



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>



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH



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





OFFICE OF THE ASSISTANT SECRETARY FOR HEALTH

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



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH



Introductions



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



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



WHAT IS HUMAN-CENTERED DESIGN (HCD)?

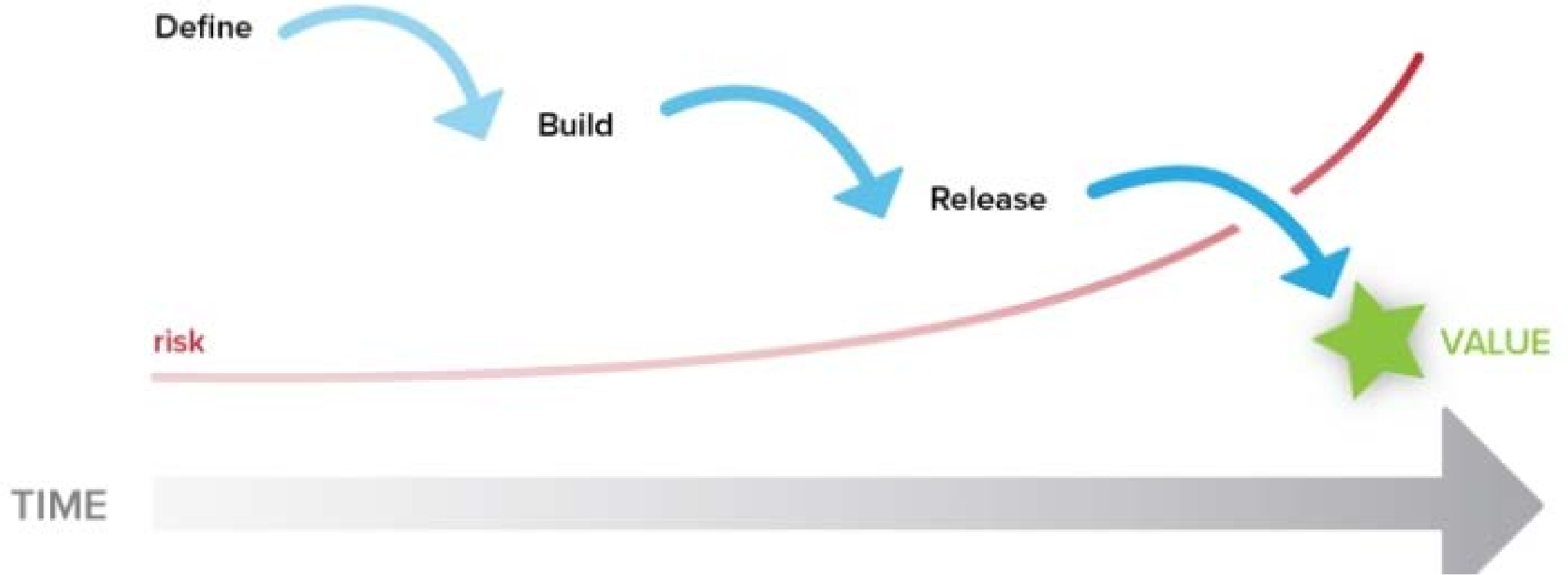


OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH

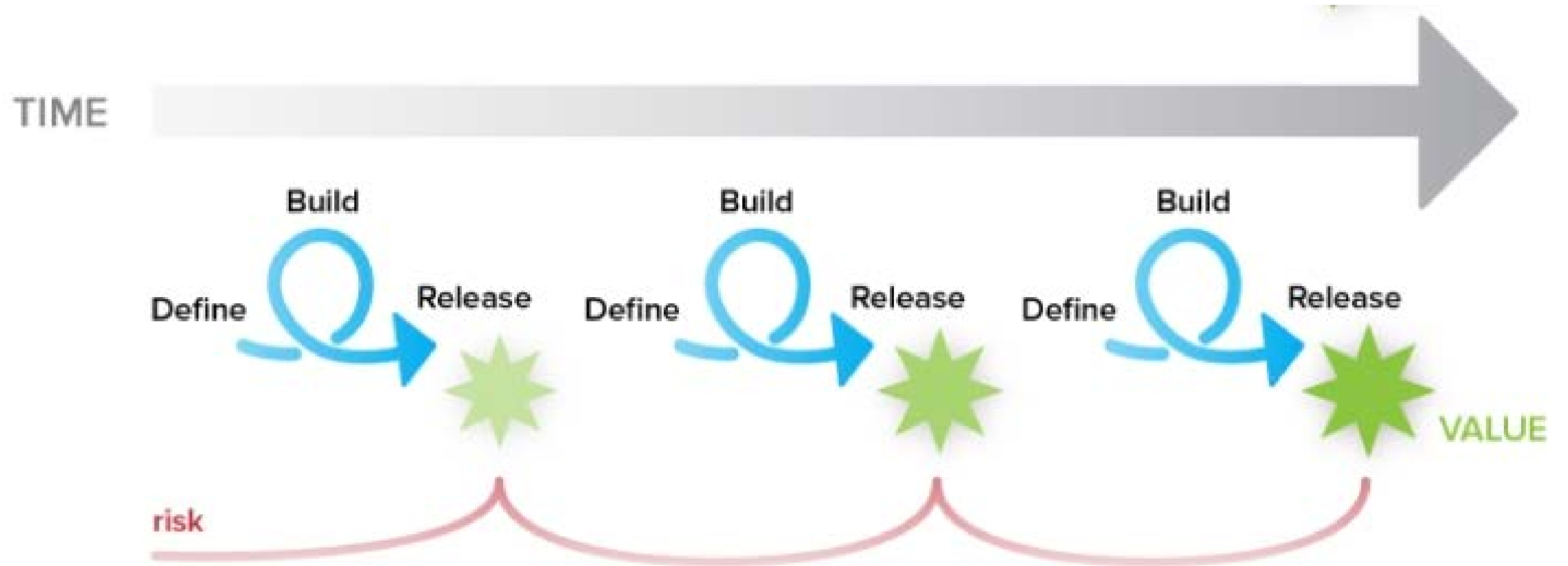


How we usually do things

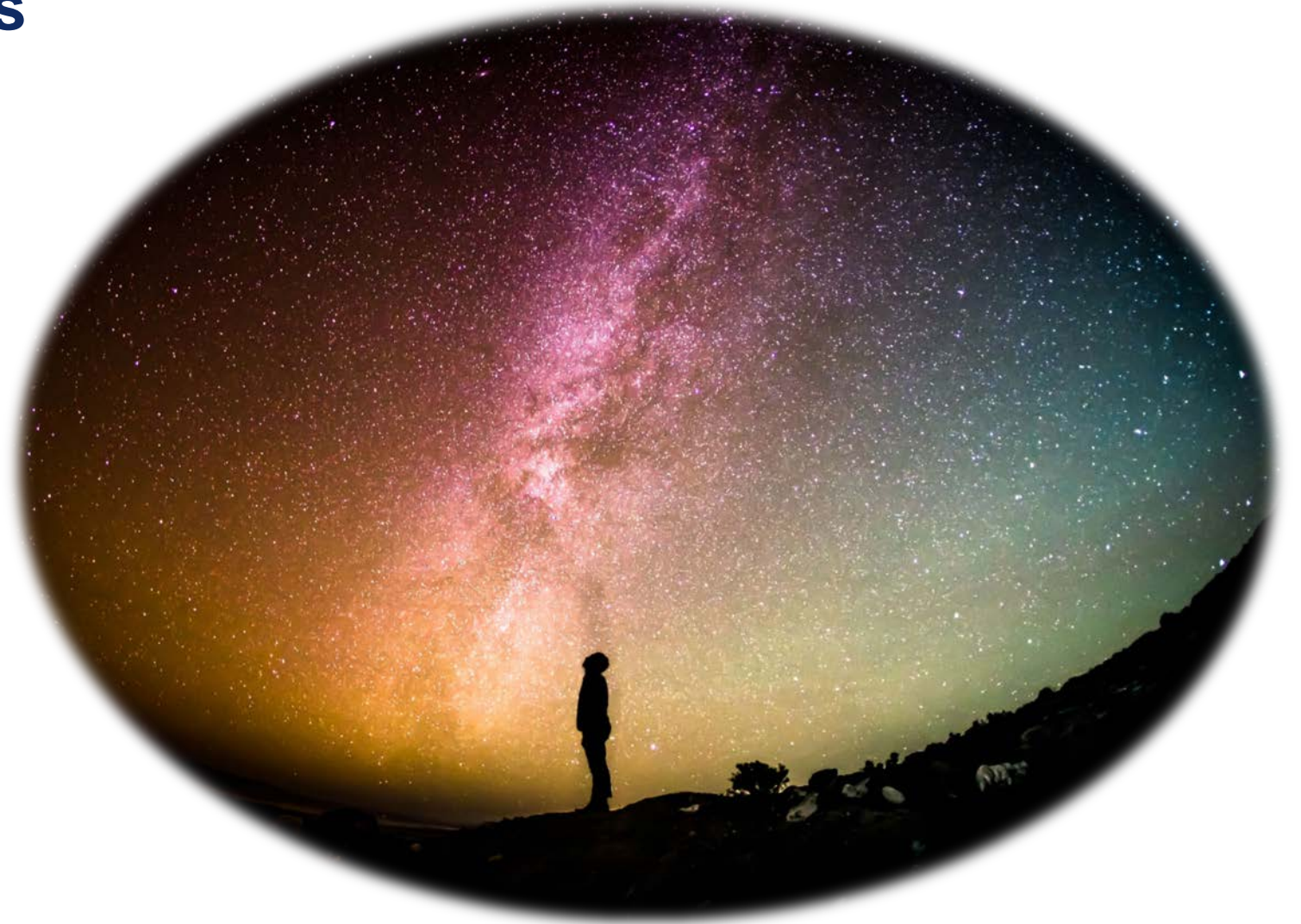
WATERFALL



The way HCD does things



HCD is a set of mindsets



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH

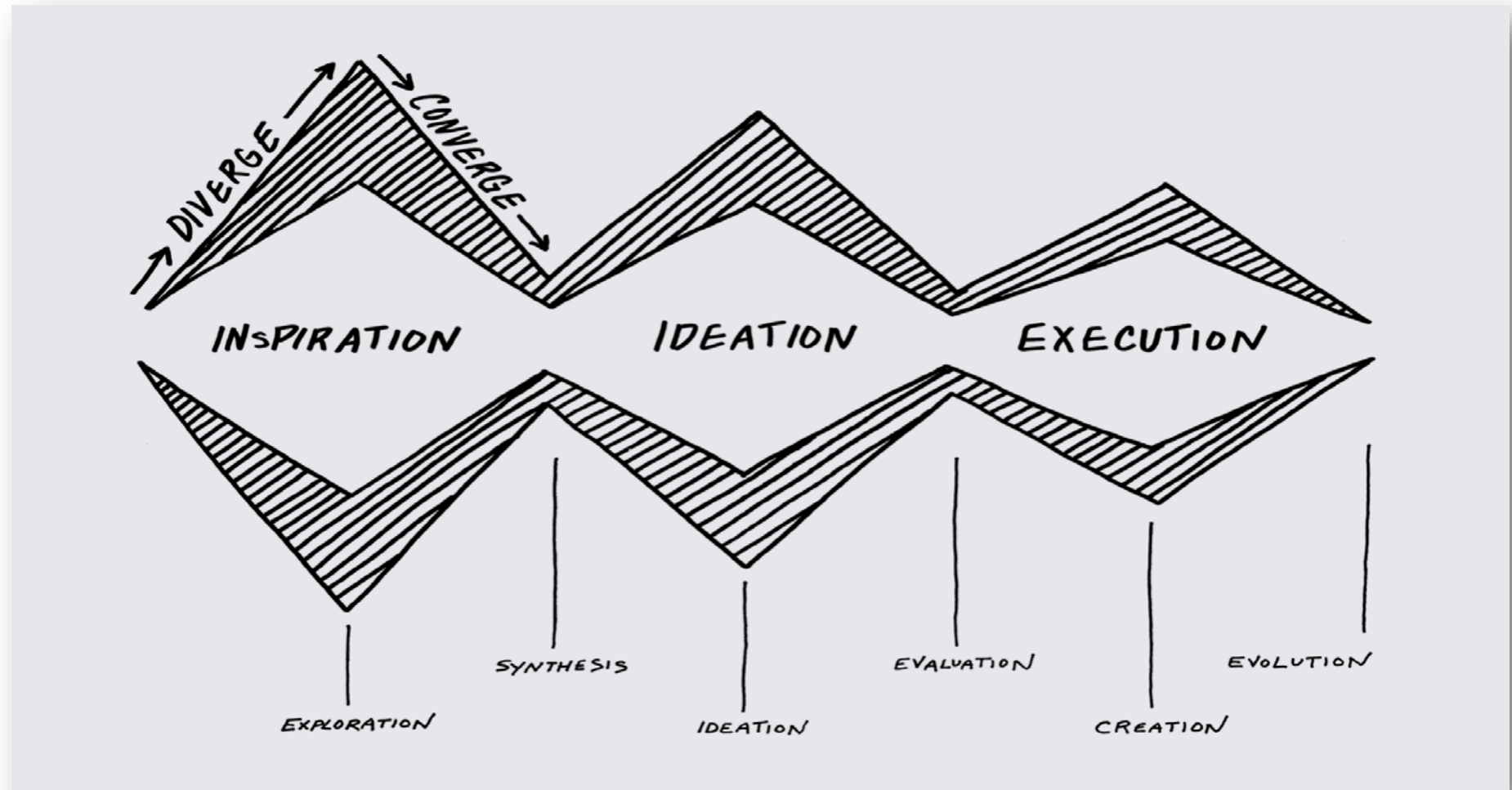


The Design Mindsets

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...

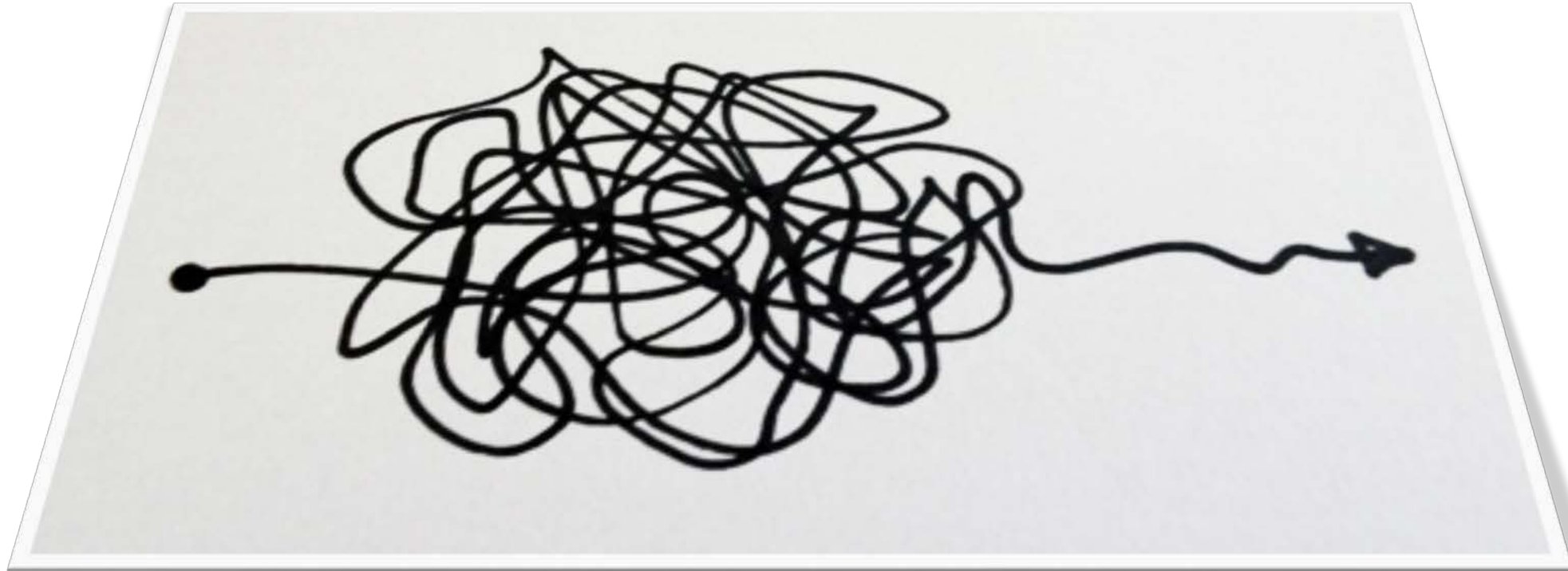


HCD is a set of tools

- **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...



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



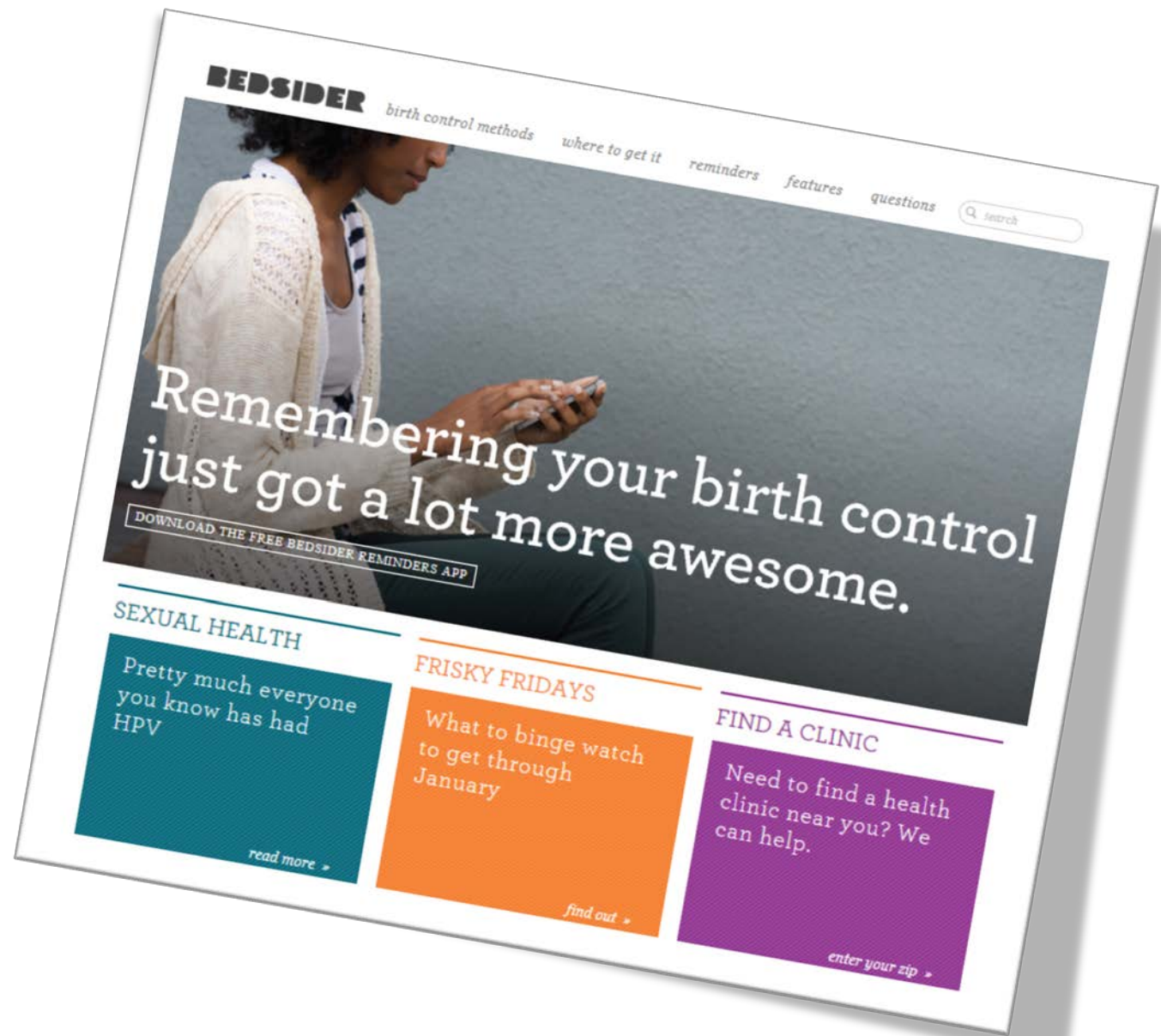
BEDSIDER, INNOVATION NEXT, AND OKAYSO: HCD IN PRACTICE



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH



An HCD Example: Bedsider



An HDC Example: Innovation Next



**INNOVATION
NEXT**



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH



Our Question

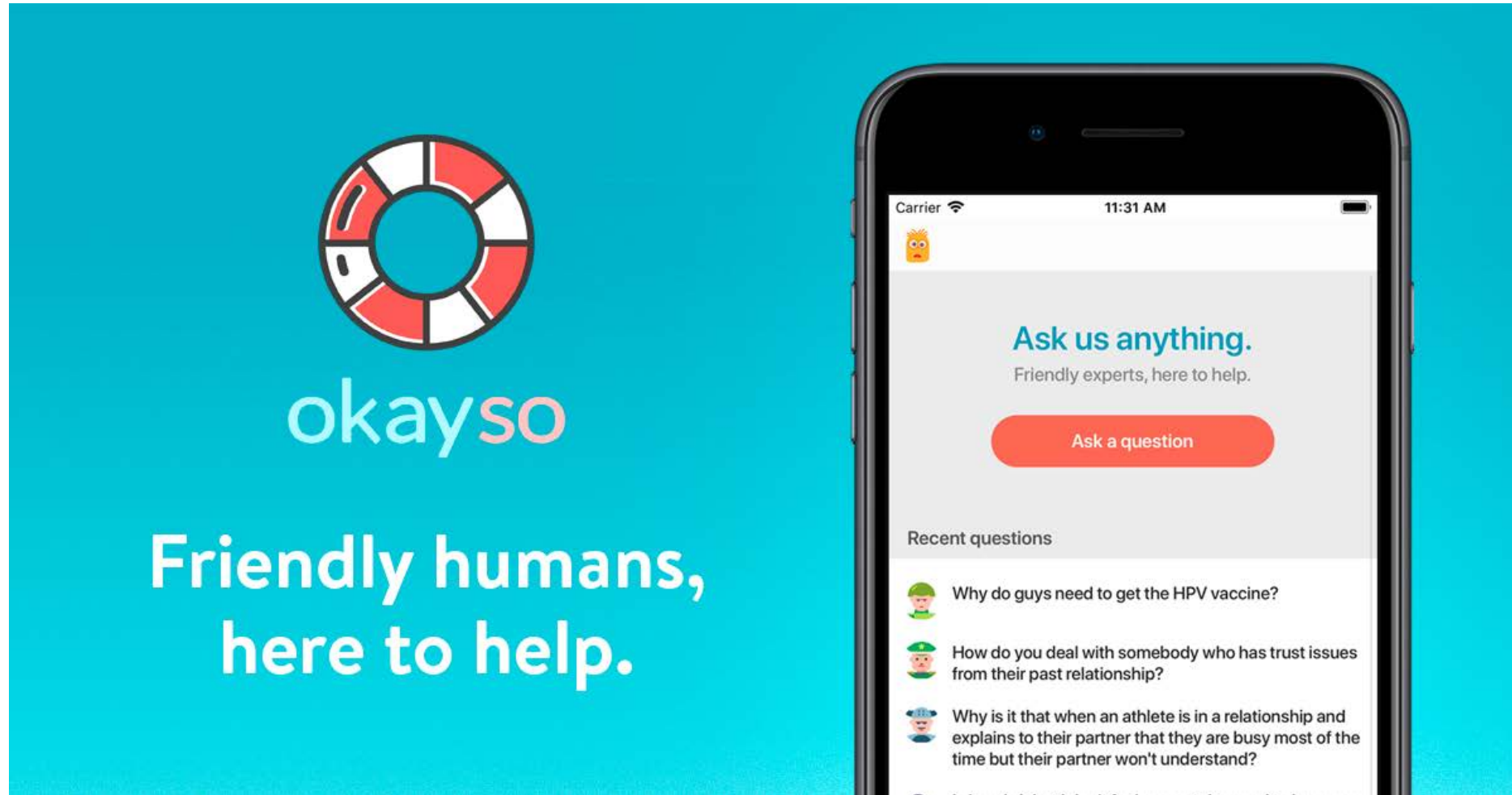


Innovation Next Journey

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



An HCD Example: okayso



Innovation Next Journey

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



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.”



What We Learned (2)



Context is everything



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH



What We Learned (3)



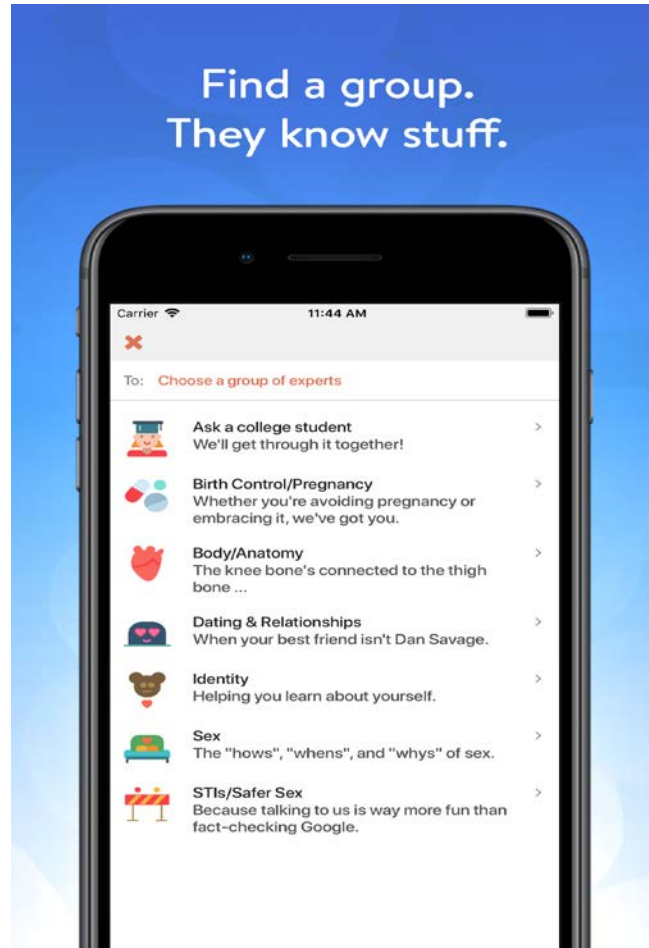
Teams help reduce the burden on volunteers



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH











What We Learned (4)



Carrier AT&T 11:50 AM 88%

To: Choose a group of experts

-  **Ask a College Student**
We'll get through it together!
-  **Birth Control/Pregnancy**
Whether you're avoiding pregnancy or embracing it, we've got you.
-  **Body/Anatomy**
The knee bone's connected to the thigh bone ...
-  **Dating & Relationships**
When your best friend isn't Dan Savage.
-  **Identity**
Helping you learn about yourself.
-  **Sex**
The "hows", "whens", and "whys" of sex.
-  **STIs/Safer Sex**
Because talking to us is way more fun than fact-checking Google.
-  **Stress and self-care**
Iife moves prettv fast. Mavbe we can



How We Used HCD



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH



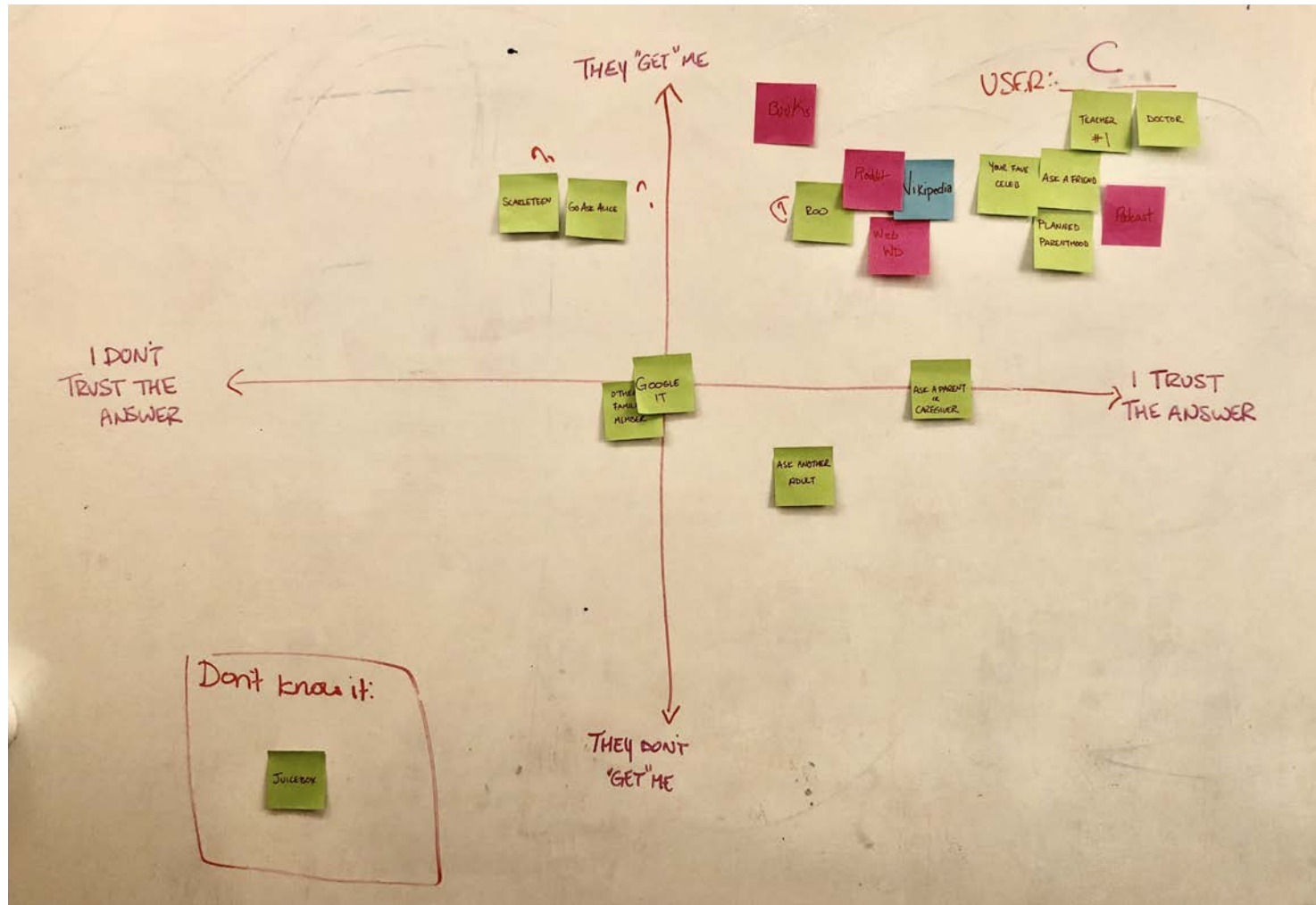
How We Used HCD (2)



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH



How We Used HCD (3)

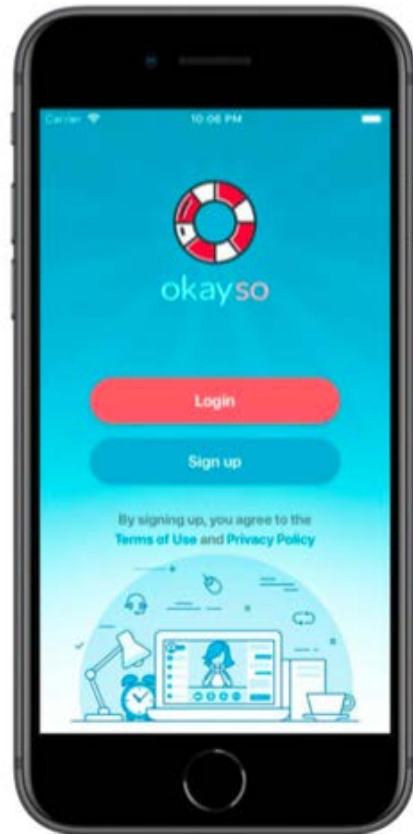


How We Used HCD (4)

- 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



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH



THE POWER OF HCD IN TPP



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH



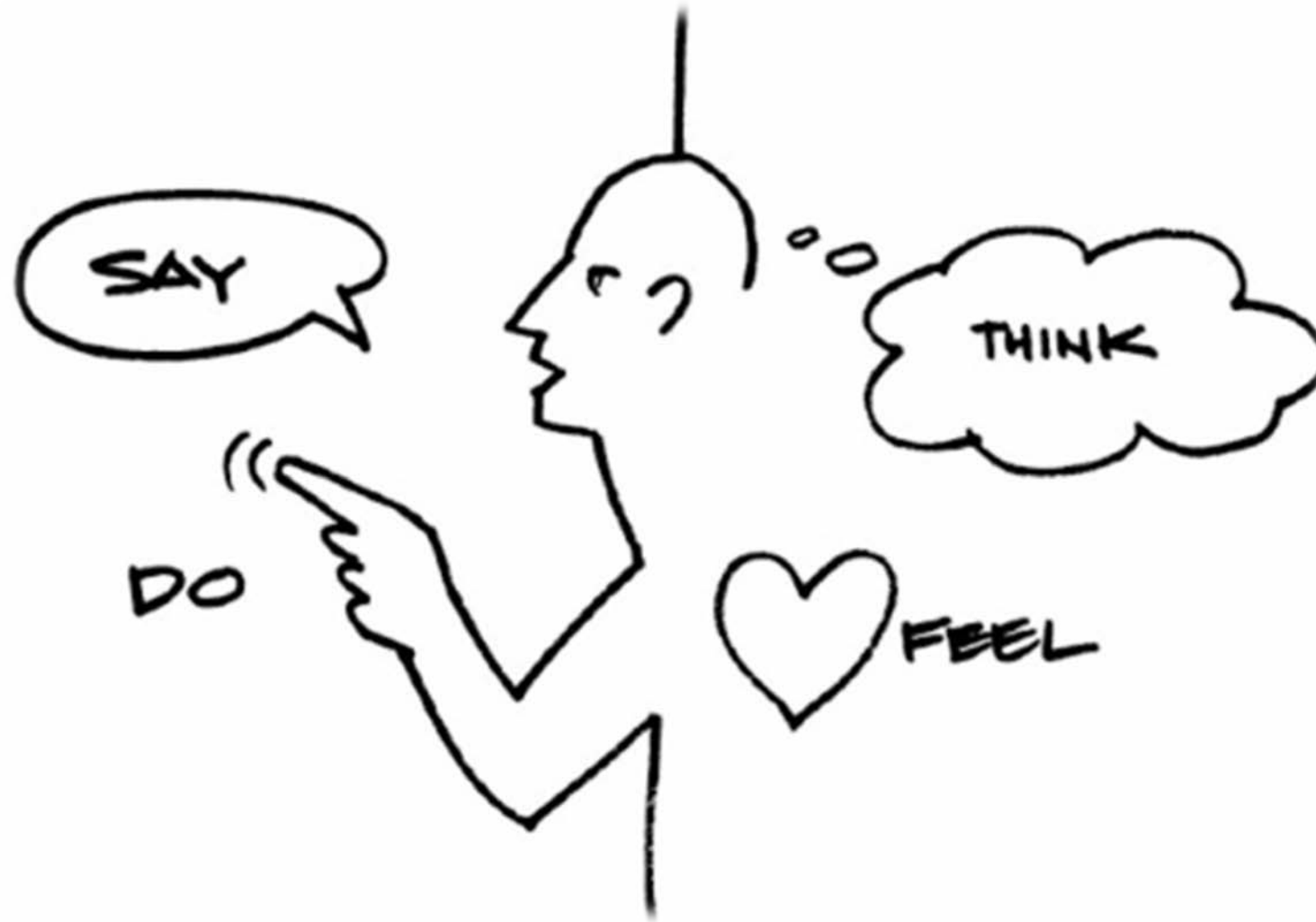
HCD designs for IMPACT



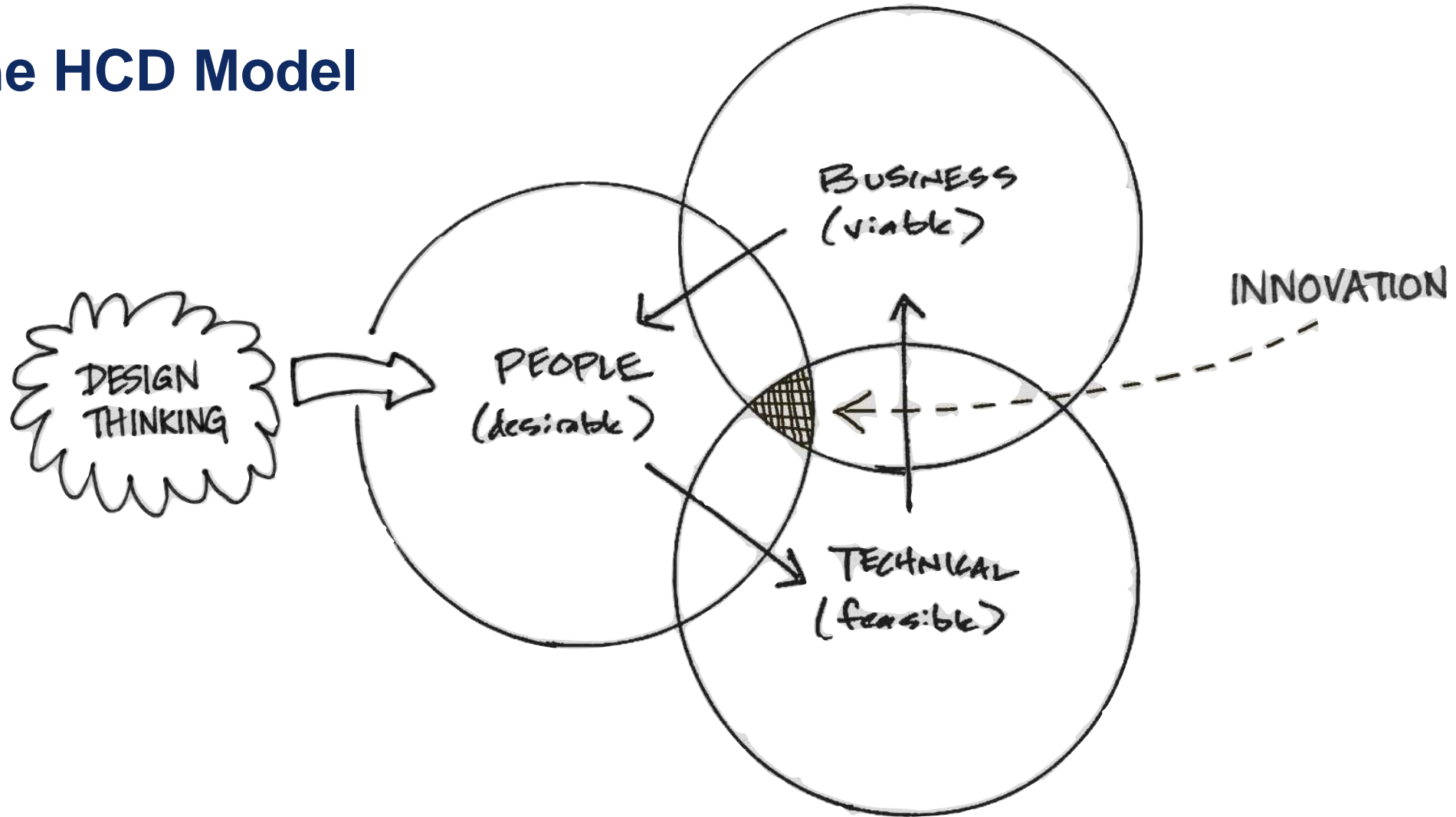
OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH



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!



[f](#) [t](#) [v](#) [i](#) [s](#) [Q](#) [SHOP | DONATE](#)

- WHAT WE DO
- SEXUAL HEALTH
- BLOG
- GET INVOLVED
- SELECT360 CONSULTING

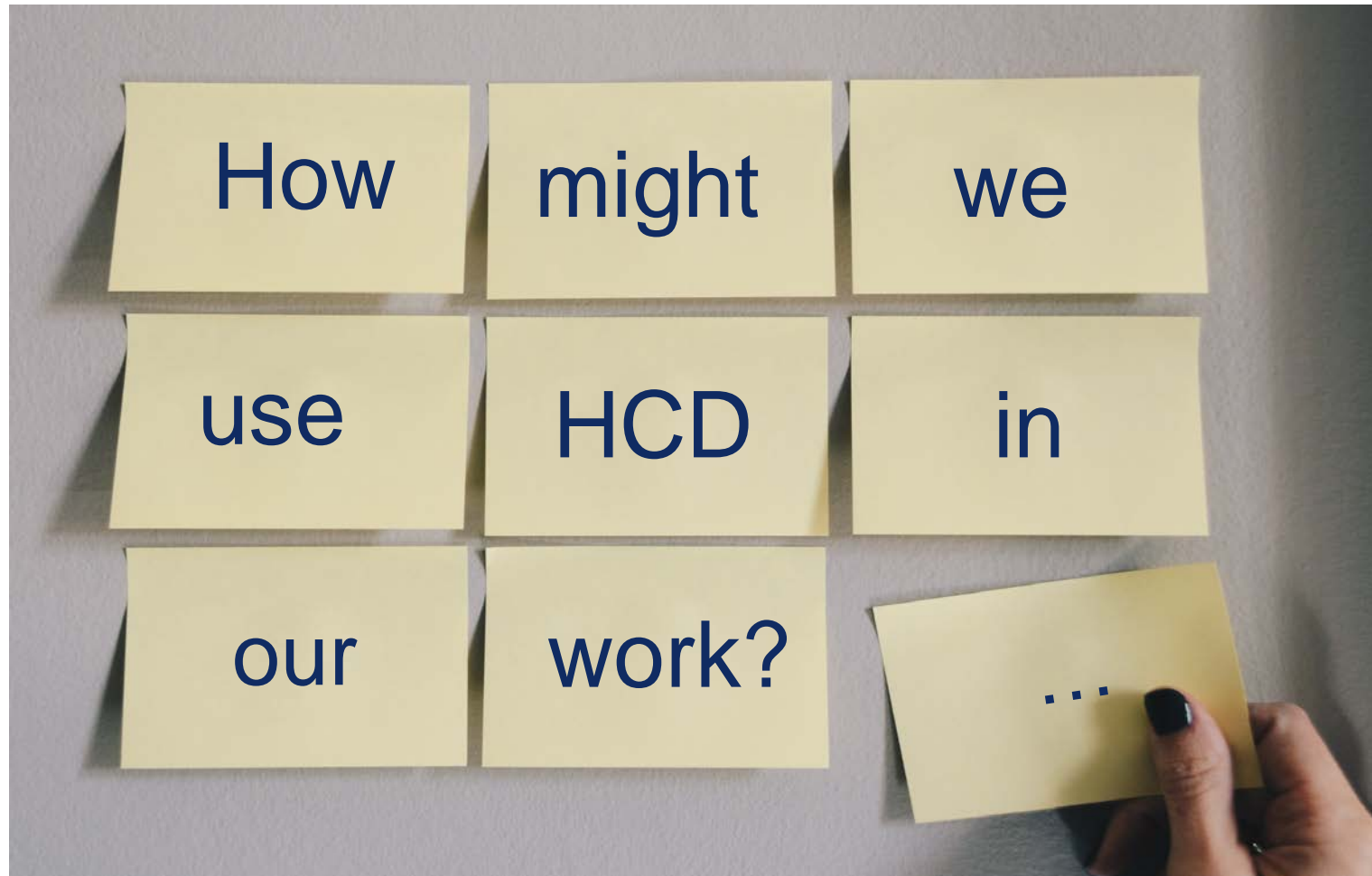
POWER TO DECIDE » [SELECT360 CONSULTING](#)



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH



Our Charge To You



Thank You!

A row of five wooden blocks with the letters T, H, A, N, and K arranged in a slightly curved line.



A row of three wooden blocks with the letters Y, O, and U arranged in a slightly curved line.

Sarah Axelson, MSW

Director, Training & Innovation

Power to Decide

saxelson@powertodecide.org

Elise Schuster, MPH

Co-Founder

okayso

elise@okayso.co



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH



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>



OFFICE OF THE
ASSISTANT SECRETARY FOR HEALTH



Learn more about OPA



Visit our websites:

www.hhs.gov/opa and www.hhs.gov/oah



Contact us: OPA@hhs.gov



Follow us on Twitter: [@HHSPopAffairs](https://twitter.com/HHSPopAffairs)



Watch our videos:

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

