

# Thinking Beyond Usual: Understanding Social Innovation in Health

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Estimated 10% of the population of the Philippines (around 10M) are living in GIDA  
*PNHRS, 2016*



1 in 10 young Filipino women age 15-19 has begun childbearing  
*PSA, 2013*



1.25M people worldwide die due to road crashes.  
*WHO, 2006*



Around 1M Filipinos are expected to have TB, and may or may not even know it.  
*NTPS, 2016*

## Why SIH? The Need for Socially Innovative Solutions



## WHAT IF?

***We can make the create a healthier, happier and thriving communities through social innovation?***

# Back to the Basics: What is Social Innovation?

- There are about 252 definitions! (Edwards-Schachter & Wallance, 2017)
- What do we mean by social innovation?
  - Challenge-driven (e.g. complex health and social challenges)
  - Collaborative, co-owned/ co-created, cross-boundary
  - Direction: bottom-up, grassroots, community-based
  - Empowerment dimension: encourage people/community to act
  - Instrumental dimension: services, products, processes or mechanisms
  - Transformative dimension: fundamental shift in status quo (social processes, relationships, institutional dynamics)
- It is as much about the HOW as the WHAT

# What is Social Innovation in Health (WHO, 2017)

Innovation is a modern day word for anything and everything.

What sets social innovation apart?

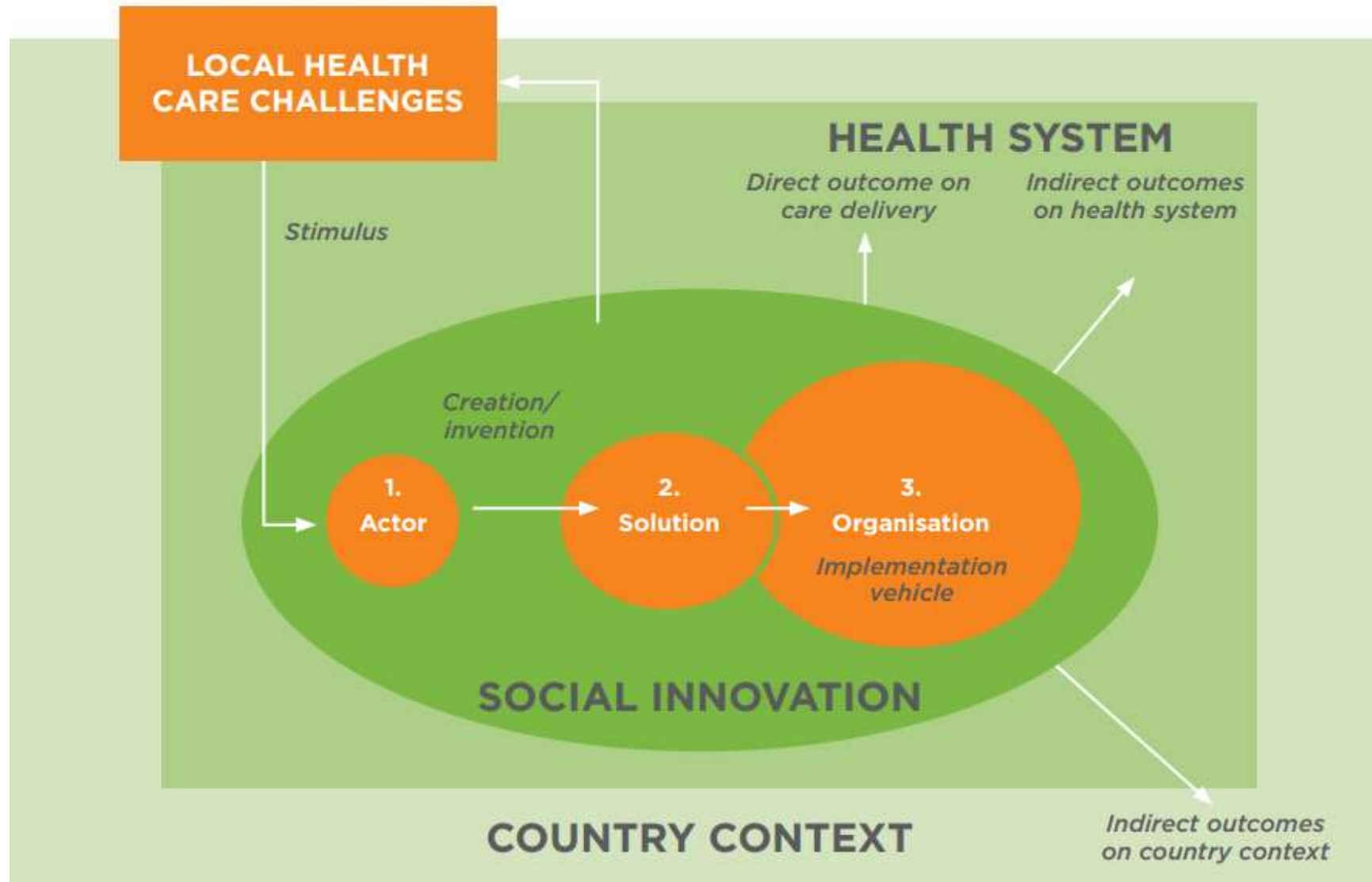
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“

A novel solution (process, product, practice, market mechanism), created and implemented by a range of actors, in response to a priority health need within a geographical context. This solution has enabled health-care delivery to be more inclusive, affordable and effective.

”

# Elements of Social Innovation in Health (SIH)



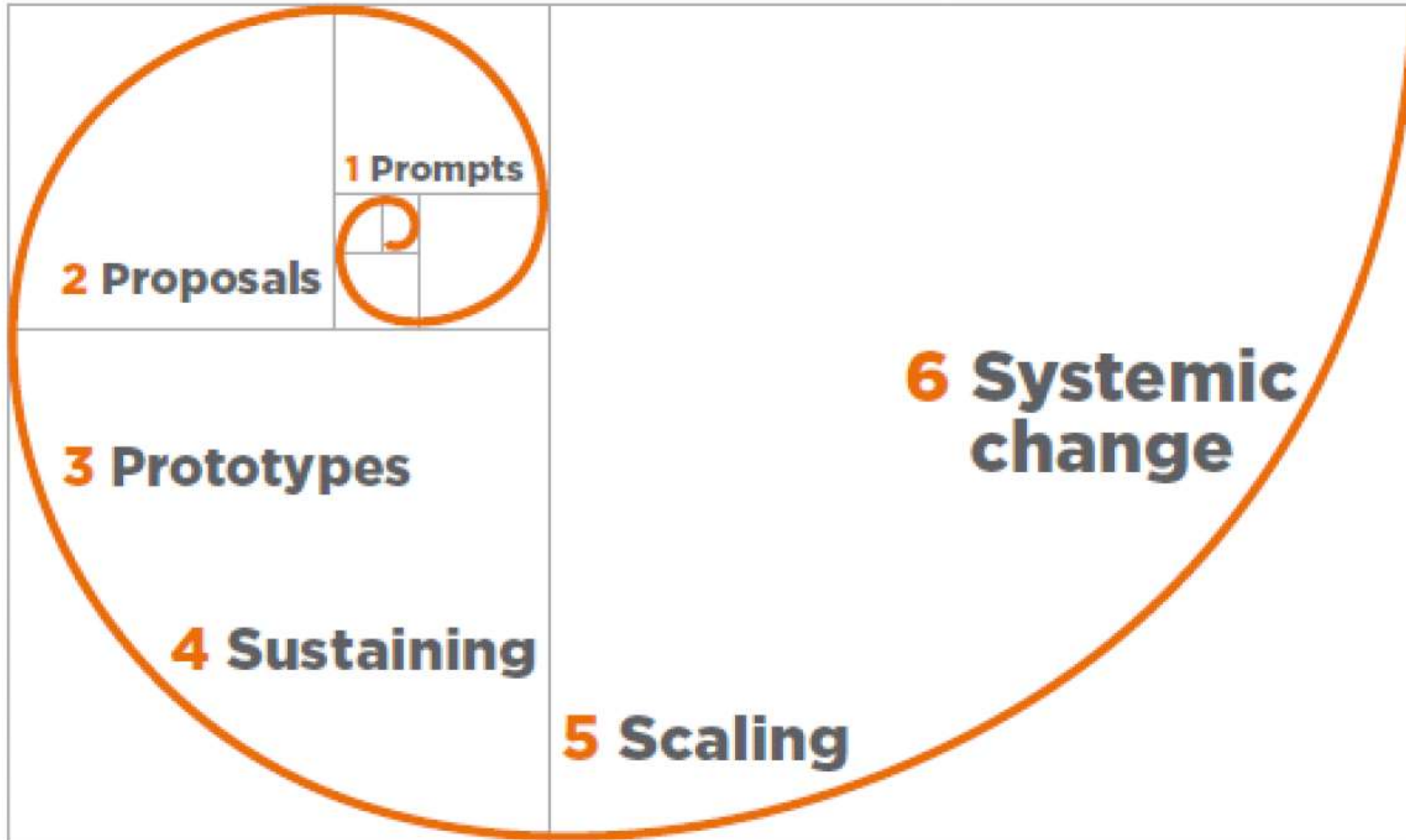


# HOW TO?

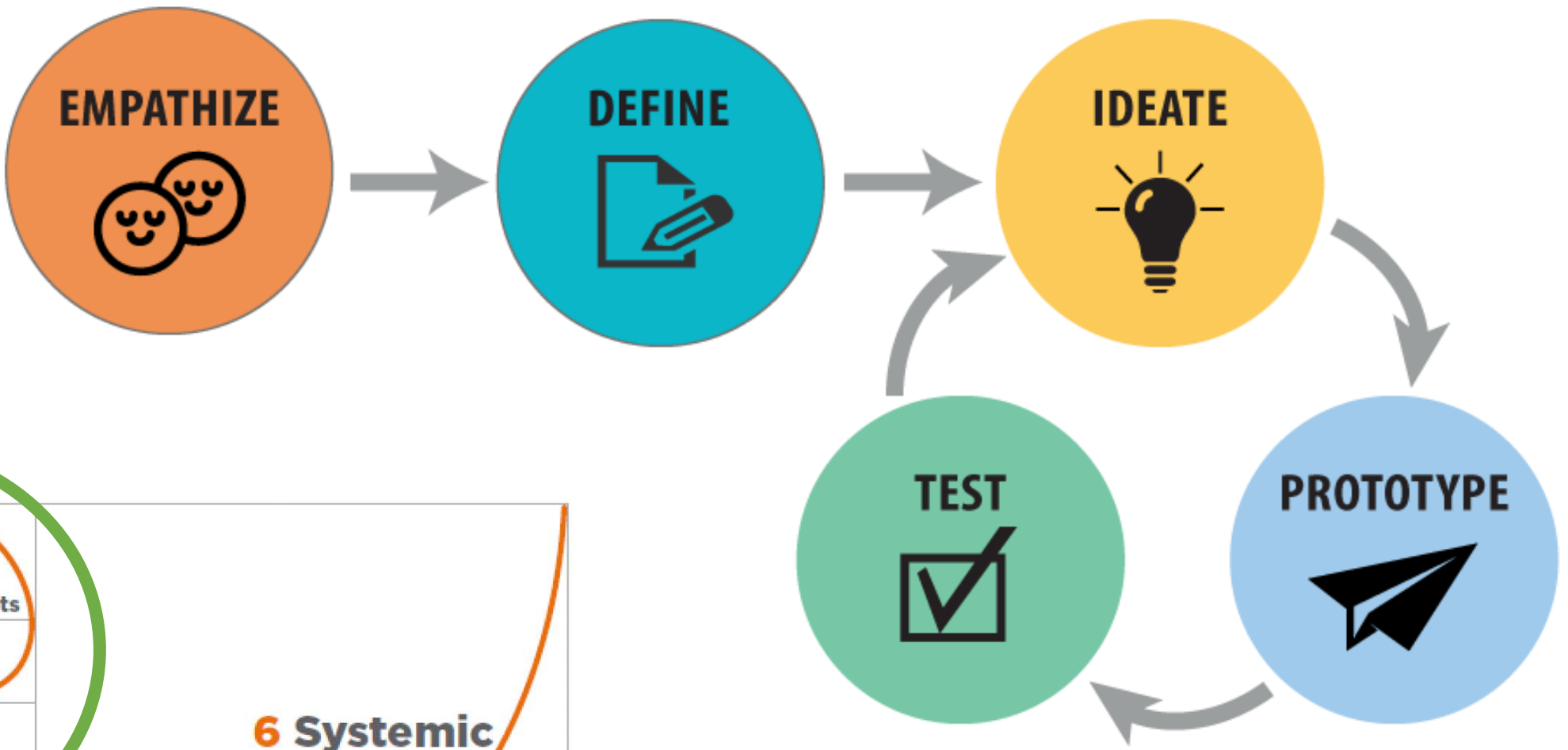
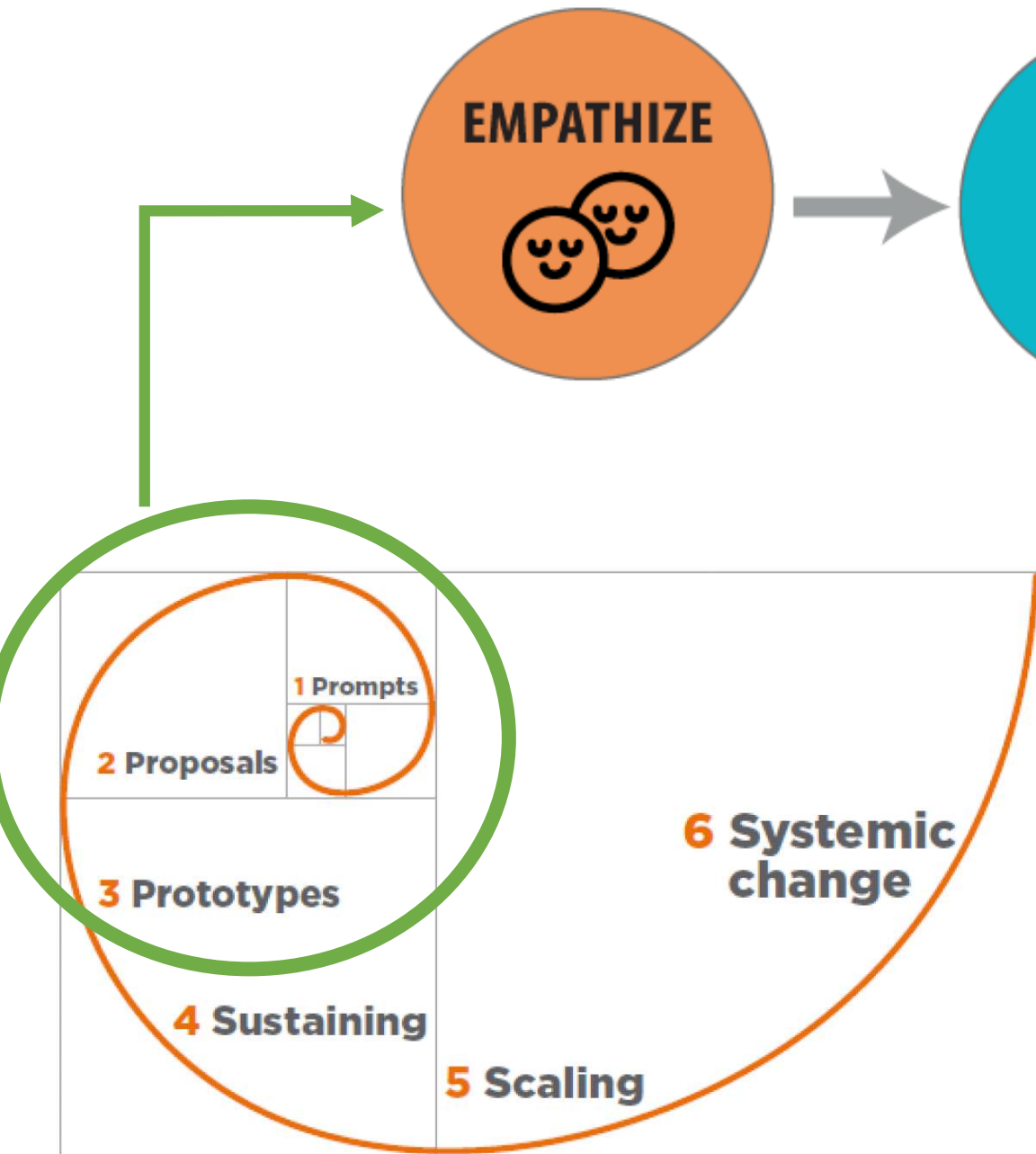
How do we initiate, implement and sustain SIH?

# Stages of Innovation (TEPSIE\*, 2012)

\*Theoretical, Empirical and Policy foundations for building Social Innovation in Europe







# Design Thinking



Examples of SIH



## UGANDA

### Drug Shop Integrated Care

A program aimed to improve the quality of services in private drug shops by adopting the WHO/UNICEF strategy for integrated Community Case Management in standardizing care to improve the quality and ability to offer health services.



## LESOTHO

### Riders for Health

Utilizing partner organizations to manage fleets of motorcycles and four-wheeled vehicles that are used by health workers to reach the most remote communities to deliver health care. Healthcare workers are trained to ride and maintain their own motorcycles.



## PHILIPPINES

### Partners for Leprosy Action

PILA is the response of the Philippine Leprosy Mission to the global strategy recommended by WHO to put in place sustained, integrated and quality services to detect, diagnose, successfully treat and reduce disability from leprosy.

# Take-Home Messages

- Problems are ever-present, complex and systemic.
- I challenge you to look around you. Immerse in your own communities or contextual realities to understand your challenges.
- Some of your ideas may sound trivial but you will be surprised that those ideas that seem trivial actually work.
- Complex and systemic health challenges cannot be addressed alone should be addressed with a range of stakeholders in the health system.

"Some of the most effective methods for cultivating social innovation start from the presumption that people are competent interpreters of their own lives and competent solvers of their own problems."

*Source: Mulgan, G. (2006). The process of social innovation. Innovations: technology, governance, globalization, 1(2), 145-162.*

**THANK YOU!**