

“THE ONGOING CAPACITY-BUILDING PROGRAM HAS INCREASED RECALL, COMPREHENSION, AND APPLICATION OF CORE PRINCIPLES, THEREFORE SHAPING A DESIGN MINDSET”

Strengthening and Leveraging Local Expertise To Advance SBC in Health Data

INTRO AND OBJECTIVE

- To examine practical partnership approaches between local and international organizations.
- This study focuses on a collaboration between ThinkPlace and six universities in Ethiopia, to develop solutions to existing health data quality challenges.
- The collaboration is built on capacity building, where the university partners are not just learners but active contributors, studying behavioral solutions intended to transform data use culture within health facilities in the country.

METHODS

- A Design, Innovation, and Behavioral Science capacity-building program was initiated, tailored to the needs of partners from Addis Ababa University, University of Gondar, Jimma University, Hawassa University, Haramaya University, and Mekelle University.
- The program adopted multiple strategies – experiential in-class learning, a self-paced online learning platform, reflective peer group coaching, and hands-on engagement during ideation, prototype development, testing, and iteration activities. The learning outcomes were designed and assessed against Bloom’s Taxonomy.

RESULTS

- The ongoing capacity-building program has increased recall, comprehension, and application of core principles, therefore shaping a design mindset crucial to the development of robust user-centered and behavior-change solutions.
- The collaboration has significantly impacted the contextualization of behavioral challenges, refined early innovations, organized community entry, and support by the local leadership.
- The new design and behavioral science skills are expected to positively impact other implementation research activities beyond the data use work.

CONCLUSIONS

- Robust behavior change solutions are embedded in understanding the social, psychological, and environmental influences.
- The engagement of local actors is not just significant but pivotal in developing contextually relevant, owned, and sustainable behavior change solutions.
- Understanding these factors can be optimized through intentional capacity building and collaboration with local organizations.

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