

Combining human-centered design and costing with an evidence-based approach to design violence prevention interventions for scale

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Build on the evidence base

EVIDENCE





FORMATIVE
RESEARCH

DESIGN THE
PROGRAM

PILOT

IMPLEMENT & EVALUATE

LEARN

LEARN

LEARN

THE WAY PEOPLE
WERE TARGETED
AND INFORMED

WHEN AND
WHERE THE
PROGRAM
WAS
IMPLEMENTED

WHO
DELIVERED
THE PROGRAM

ETC.

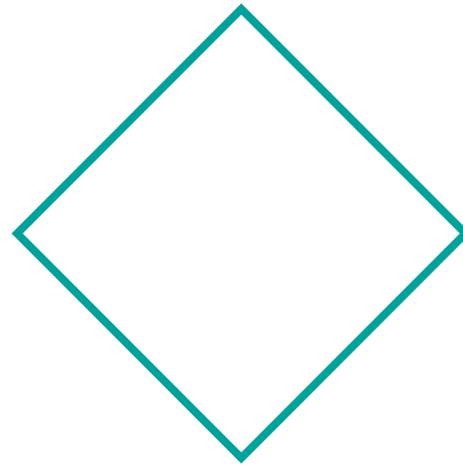
EVIDENCE

**DESIGN MINDSET
& APPROACH**

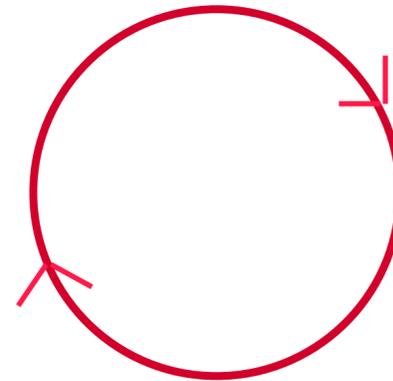


Design Mindsets & Approach

Focus on user's perspective



Create, Build and Iterate



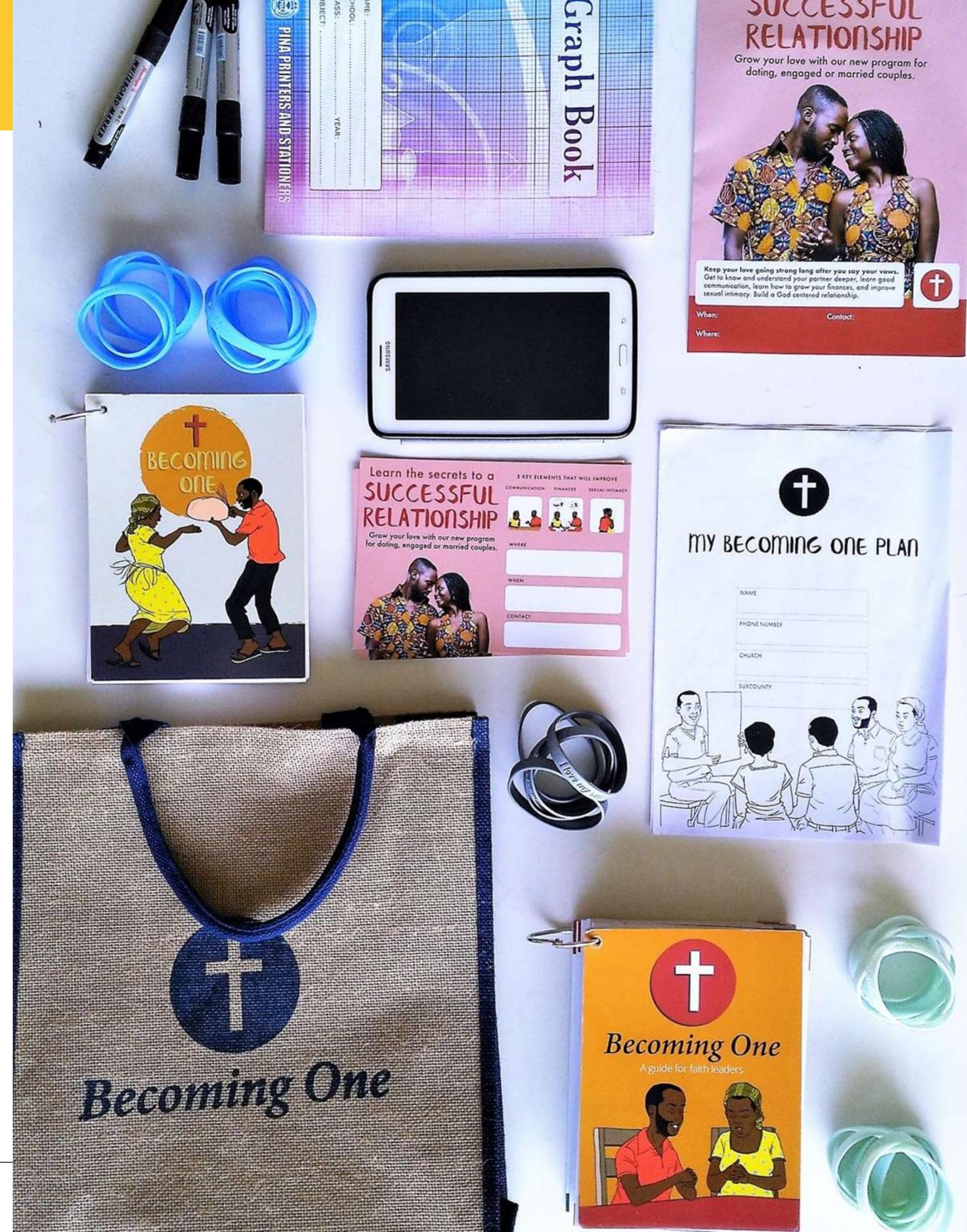
Example of Becoming One Program

Group counseling for couples by faith leaders to teach skills on

- communication,
- emotional regulation,
- sexual pleasure and consent and
- shared financial control

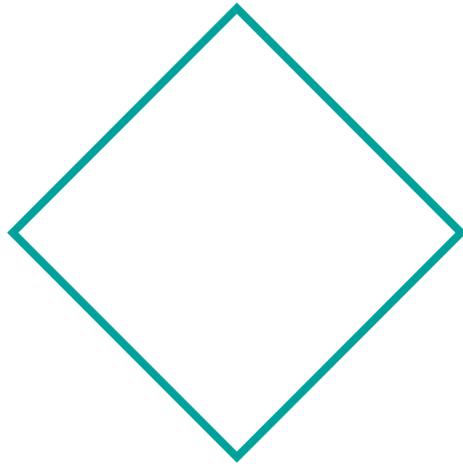
To prevent IPV

Becoming One is a partnership
Between the IRC, IPA and World Vision.

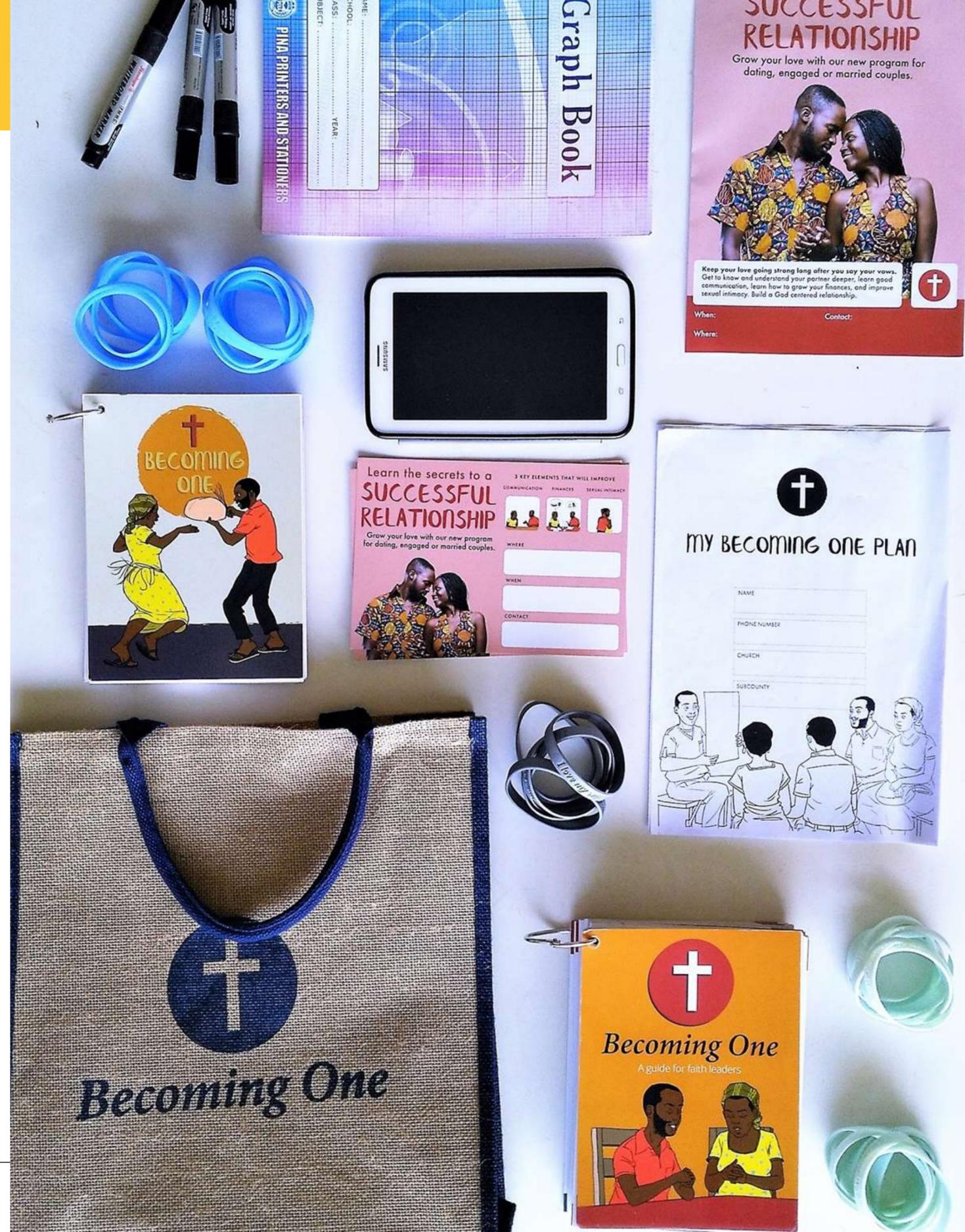
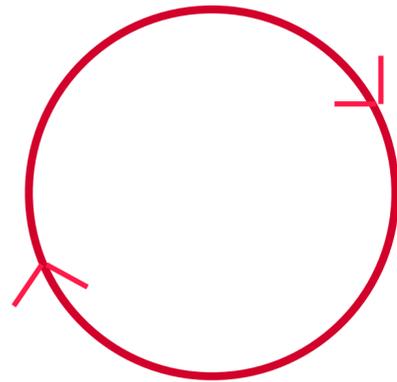


Example of Becoming One Program

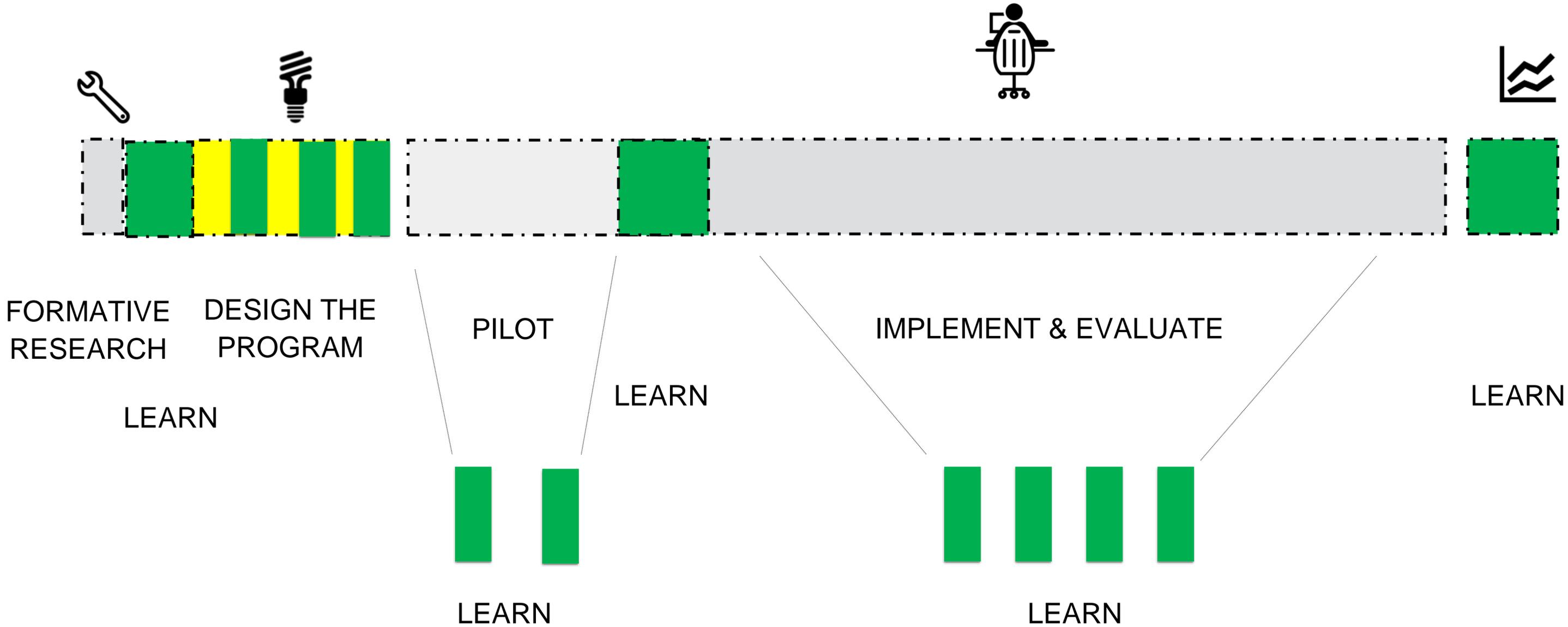
Focus on user's perspective



Create, Build and Iterate



How can we learn and improve earlier and more often?



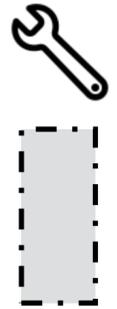
EVIDENCE

**DESIGN MINDSET
& APPROACH**

COSTING



Understanding costs



FORMATIVE
RESEARCH



DESIGN THE
PROGRAM

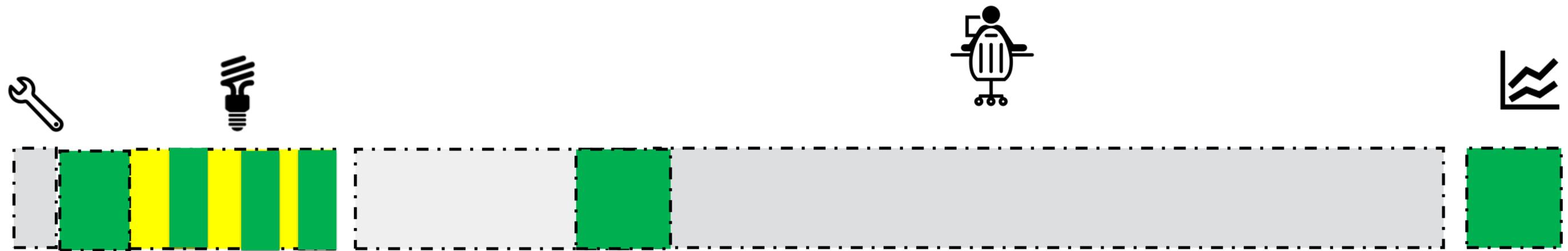


IMPLEMENT & EVALUATE



COST
EFFECTIVENESS

How can we learn & improve earlier & more often from costs?



FORMATIVE RESEARCH DESIGN THE PROGRAM

PILOT

IMPLEMENT & EVALUATE

LEARN

LEARN

LEARN

LEARN

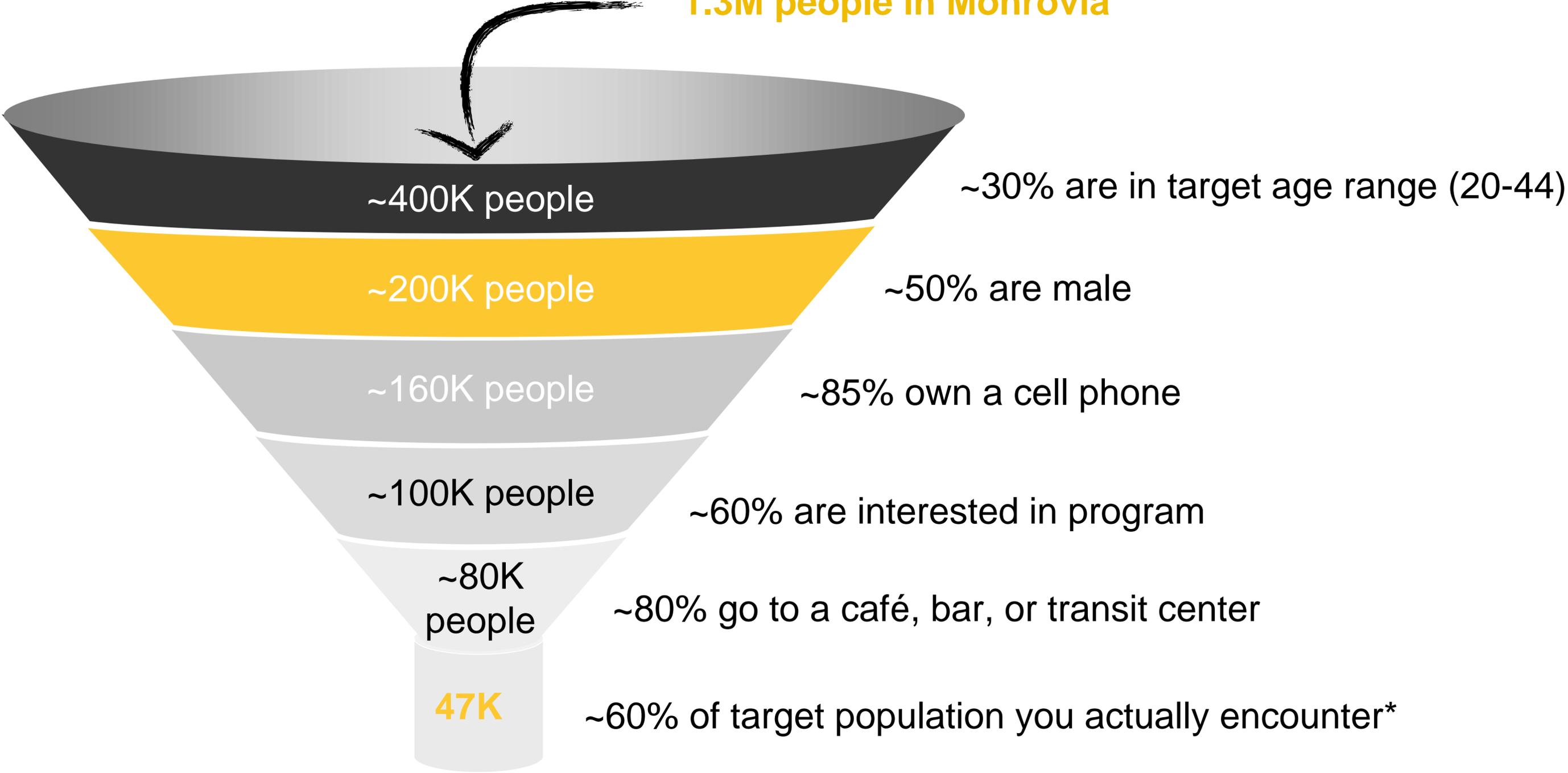
LEARN

Estimate rough costs early



Estimate **total potential for scale**

1.3M people in Monrovia



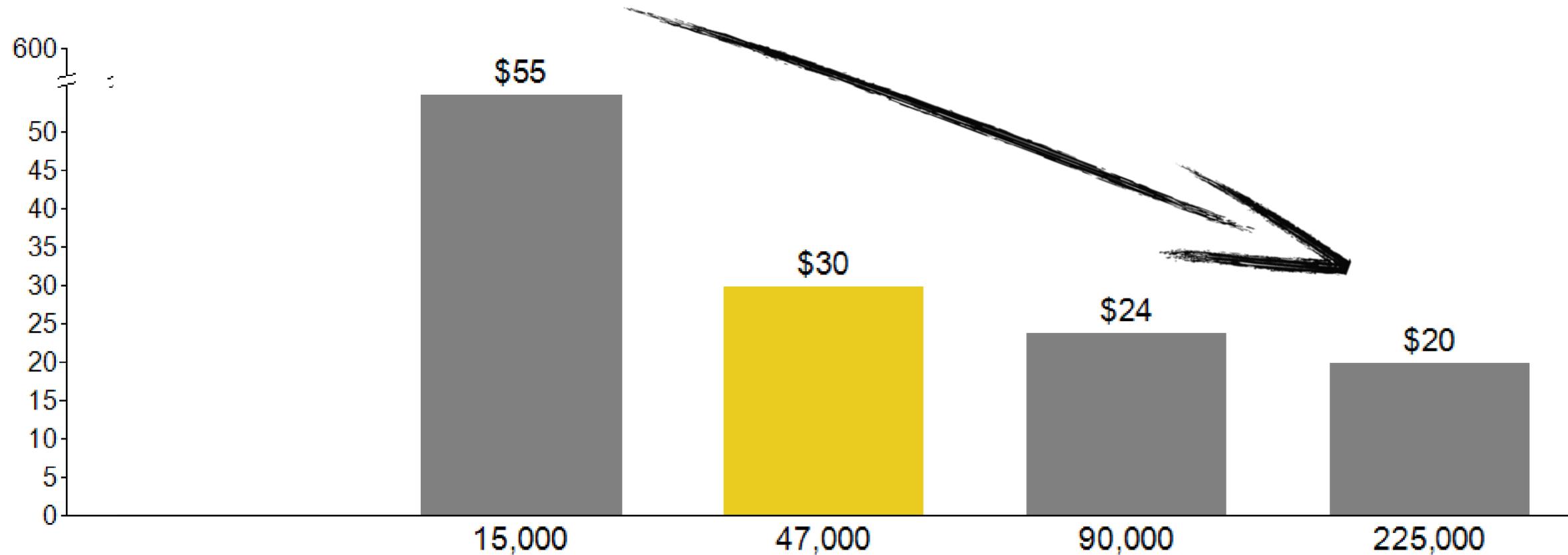
*This number is a guesstimate, and can be increased with repeated visits to bars/cafes/transit centers (which are not included in the model)

Note: Increased cell phone ownership to 85% from 75%, given 75% includes rural areas that likely have lower cell phone use

Source: Demographic and Health Survey, 2013; Liberian Telecommunications Authority; Prototyping

Analyze costs at **varying levels of scale**

Program cost per person reached (\$ USD)



Scenario

Reach limited scale in Monrovia

Reach full potential scale in Monrovia

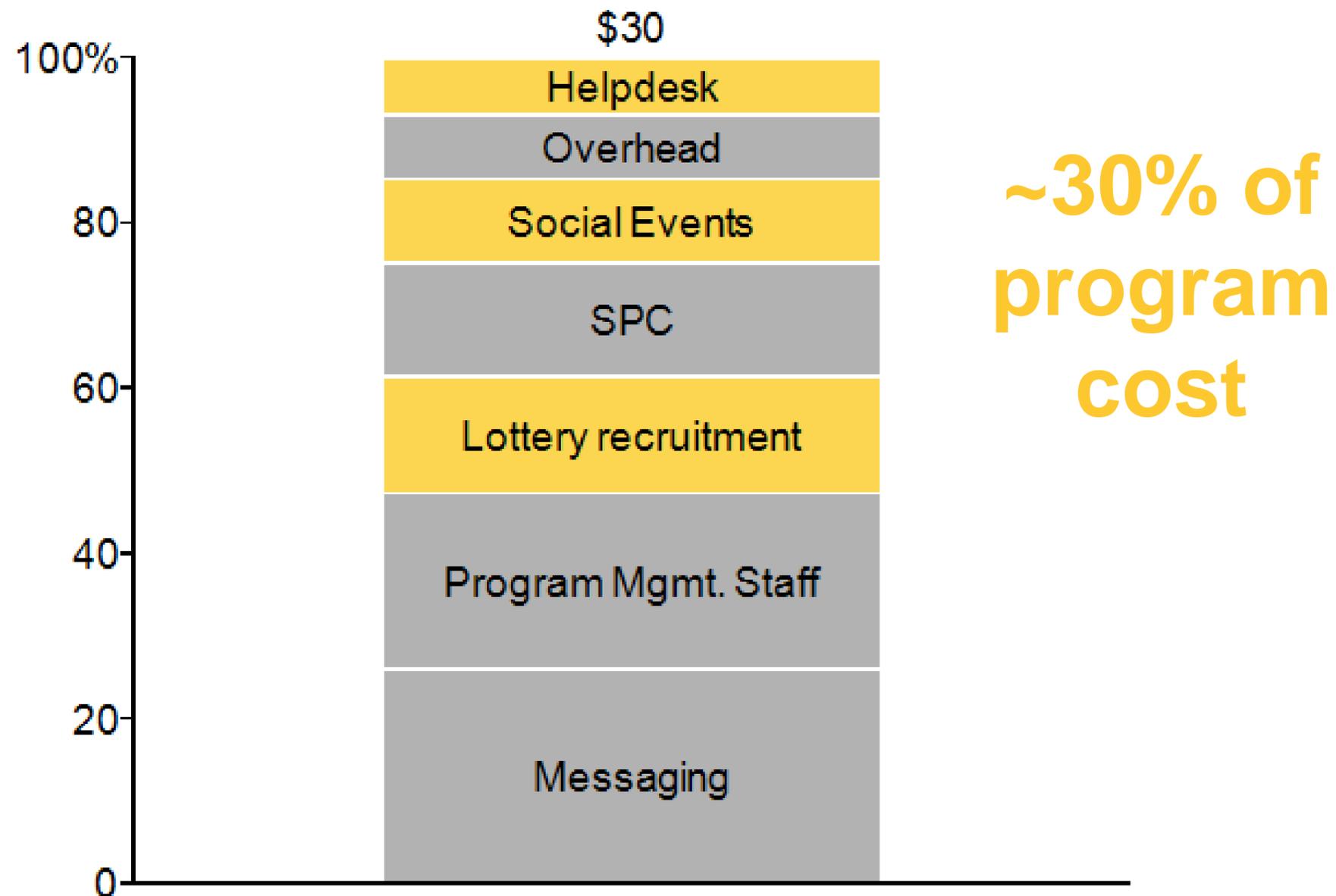
Scale across ~2 urban centers

Scale across 5 urban centers

Note: Excludes cost of translating and contextualizing for new countries

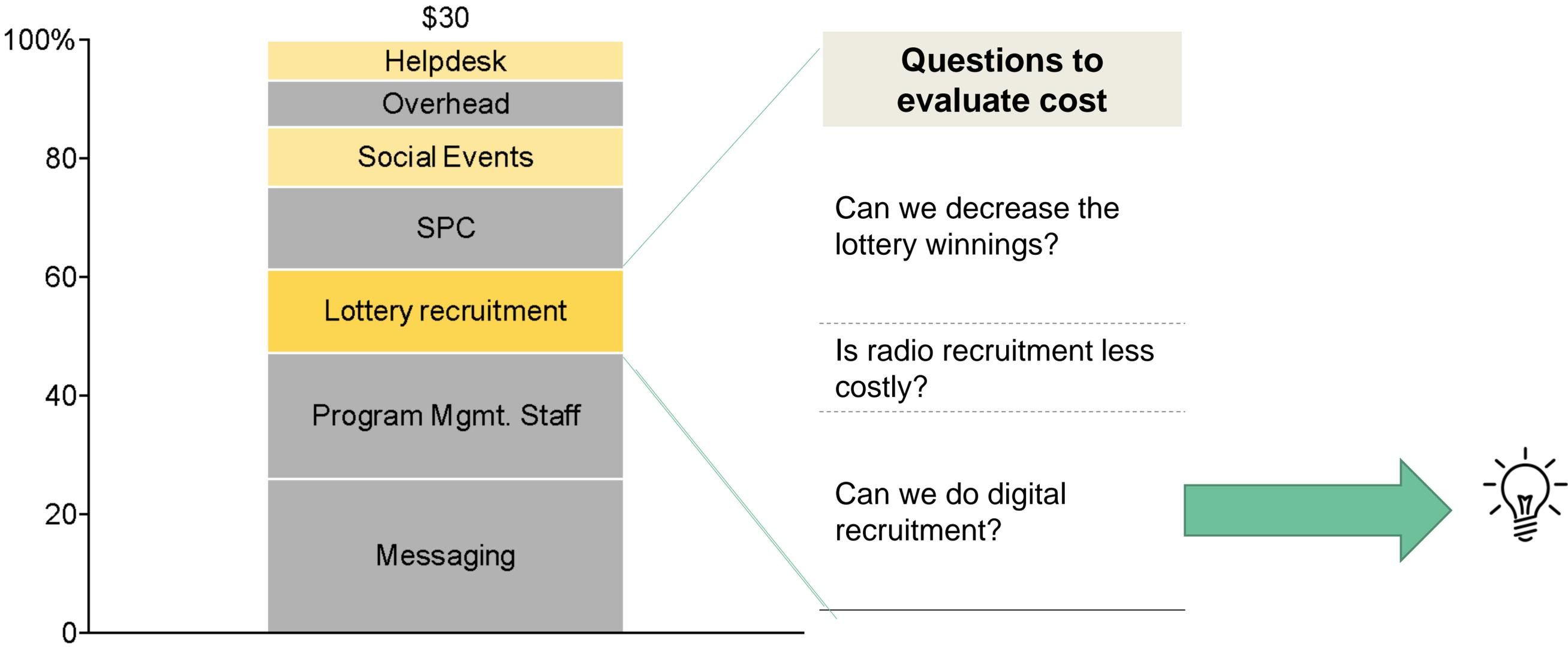
Analyze costs by **program elements** to **drive down costs**

Programmatic cost per person at estimated scale of ~47K (\$ USD)



Use **cost drivers** to design and test alternative options

Programmatic cost per person at estimated scale of ~47K (\$ USD)





FORMATIVE
RESEARCH

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PROGRAM

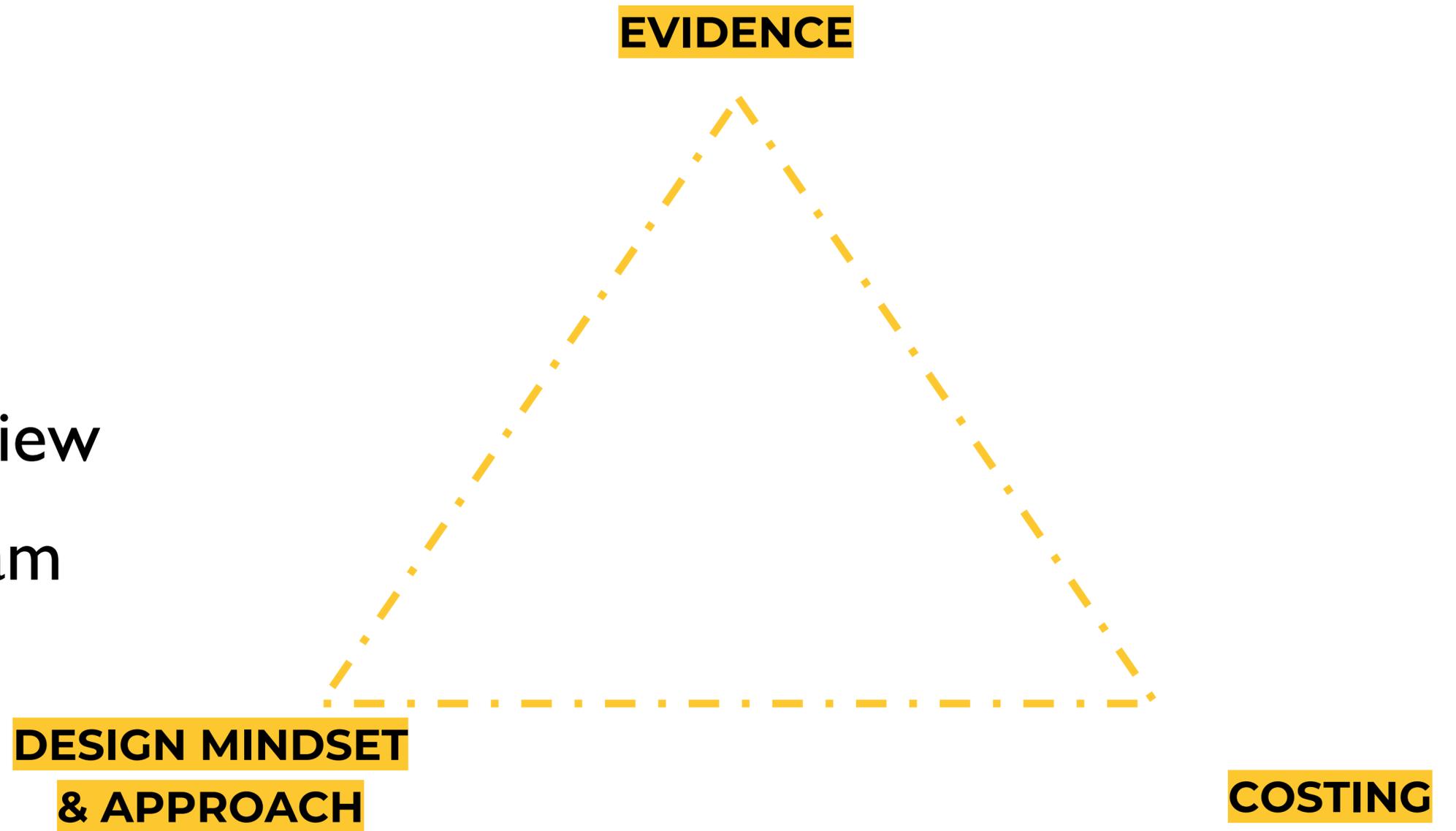
PILOT

IMPLEMENT & EVALUATE

COST
EFFECTIVENESS

What enabled this approach?

- Flexible funding
- Adapted ethical review
- Multidisciplinary team



Thank You

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A few resources

Traditional Socio-Behavioral Research (SBR) and Human-centered Design (HCD), Similarities, Unique Contributions and Synergies By Elizabeth E. Tolley, PhD, FHI 360

Human-centred Design In Global Health: A Scoping Review Of Applications And Contexts, PLOS One
Designforhealth.org

<https://medium.com/airbel/why-cost-is-important-in-social-innovation-and-what-to-do-about-it-c5184c59b5b7>