

Co-Designing Maternal Health Interventions

Jessica S. Smith, RN, MPH

International Maternity Expo, November 2019



The Co-Design Process

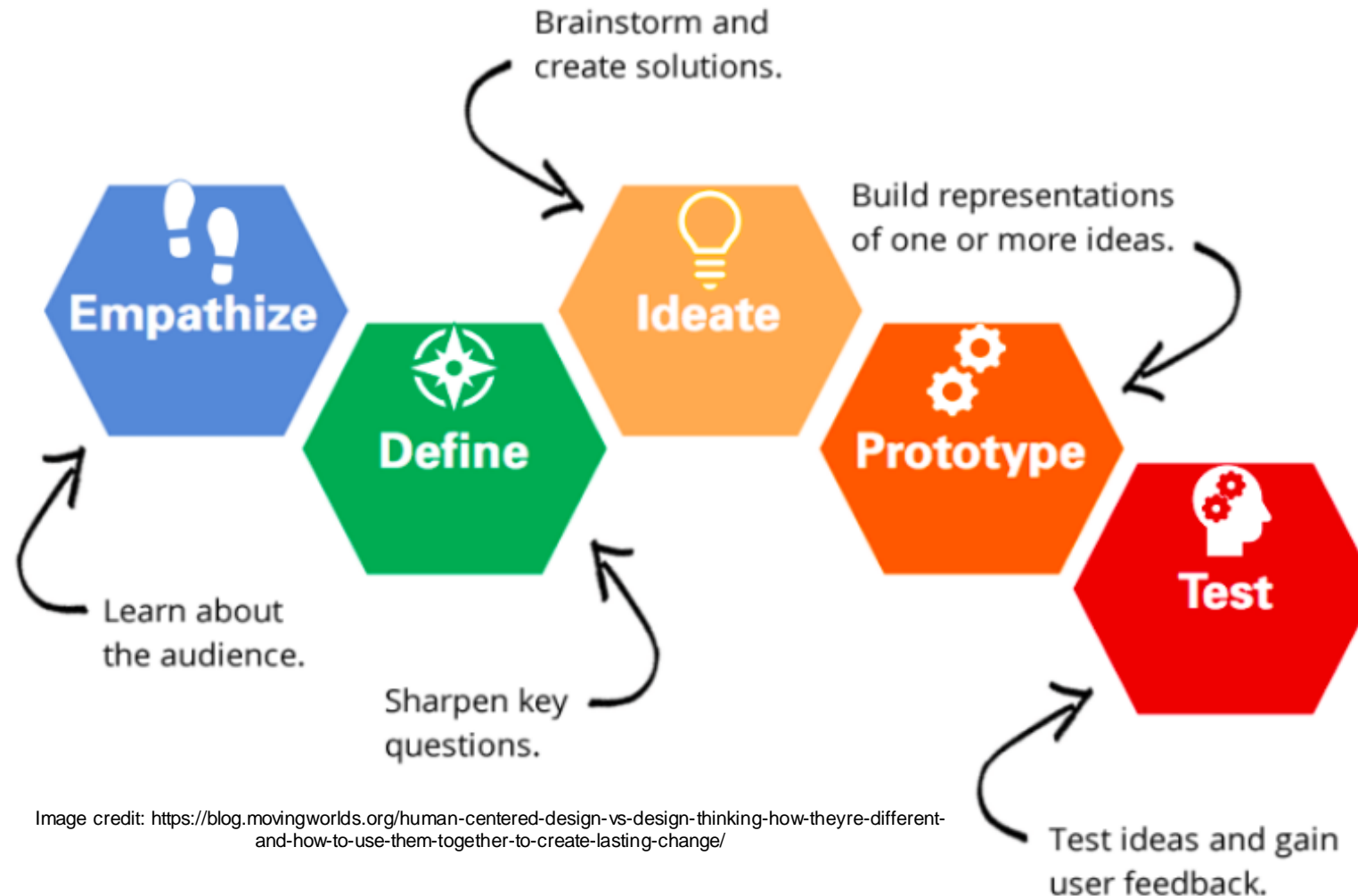


Image credit: <https://blog.movingworlds.org/human-centered-design-vs-design-thinking-how-theyre-different-and-how-to-use-them-together-to-create-lasting-change/>

Co-Design Mindsets

- Equal decision making
- Embrace ambiguity
- Learn from failure
- Choose optimism

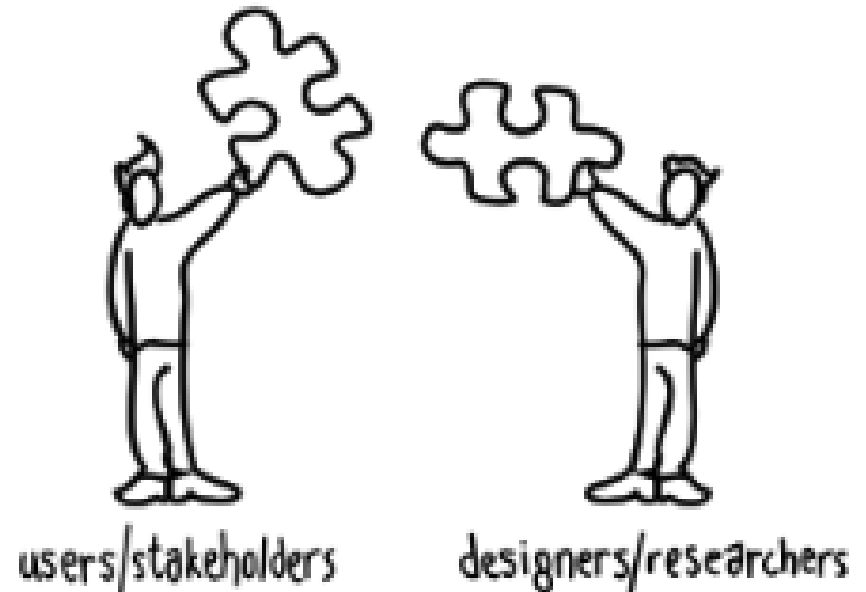


Image credit: <https://www.smallfire.co.nz/2013/09/27/doing-co-design-ux-australia-2013/>

Why Co-Design?



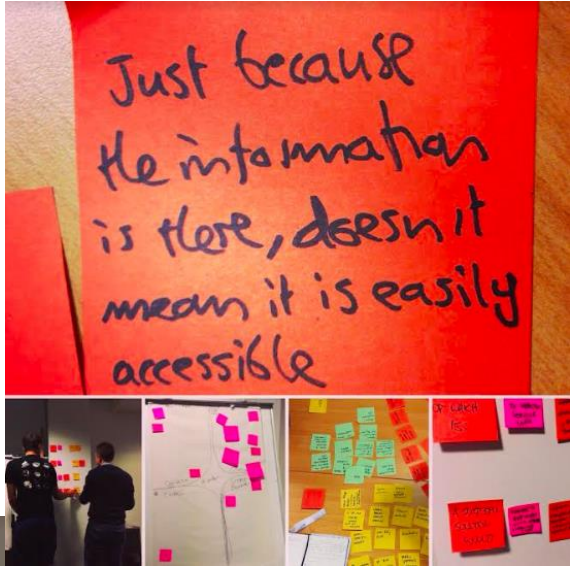
Image credit: <https://www.bbva.com/en/can-world-banking-learn-design-thinking/>

1. More ethical
2. More effective
3. More fun!

Case Study: Shifra



- Major themes:
- Language barrier
 - Lack of autonomy
 - Time



Tips & Resources

- Expect the cost
 - Beginner's Mind
 - Involve marginalized communities
- Design Kit (ideo.org)
 - Design Thinking Bootleg (Institute of Design at Stanford)

Evaluating Co-Design



Image credit: <https://en.unesco.org/youth/toptips/planner/monitoring>

- Product
- Process
- Equitable Reach

What Now?

- It's a process.
- It's worth it.
- You can do it!

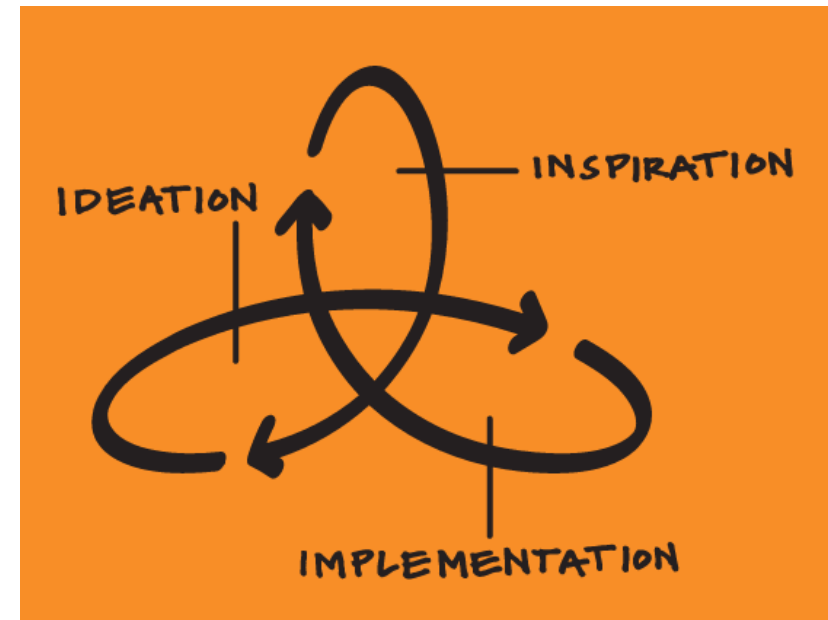


Image credit: <https://designthinking.ideo.com/>

<https://shifra.app>

Jess.simons.smith@gmail.com

