OUT WITH IT
THE 2018 GLOBAL CHALLENGE

INFORMATIONAL WEBINAR
FEBRUARY 21st, 2018
PRESENTERS

George Ayala
Executive Director
MSMGF

Bhupendra Sheoran
Executive Director
YTH

Greg Tartaglione
Sr. Communications Officer
MSMGF
It is time for community-led solutions to the challenges facing young gay and bisexual men.

We are looking for 6-8 innovators to join us to present and develop their ideas at the MSMGF Pre-Meeting in Amsterdam on July 22nd.
PRIORITY AREAS

- Challenge policies or legal barriers
- Support youth leadership and participation
- Strengthen youth-friendly sexual and reproductive health services
- Leverage information and communication technologies
- Encourage new partnerships
- Promote personal sexual empowerment and health
WE ARE LOOKING FOR

SOLUTIONS THAT ARE...

• Forward thinking & bold
• Led by members of key populations
• Innovative & outside the box
• Feasible to implement
ELIGIBILITY

Innovation Teams must...

• Be youth-led
• Have up to two members that will attend the MSMGF Pre-Meeting
• Be able to present in English
STEPS FOR SUBMISSION

1. Identify a challenge, create a solution
2. Create your team and register online
3. Learn more about human centered design
4. Submit a 2-3 minute video
5. Join us in Amsterdam
6. Vote on solutions for pilot testing
OUT WITH IT
MSMGF’S 2018 PRE-MEETING

July 22\textsuperscript{nd}, 2018
Amsterdam, Netherlands
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Human Centered Design
An Introduction
What we do

Discover
What works

Innovate
Health solutions for youth through youth-centered design

Lead
Through training and digital strategy
The goal of this session is to introduce you to human-centered design as a tool to design innovative solutions to address critical challenges in YMSM health.
WHAT IS HUMAN-CENTERED DESIGN?

Empathy
Creative problem solving
Prototyping to learn
DESIRABLE
do people want it?

VIABLE
is it affordable?

FEASIBLE
can we do it?
PRODUCT DESIGN
The Embrace infant warmer

COMMUNICATIONS DESIGN
Mobile App for trans-spectrum youth

SYSTEM DESIGN
A new school lunch system in San Francisco

SERVICE DESIGN
A new clinic layout for Planned Parenthood
RESEARCH
Learn about your user and their world

SYNTHESIZE
Identify opportunity areas based on user needs and insights

IDEATE
Brainstorm creative solutions

PROTOTYPE
Build a tangible, testable version of your idea to get feedback

TEST & ITERATE
Test these prototypes with the user to learn and refine them

Adapted from IDEO
DIVERGE

Create choices

CONVERGE

Make choices

RESEARCH

SYNTHESIS

IDEATION

PROTOTYPING
Human-centered design is driven by what we learn about our users
Design Research

Design research identifies insights for action.

Design research is about identifying opportunities for design, rather than doing a comprehensive study of a population.
- USER INTERVIEWS -
- EXPLORE BEHAVIORS -
- OBSERVE IN CONTEXT -

- ENGAGE INFLUENCERS -
Latent Needs

Say

Think

Do

Feel
Moving from insights + data to actionable opportunities for design
What makes a good insight?

It conveys the sense of a new perspective or possibility.

It’s a discovery that inspires solutions to the design challenge.
Rites of passage ceremonies are times when the whole community come together for feasting.

Rite of passage traditions help many youth feel valued, respected and celebrated by their community.
IDEATION

“It’s not about coming up with the ‘right’ idea, it’s about generating the broadest range of possibilities.”
Prototyping and Iteration

Prototyping makes ideas tangible.

By putting concepts in front of people, we learn quickly what works without spending years and a lot of money developing a flawed idea.
Make, make, make! Build your prototype!
Next steps?

- Form teams and register
- Attend the next two skills building workshops on HCD
- Develop your idea and submit
Our Communities deserve real information, when they need it, how they need it.

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YOUR VIDEO SHOULD DO 3 THINGS…

Introduce yourself and your team

Describe the challenge you are trying to address

Pitch your solution
THE MOST IMPORTANT PART IS WHAT YOU’RE SAYING

- Speak clearly and have a plan
- Make sure you can be seen and heard
- Show us what you’ve got!
KEY DATES

• Monday, March 15 – Videos and registrations due
• Friday, March 30th – Selected Innovation Teams will be notified
• Sunday, July 22 – The Out With It AIDS 2018 Pre-Meeting
• Monday, July 23 - Friday, July 27 – Winning teams will be announced at AIDS 2018 Global Village
Learn more at
msmgf.org/international-aids-pre-conference

Fill out the application at
www.surveymonkey.com/r/5DMDQDK

Submit your videos to
spaces.hightail.com/space/AbXrUUGm5u
THANK YOU!

We look forward to your submissions to the 2018 Global Challenge

Please direct all questions to OutWithIt2018@gmail.com