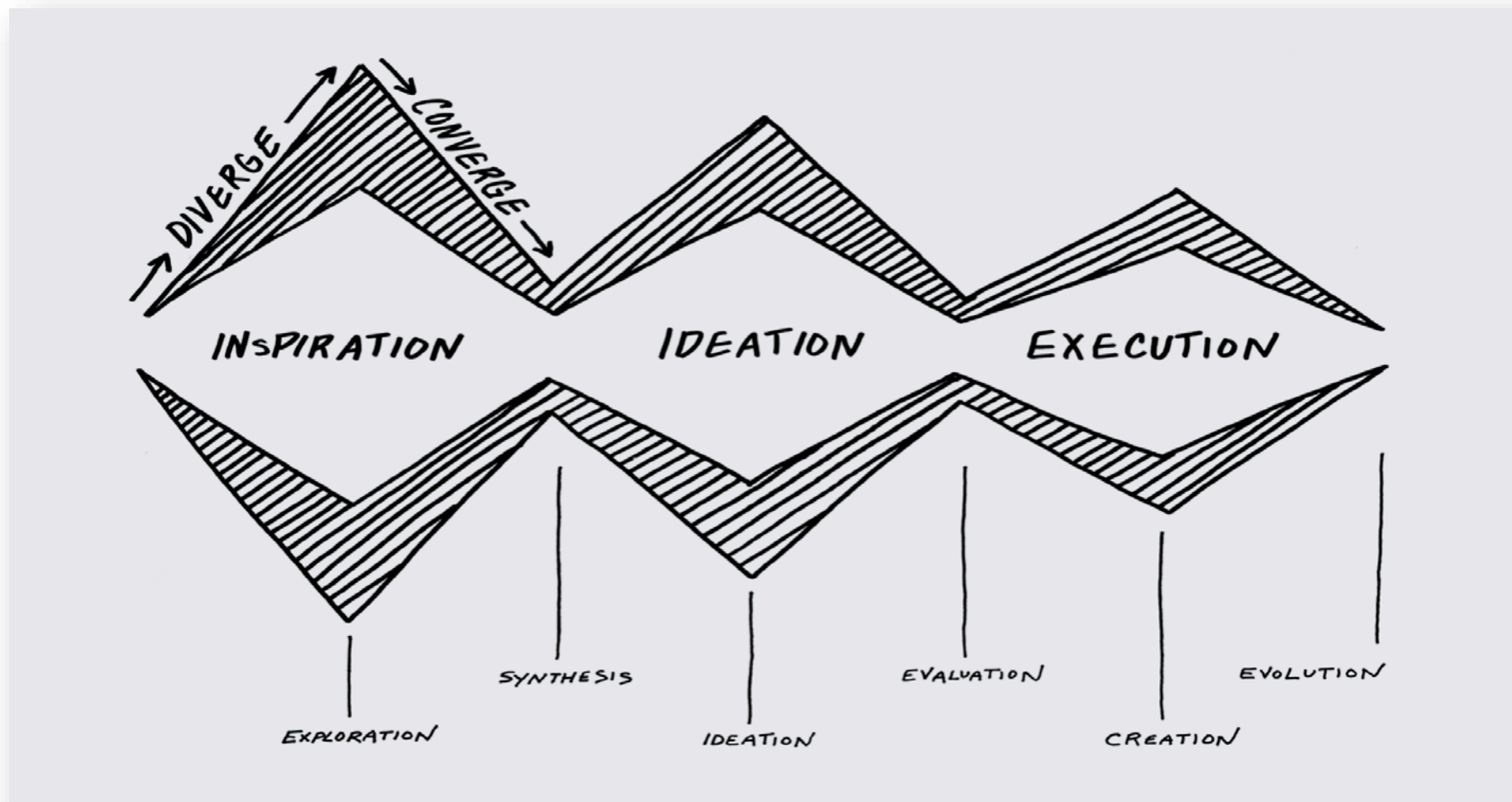
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The Design Mindsets

1. Creative Confidence
2. Make It
3. Learn from Failure
4. Empathy
5. Embrace Ambiguity
6. Optimism
7. Iterate, Iterate, Iterate



HCD is a structure for innovation...

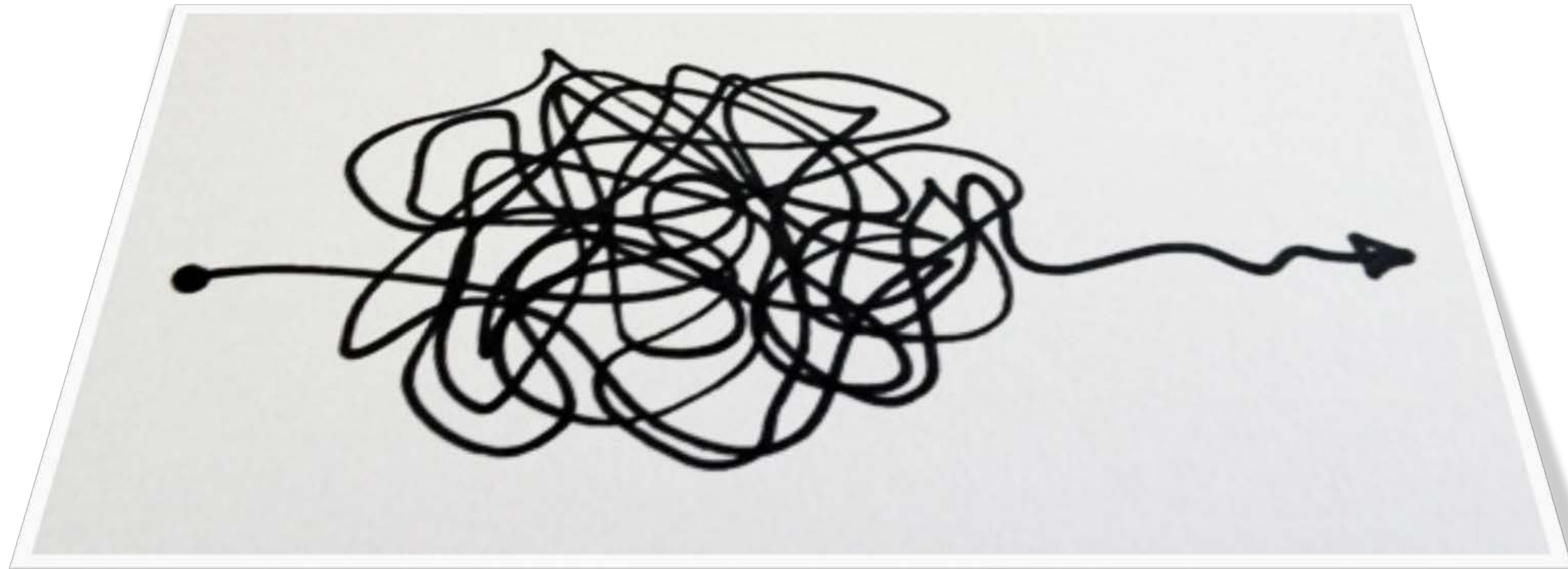


HCD is a set of tools

- Secondary research
- Interviews (individual, group, expert)
- Conversation starters
- Immersion
- Analogous experiences
- Card sort/Values Exercises
- Peers observing peers
- Collage
- Guided tour
- Draw it
- Resource Flow



HCD is messy...



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HCD is a set of rules to live by

Always...

- conduct interviews with end-users
- work in teams
- make tangible prototypes
- share ideas, get feedback, and iterate



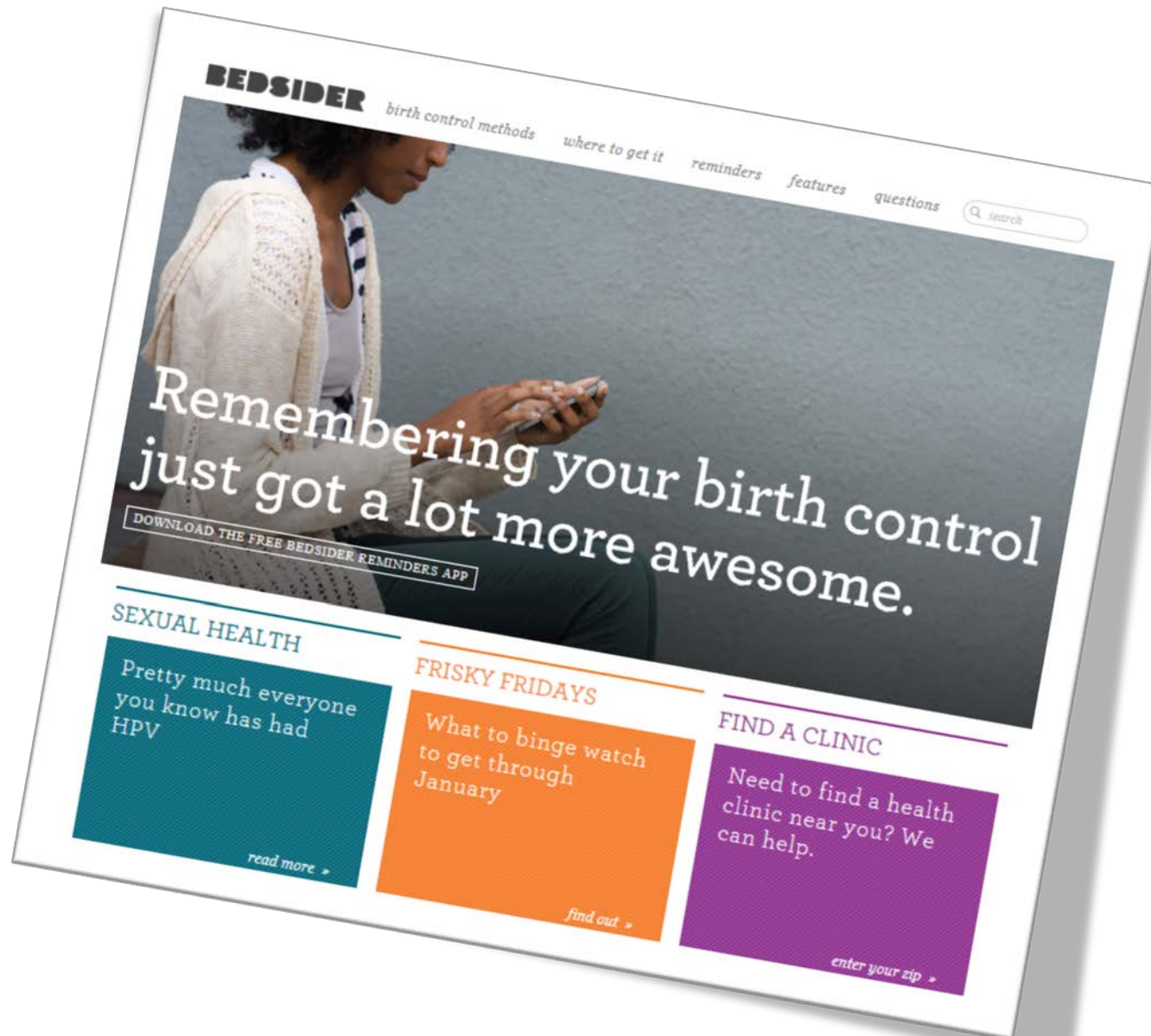
BEDSIDER, INNOVATION NEXT, AND OKAYSO: HCD IN PRACTICE



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An HCD Example: Bedsider



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An HDC Example: Innovation Next



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Our Question

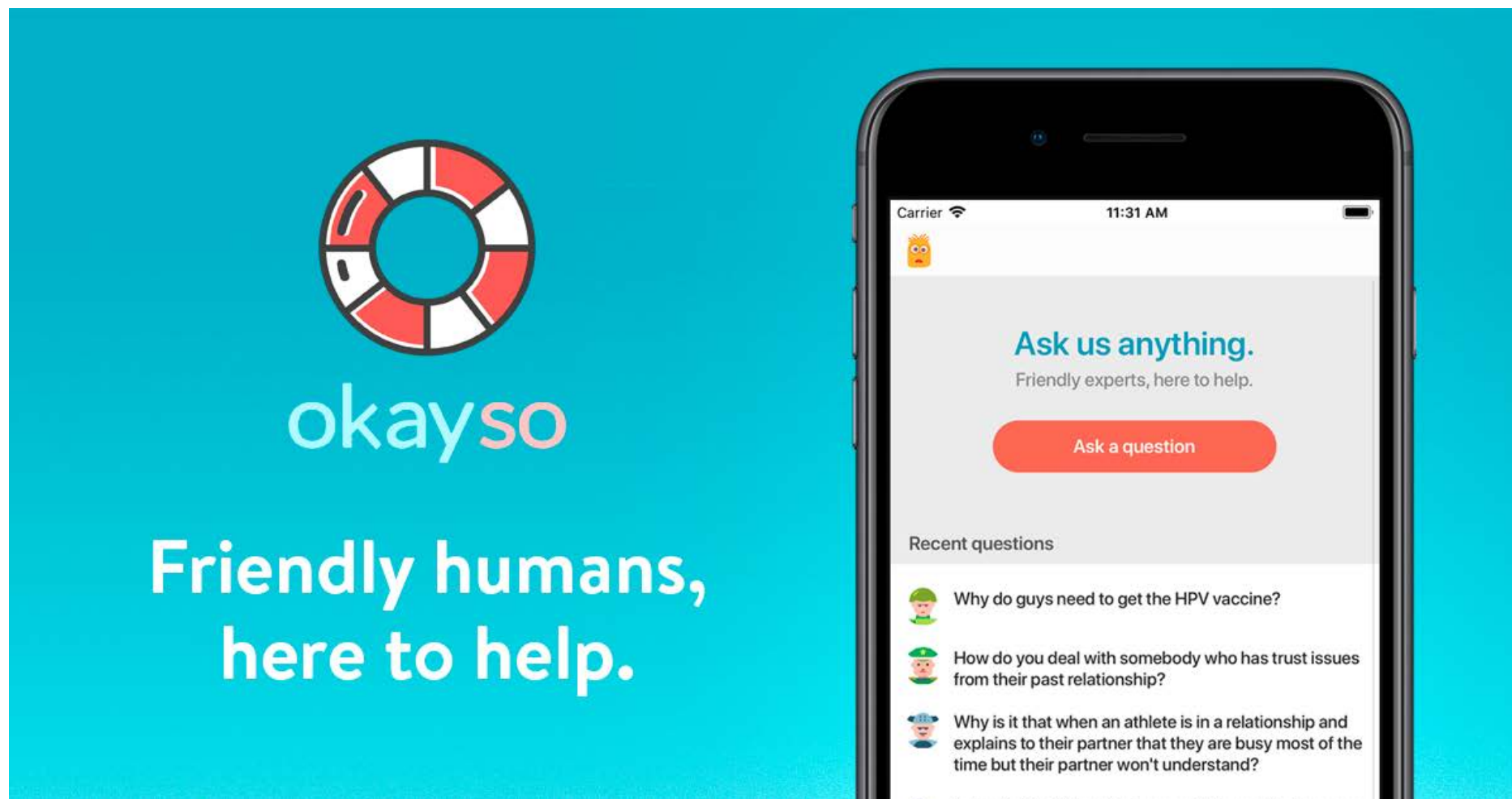


Innovation Next Journey

- Choose a team
- Apply
- Selection
- Design process
- Final pitch



An HCD Example: okayso



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Innovation Next Journey

How might we use technology to help teens have one-on-one conversations about sexual health?



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What We Learned



People want to be heard and validated

“There’s a part of me that wants to ask more questions, yes. But worry what people will think of me.”



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What We Learned (2)



Context is everything



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What We Learned (3)



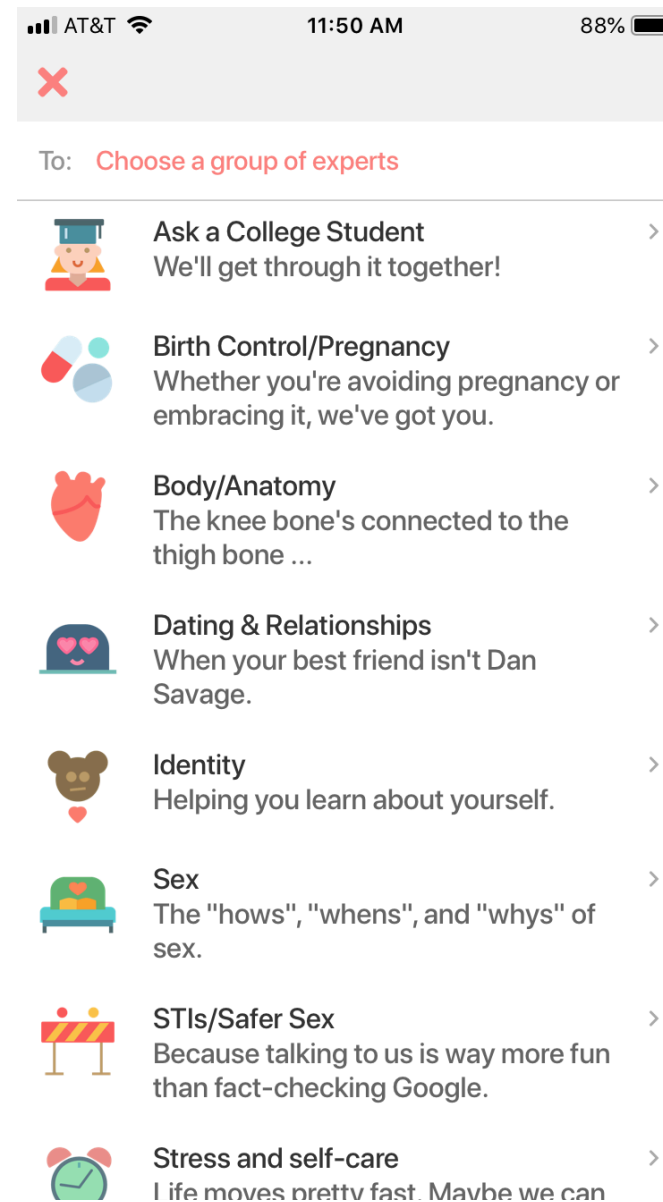
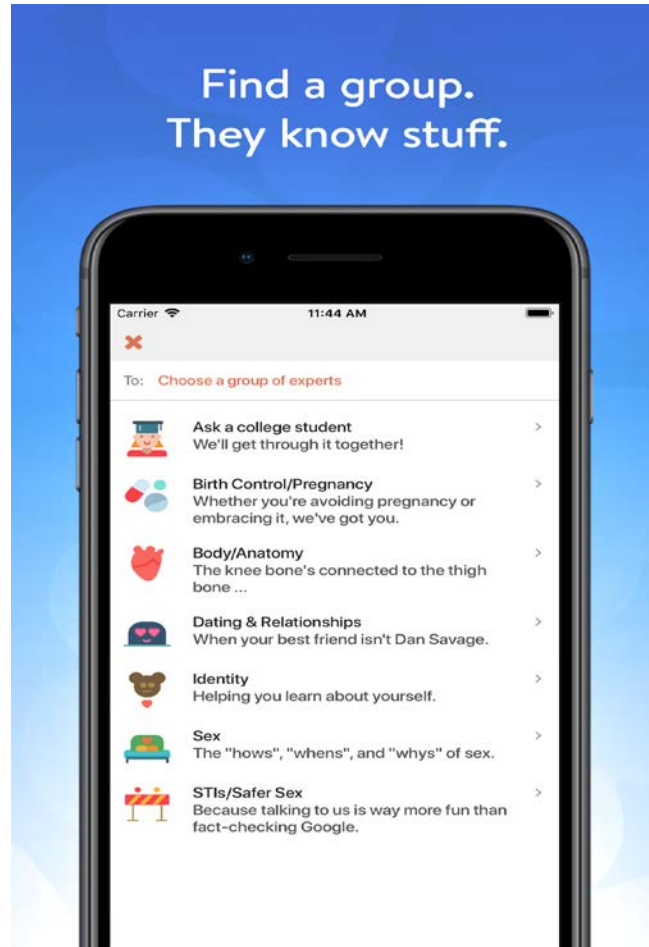
Teams help reduce the burden on volunteers



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What We Learned (4)



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How We Used HCD



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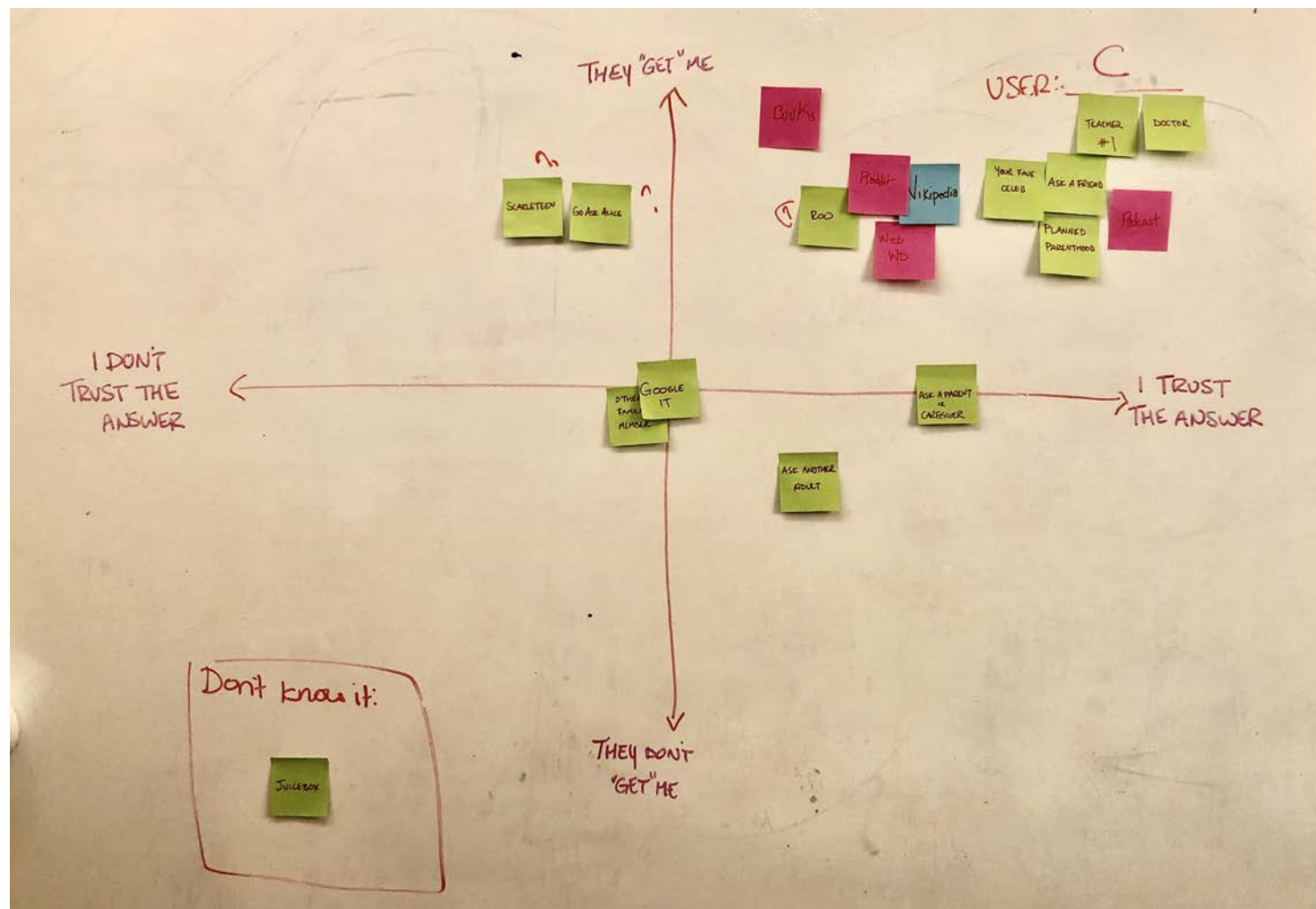
How We Used HCD (2)



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How We Used HCD (3)

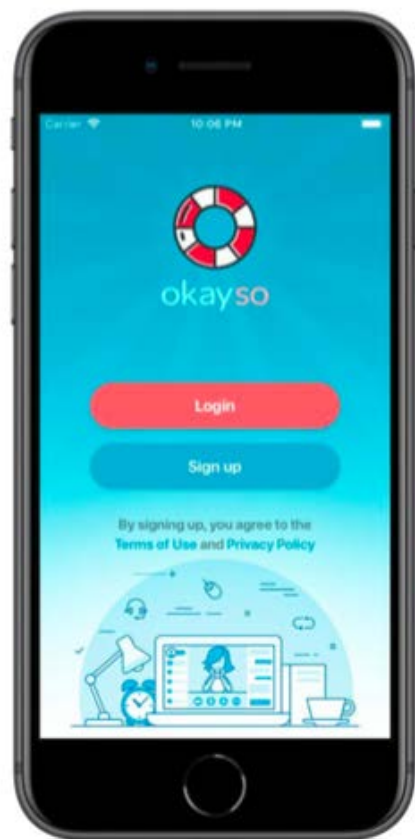


How We Used HCD (4)

- Interviews and feedback sessions with 100 plus target users
- Looked at hundreds of questions
- Many prototypes
- Beta testing
- And too many Post-Its to count



Contact Us



Contact: elise@okayso.co

Visit: okayso.co



@heyokayso



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THE POWER OF HCD IN TPP



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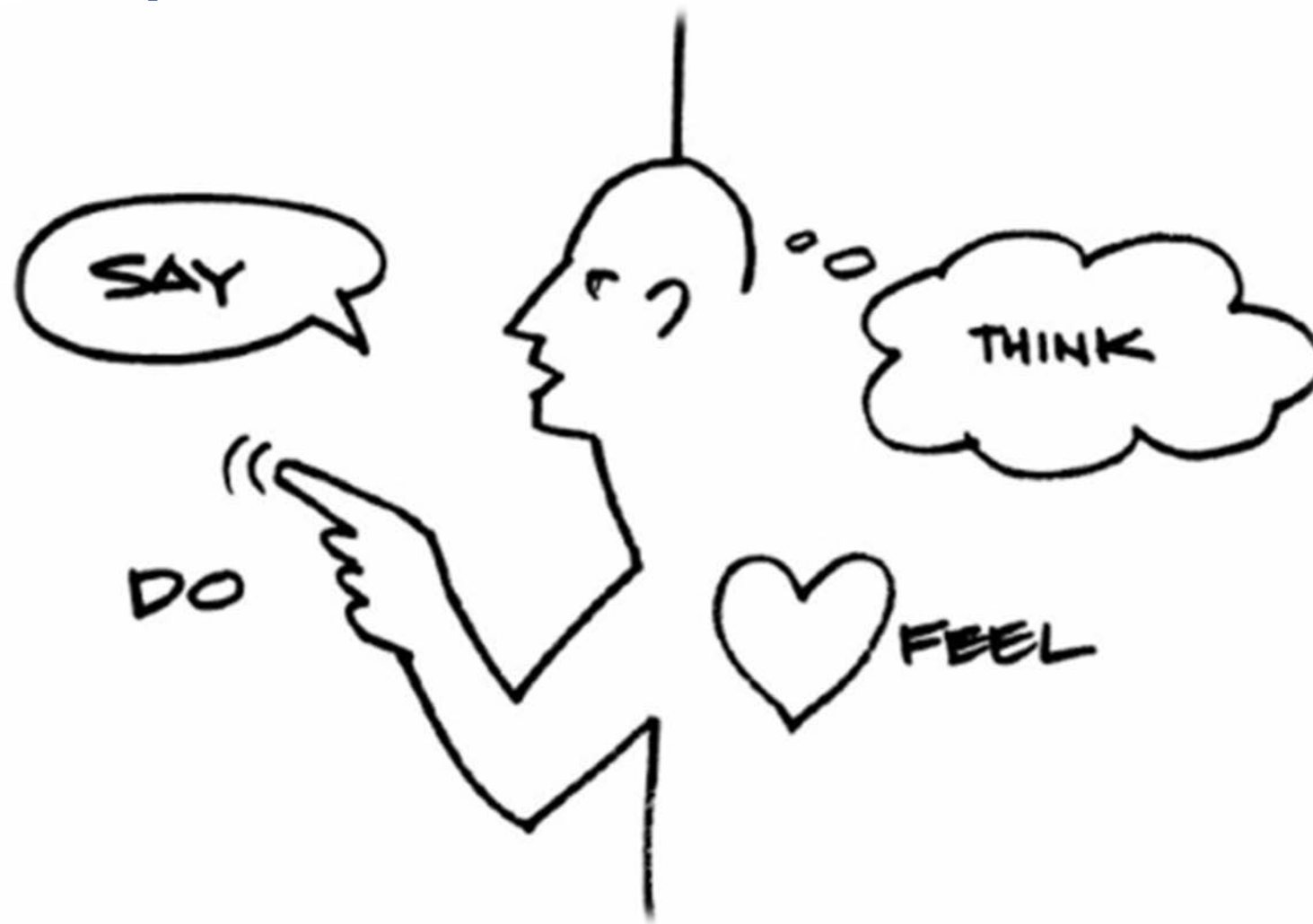
HCD designs for IMPACT



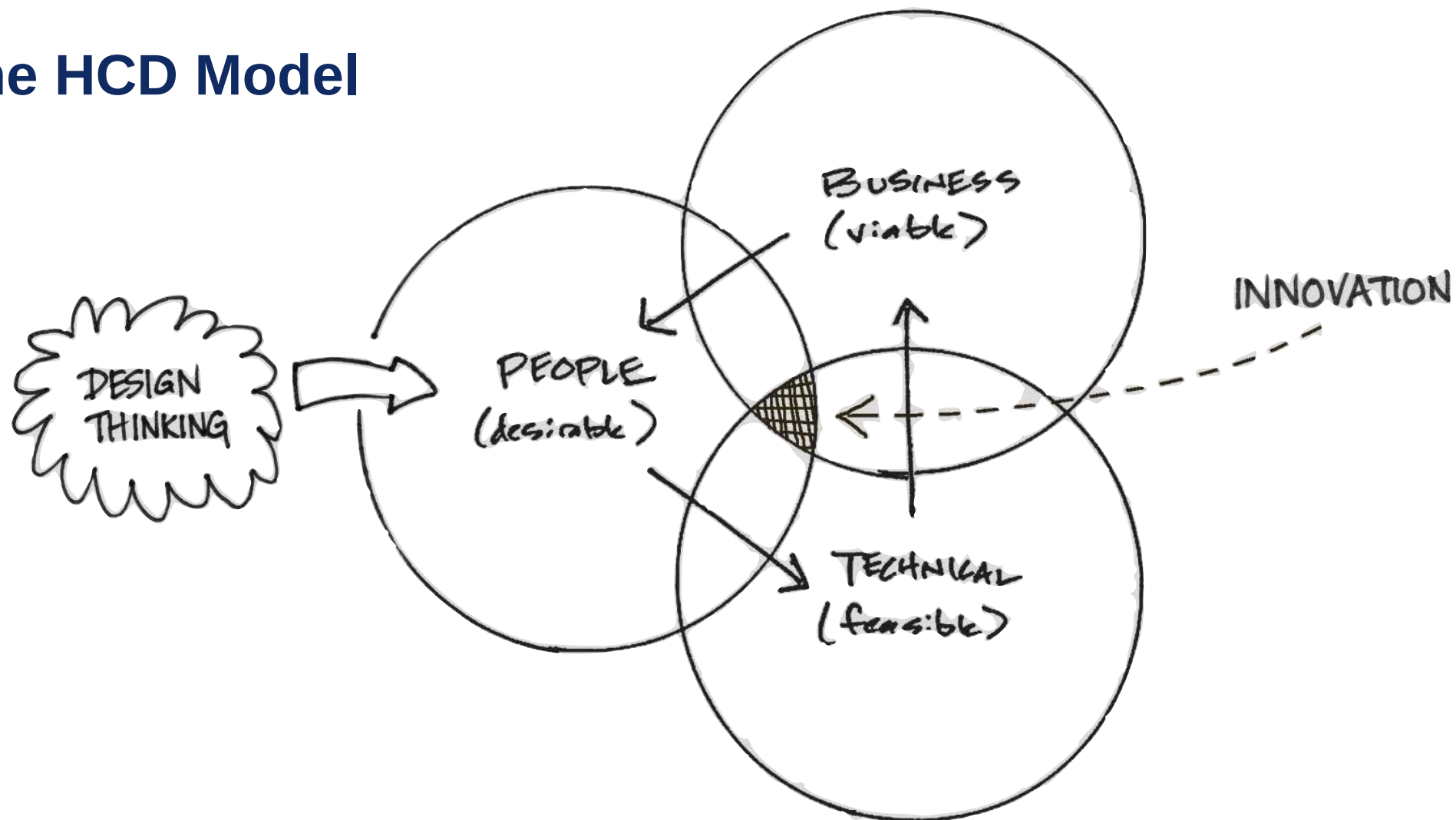
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HCD Doesn't Stop at Face Value



The HCD Model



What We've Heard

“Working with teens on a day to day business, you think you know teens, but the design thinking process changes things. We do everything very different after the process.”



What We've Heard

“What we realized is we need to focus on the end-user of the teen and the fact that they aren’t in control of things. The people we were trying to affect, and who they affect was so critical. I carry this with me in everything I do. It isn’t about me and my ideas. What I do needs to evolve all the time and I need to be patient in everything I do to get teens perspective.”



Design Thinking Resources

IDEO: <http://www.ideo.org>

IDEO Design Kit: <http://www.designkit.org/resources/1>

IDEO U: <https://www.ideou.com/pages/design-thinking-resources>

IDEO Creative Confidence Podcast

Stanford d. School: <https://dschool.stanford.edu/>

Luma Institute: <https://www.luma-institute.com/>



We're here to help!

[WHAT WE DO](#)[SEXUAL HEALTH](#)[BLOG](#)[GET INVOLVED](#)[SELECT360 CONSULTING](#)

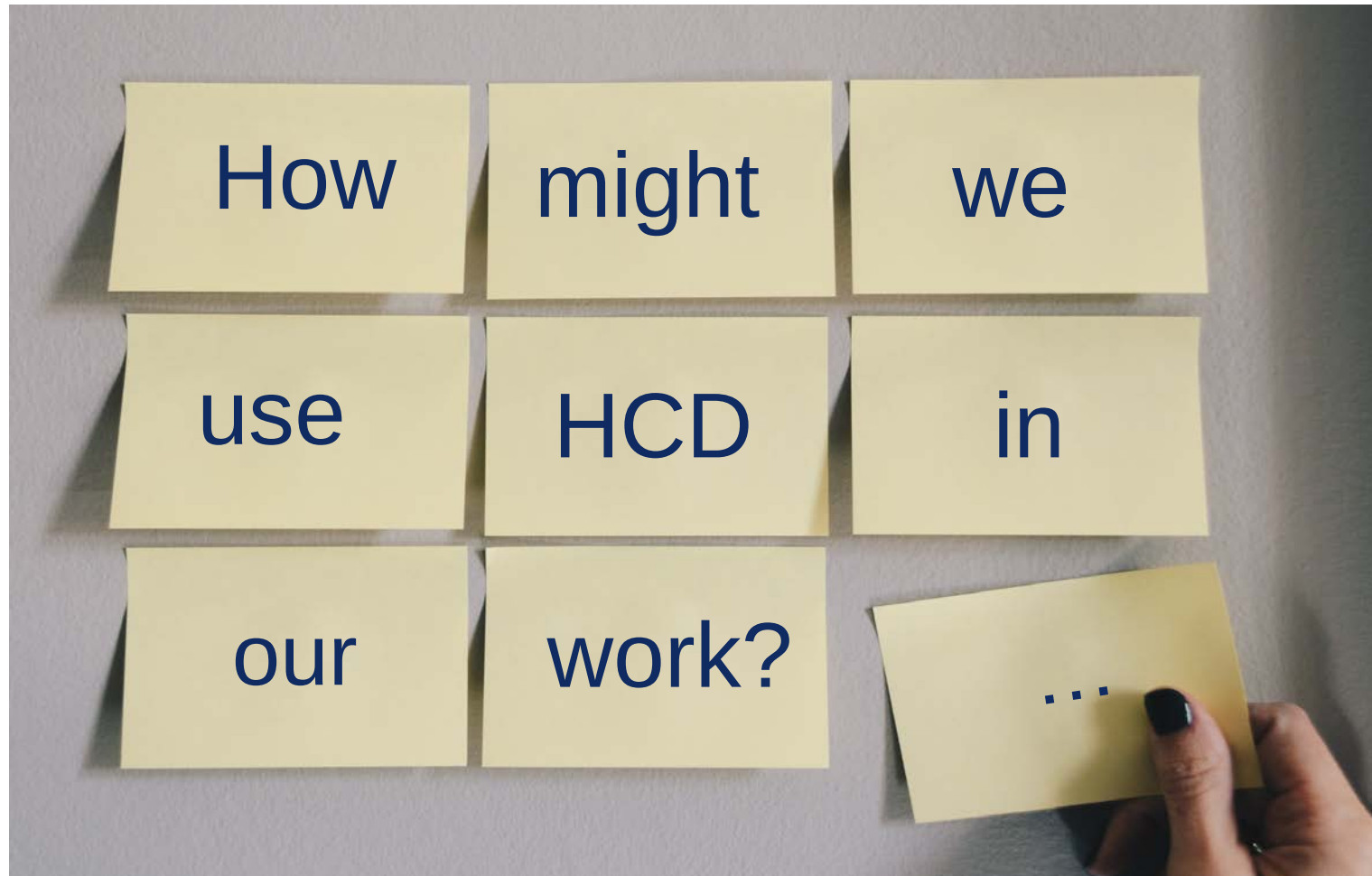
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Our Charge To You



Thank You!



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Current OPA Funding Opportunity Announcements (FOAs)

- Optimally Changing the Map of Teen Pregnancy through Replication of Programs Proven Effective (Tier 1) (PA-TP1-20-001)
- Teen Pregnancy Prevention (Tier 2) - Phase II Rigorous Evaluation of Promising Interventions (PA-TP2-20-001)
- Innovation and Impact Network Grants (Tier 2) – Achieving Optimal Health and Preventing Teen Pregnancy in Key Priority Areas (PA-TP2-20-002)

Find FOAs and FAQs at: <http://www.hhs.gov/ash/oah/resources-and-publications/webinars.html>



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Watch our videos:

https://www.youtube.com/user/TeenHealthGov?sub_confirmation=1



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