



WITH, NOT FOR

Leveraging Community Engaged Design to
Address Senior Hunger

Michelle Sucher October 30, 2019

TODAY'S AGENDA

- Overview and Intros
DI, Human-Centered Design
- Project Highlight
Community Engaged Senior Hunger Solutions
- Metathemes
Go Beyond Feedback
- Tools
Empathic Interviewing,
Ladder of Engagement
- Reflection
Commitment to Action



WHO WE ARE

Design Impact is a social innovation nonprofit that designs **inclusive** and **creative** approaches to complex social issues.





THEORY OF CHANGE

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Prioritize the perspective and lived experience of those most impacted by inequity.

We co-create from an intersectional and racial justice lens.

Build leaders who value creativity and inclusion.

We develop leaders that embrace a learning mindset, share ownership, and drive connection.





CHANGE MINDSETS



**CHANGE
ACTIONS**



**CHANGE
CONDITIONS**

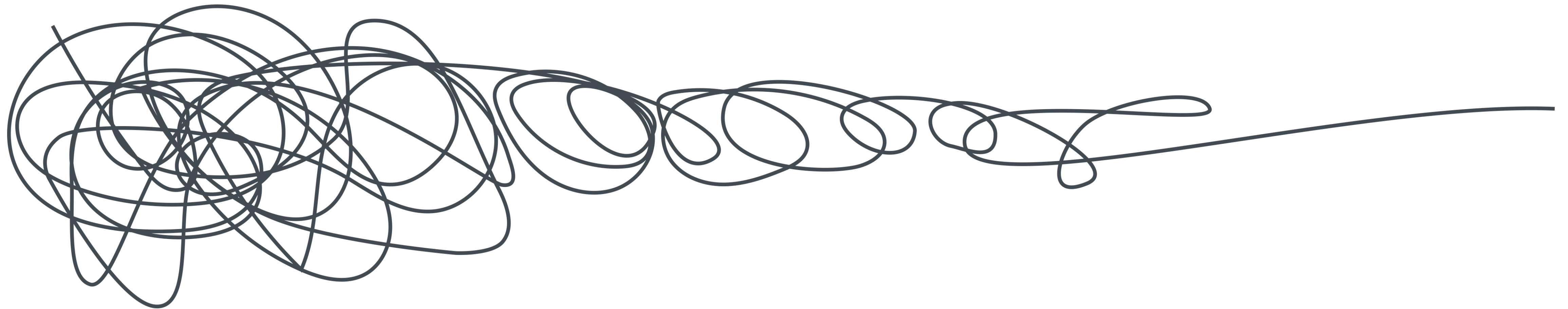
THE PROCESS

HUMAN-CENTERED DESIGN



THE PROCESS

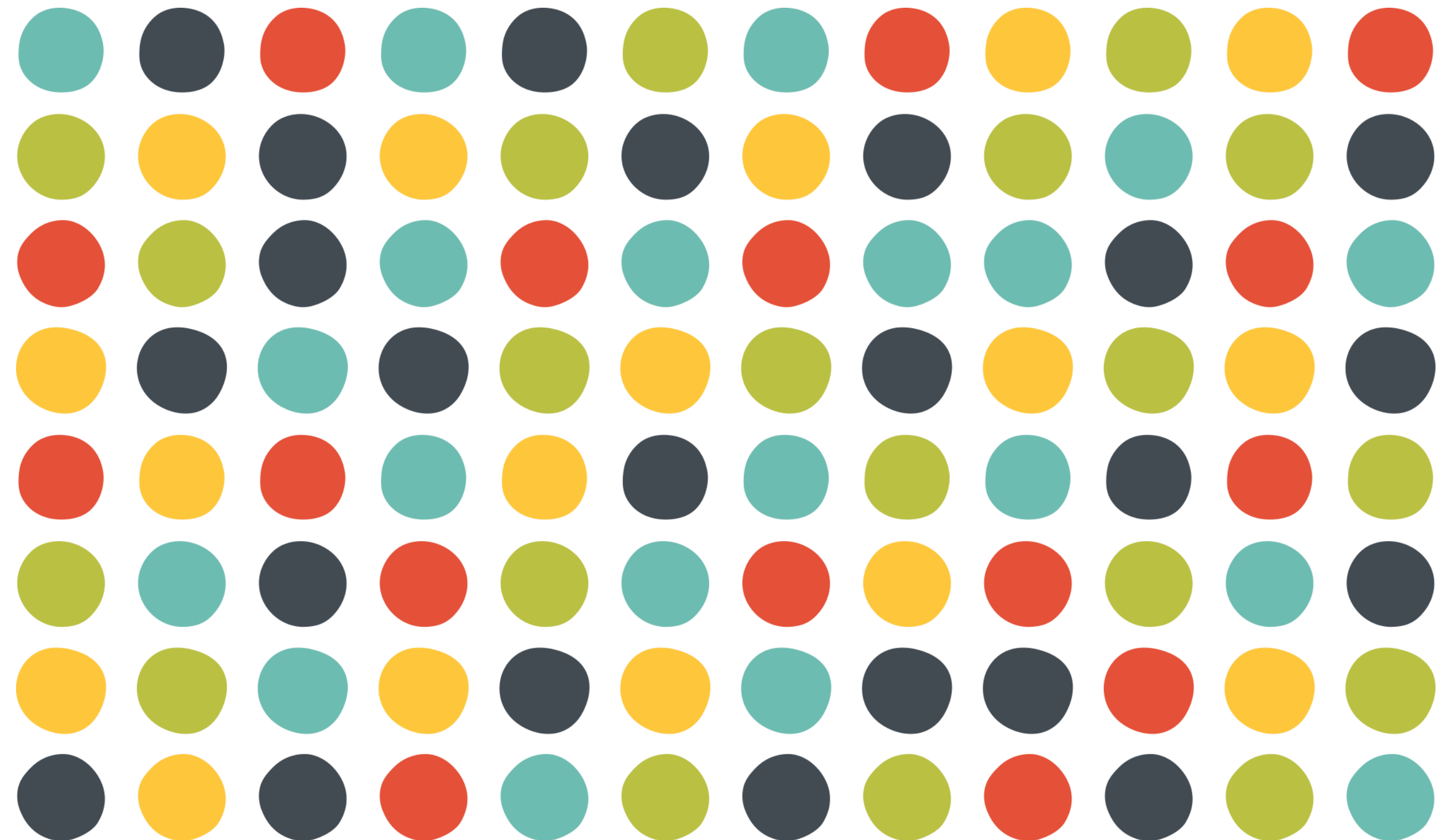
HUMAN-CENTERED DESIGN



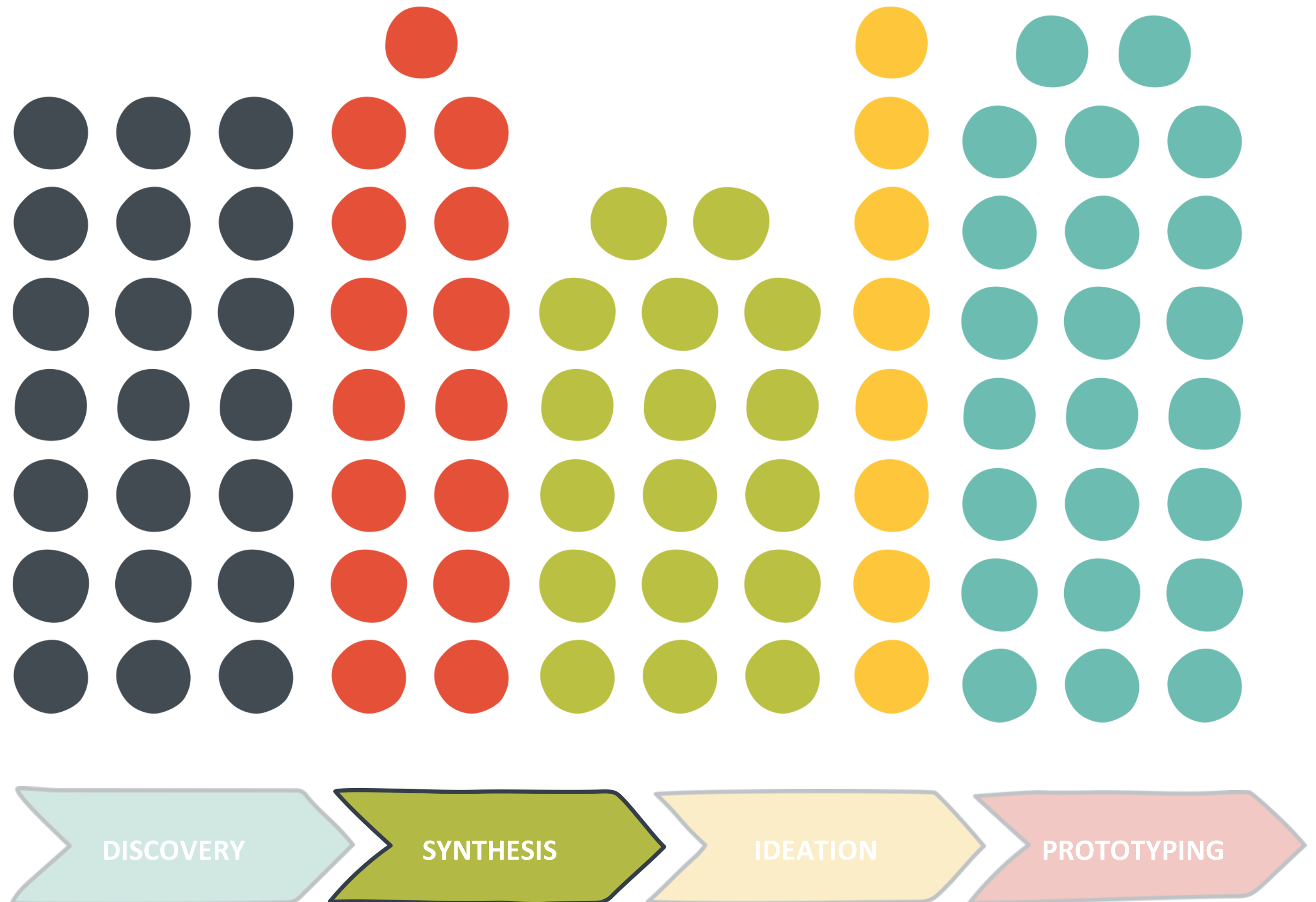
EXPLORE ALL ASPECTS OF A CHALLENGE



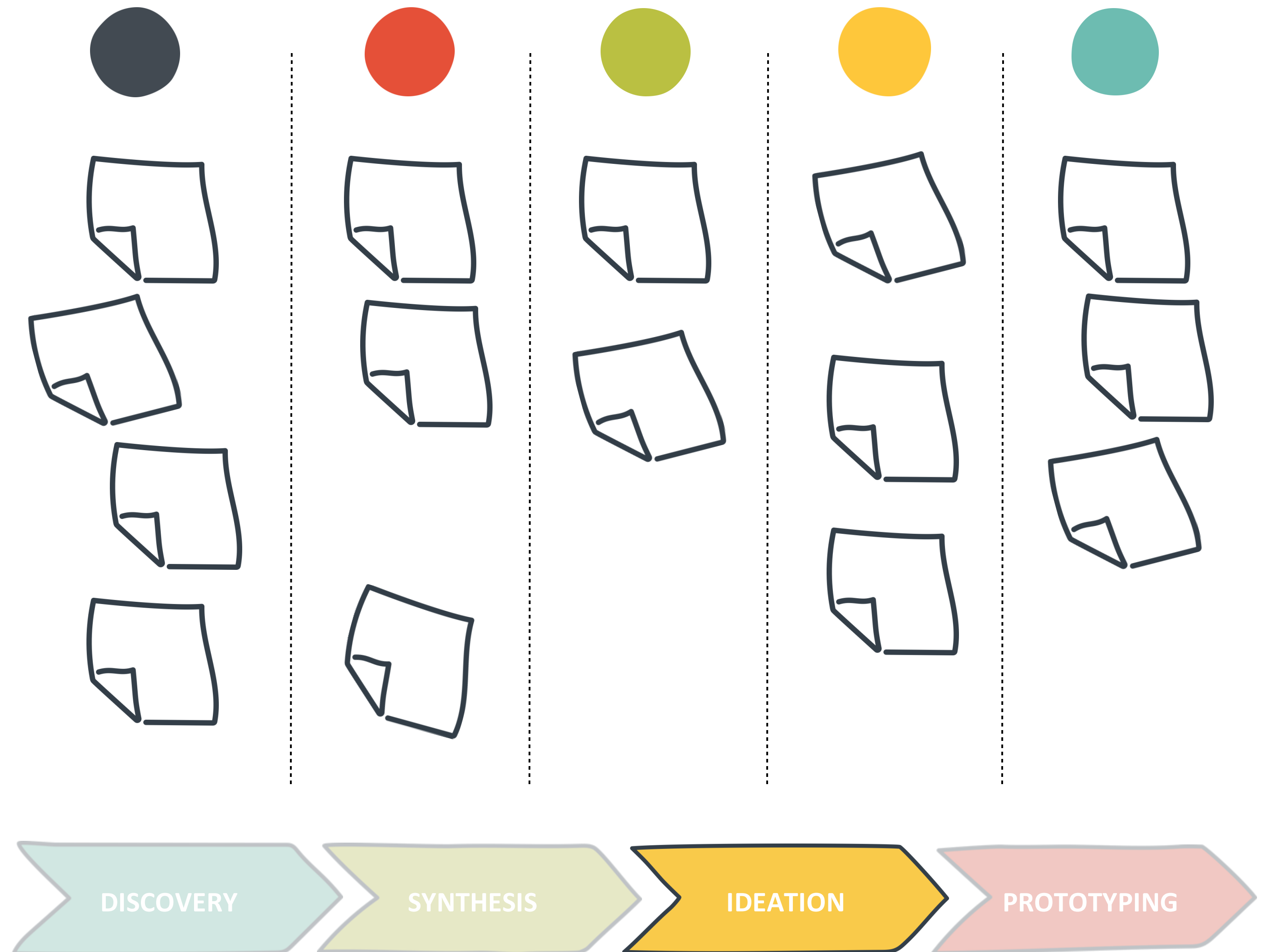
UNPACK AND SORT THE DATA



IDENTIFY PATTERNS IN THE DATA



GENERATE IDEAS UNDER KEY THEMES



DEVELOP KEY IDEAS TO LEARN



- PHYSICAL MODEL
- STORYBOARD/DIAGRAM

- EXPERIENCE MODEL
- BODY STORMING



FEEDING AMERICA CASE STUDY

COMMUNITY ENGAGED SENIOR HUNGER SOLUTIONS

CURRENT LANDSCAPE

5.5 million seniors in the United States are food insecure. With an aging baby boomer population, the number of food insecure seniors is projected to **double by 2050.**



OVERVIEW



PROJECT BACKGROUND

Feeding America and Design Impact have engaged **four food banks from across the country** in developing and testing new ideas to help end senior hunger.

WHY IT MATTERS

Human-centered design is a process that invites us to **create with seniors rather than for them**. Engaging seniors as an equal part of our team means, together, we will build more authentic relationships and create sustainable outcomes.

APPROACH

From August 2018–August 2019, the innovation cohort worked independently with **coaching and on-site** visits from DI and Feeding America at their respective food banks. They also worked collectively, ensuring that they **shared learning (and challenges), and reflected on the process together**. The yearlong process began with community engagement and moved from discovery to collaborative prototyping.




How might we...

Increase seniors' access to healthy foods that they want and need?

CAPITAL AREA
FOOD BANK

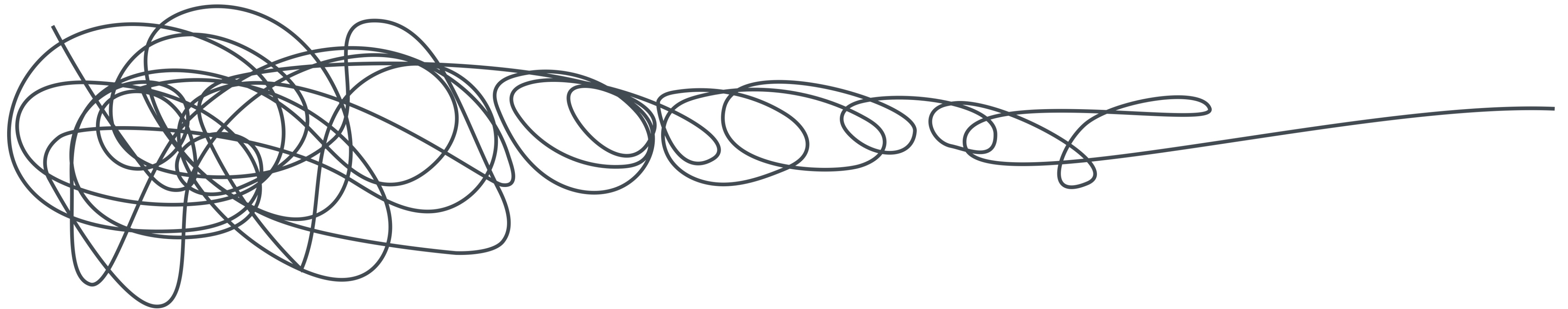
capitalareafoodbank.org

 [@foodbankmetrodc](https://twitter.com/foodbankmetrodc)



THE PROCESS

HUMAN-CENTERED DESIGN



DISCOVERY

PHOTOVOICE

inviting seniors to express their points of view and daily life through photographs

EMPATHIC INTERVIEWS

hearing directly from seniors in the community



PHOTOVOICE PROMPTS

1. What does home mean to you?
2. How do you experience daily life?
(morning time, mealtime, bedtime, etc.)
3. What routine do you never miss?
4. How does it feel to be healthy? Unhealthy?
5. What does it mean to live well? Unwell?
6. What does a healthy meal look like to you?
7. Where do you feel connected?
8. Where do you see barriers to connection?
9. What does it mean to be valued as a senior?

SYNTHESIS

KEY THEMES THAT EMERGED:

- **HEALTHY CHOICES**

How might we make healthy food available to seniors so eating the way they want is the norm, not a luxury?

- **SOCIAL CONNECTIVITY**

How might we create a food program that fosters social connectivity for seniors?

- **STRONG START FOR SENIORS**

How might seniors establish food-centric routines that give them a sense of purpose and motivate them to start their day strong?

- **TRANSPORTATION LIMITATIONS**

How might we support seniors in getting where they want to go, when and how they want and need?

- **SENIORS HELPING SENIORS**

How do we create opportunities for seniors to contribute their skills, knowledge, and expertise for their neighbors and peers while accessing food they need?

- **LIFE IS CHANGING (HANDLING TRANSITIONS)**

How might we design meal programs that support seniors through change?

- **MARKETING OF SERVICES**

How might we creatively and intentionally increase awareness and utilization among seniors of existing meal programs, services, and opportunities?

IDEATION

Groups of diverse stakeholders brainstormed ideas to address senior hunger during a half-day session.

- The majority of participants at each food bank were seniors



PROTOTYPING

SENIOR MEAL KITS

Healthy, easy to prepare food items are delivered to seniors based on what they want to eat and assemble

SENIOR SKILL SHARE

Seniors volunteer their skills and knowledge with other seniors in their community in exchange for other services and/or food boxes

ADOPT A SENIOR

Mentorship program where seniors are matched with families or other seniors in their communities to form a meaningful relationship and support system

SENIOR WELCOME COMMITTEE

Seniors welcome new residents to their senior living community, greeting them with basket filled with small gifts, food, important resources



PROTOTYPING

SENIOR CONNECTION BUS

A bus connecting seniors to important services and one another. It offers door to door service to local food pantries, pharmacies, and other important stops.

SENIOR CONNECTION MARKET

A senior-centered pop up market with fresh and nutritious food items with fun decorations, friendly volunteers, and an expo of local service providers





PROTOTYPING

SIMPLY GOLDEN

Seniors prepare healthy, ready-to-cook meals for themselves and a neighbor in need

FOOD 2 YOU

Custom meal baskets with culturally relevant ingredients that are distributed to seniors in convenient locations where they already are visiting (for example, church, community centers, etc.)





PROTOTYPING

CULINARY PULPIT

Connecting with local churches and faith-leaders to publicize and promote existing food bank services to seniors (through flyers, announcements, and targeted reach outs)

FDA (Food Delivery Assistance)

A mobile meal delivery service for homebound seniors that provides shelf stable items and fresh produce



INNOVATION MINDSETS

TRADITIONAL

Responds to funding
(defining boundaries)

Starts with solutions

Done with a
planning mindset

Deep investment
in implementation

INNOVATIVE

Responds to lived experience,
user experience

Starts with questions, curiosity

Done with a
learning mindset

Deep investment in process, engagement, and
co-creation



A photograph of a community engagement event. A group of diverse people are gathered under a white pop-up tent. Some are standing and talking, while others are seated at a table. The table is covered with various items, including water bottles, a bucket, and some papers. The background shows a brick wall and some trees. The entire image has a light blue overlay.

WHY DOES COMMUNITY ENGAGEMENT MATTER?



METATHEMES: DESIGNING FOR EQUITABLE SOCIAL CHANGE

METATHEMES:
Designing for Equitable Social Change
JANUARY 2017

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CRAFTING METATHEMES

We started with 30 projects

Our projects span a wide cross-section of social sector areas.



**Arts +
Culture**



**Community
Development**



Education



**Food
Access**



**Government
Innovation**



**Health +
Wellness**



Homelessness



Literacy



Safety



**Workforce
Development**

CRAFTING THEMES

Grouped common insights
within projects into project
themes



Project A

CRAFTING THEMES

Grouped common insights within projects into project themes



Project A



Grouped common project themes into meta-themes.



Project A



Project B



Project C

CRAFTING THEMES

Grouped common insights within projects into project themes



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Project A



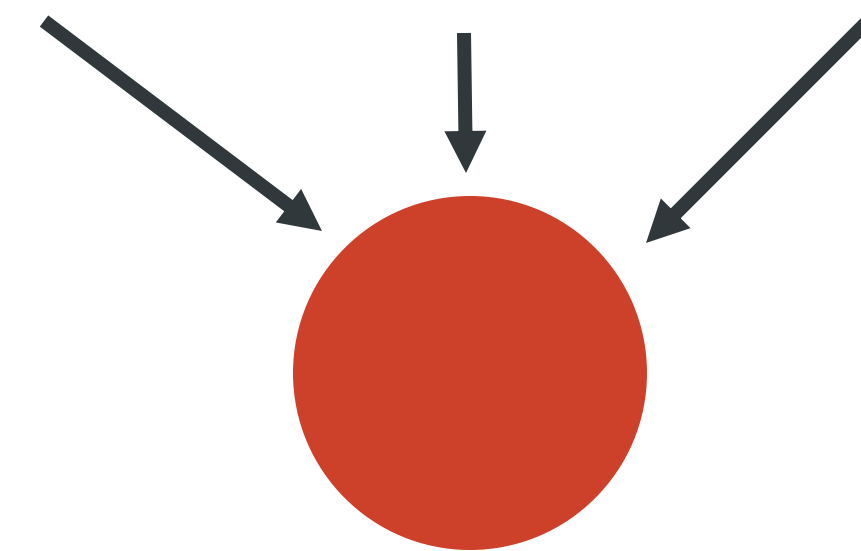
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Project A

Project B

Project C



Metatheme 1

OUTCOMES

6 metathemes that reflect insights from 350 frontline workers and residents, living in urban, rural, and suburban environments, from across the Greater Cincinnati region.

- 1. Bridge Norms**
- 2. Go Beyond Feedback**
- 3. Feed my Soul**
- 4. Redesign the System**
- 5. Give Room to Heal**
- 6. Keep Promises**

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METATHEMES: GO BEYOND FEEDBACK

- Read and take notes (5 min)

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Designing for Equitable Social Change
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METATHEMES: GO BEYOND FEEDBACK

- Read and take notes (5 min)
- Discuss (10 min)
 - What stood out to you?
 - How does this show up in your work?

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- Share out (5 min)

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Designing for Equitable Social Change
JANUARY 2017



“The only important thing about design is how it relates to people.”

— Victor Papanek

Empathy

CASE STUDY:

Patricia
Moore



EMPATHIC INTERVIEWING

- Focuses on the relationship with the interviewee.
- Allows the conversation to flow.
- Hopes to uncover the motivations, meaning, and values behind actions.



A photograph of two men sitting at a table in a home environment, looking at documents. The man on the left is wearing a grey hoodie and the man on the right is wearing a dark blue shirt. The table is covered with a patterned cloth and has several papers and a potted plant on it. The background shows a wall with framed pictures and a plant. The entire image is overlaid with a semi-transparent teal filter.

EMPATHIC INTERVIEWING IN ACTION

EMPATHIC INTERVIEWING PRACTICE

- Conduct a 4 minute interview with your partner.
- The goal of the interview is to get to know them better and develop an understanding of their values and motivations around the work they do.



INTERVIEWING QUESTIONS

1. Why were you called to this work?
2. What do you love about your job?
3. If you could change one thing about your work what would it be?
4. What is your vision for this work?



A photograph of two women sitting at a round table in a conference room, engaged in conversation. The woman on the left is Black, wearing glasses, a dark blazer, and a patterned scarf. The woman on the right is white with long, curly blonde hair, wearing a dark top. They are both smiling. The background shows other people and white folding chairs. The entire image has a teal color overlay.

SWITCH!

INTERVIEWING QUESTIONS

1. Why were you called to this work?
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A teal-colored gift box with a white ribbon bow is positioned on the left side of the image. The box is resting on a wooden surface, which is visible in the bottom right corner. The background is a solid teal color. The text "WHAT GIFT WOULD YOU GET YOUR PARTNER?" is overlaid in white, bold, uppercase letters across the center of the image.

WHAT GIFT WOULD YOU
GET YOUR PARTNER?



SHARE OUT

GROUP DISCUSSION

- What did you learn? What did you find most insightful from your mini interview?
- What was helpful? What was hard?
- How might you apply this in your work moving forward?

CHALLENGES YOU'RE FACING

- How might we reach more seniors through our existing programs?
- How might we engage partners that we are missing from the table?
- How might connect with families to support their aging senior's needs?
- How might we expand our partnerships across the state?
- How might we build partnerships with the business community?

LADDER OF ENGAGEMENT



LADDER OF ENGAGEMENT

COMMUNITY OWNERSHIP

Community members drive all decision-making
with authority to take direct action
(ex. grassroots organizing and community-led councils)

DELEGATED POWER

Community members hold **increased delegated power** to make decisions, **without complete authority** (ex. clear majority of seats on committees; holding organization accountable)

PARTNERSHIP

Power is redistributed between community and those in formal positions of power, through **shared planning and decision-making** (ex. joint committees; collaborative processes)

CONSULTATION

More formal role of **periodic advising and consulting**, without clear authority or power (ex. advisory committee, panels)

INFORMING

Community provides information to the organization or vice versa but too frequently the **emphasis is on a one way flow of information**, with no feedback loop (ex. one-time, ad hoc opportunity, surveys, focus groups/listening sessions)

NONPARTICIPATION



WHERE ARE YOU ON THE LADDER?

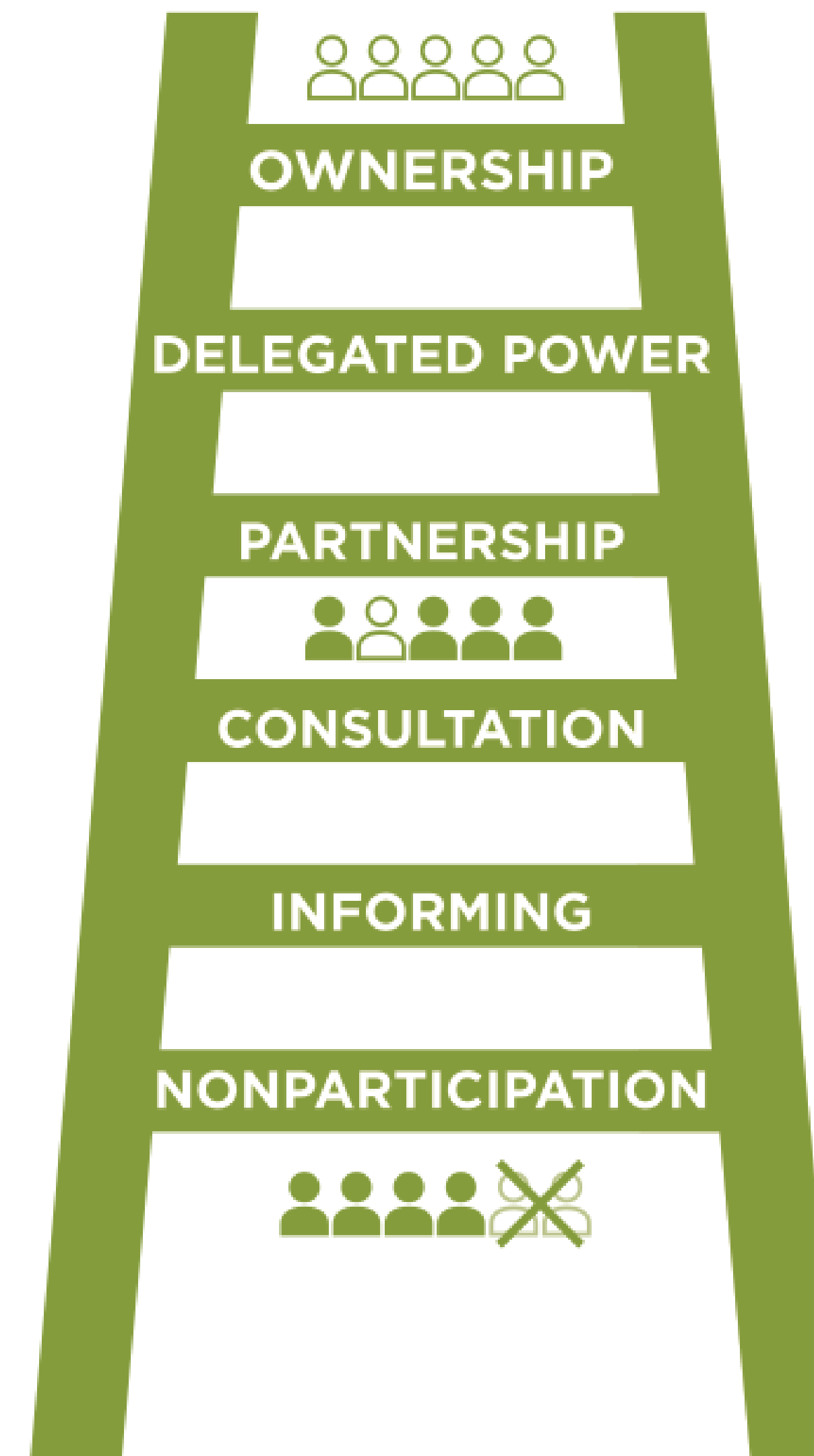
In the space below, write about where you are on the ladder.

Then, pick one set of stakeholders you'd like to engage in a deeper way. Where are you on the ladder? What would it take to move up a rung?

Adapted from Sherry R Arnstein's "A Ladder of Citizen Participation"

LADDER OF ENGAGEMENT

- Reflect: Where are you on the ladder?
Map your orgs work
on your own
- Share with a partner (10 min) What's
one way you
could move community
up the ladder? Discuss ideas and
challenges.



REFLECTION/DISCUSSION

Quietly reflect:

- What do I want to remember as I leave today?
- What actions should I take immediately to improve our community engagement efforts?

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Share out

A photograph of two women sitting at a table in a meeting room, engaged in a discussion. The woman on the left, with short blonde hair and glasses, is gesturing with her hand while speaking. The woman on the right, with short dark hair, is listening attentively with her hand on her chin. The table is cluttered with various items including water bottles, a notebook, and some small objects. In the background, a whiteboard is covered with many colorful sticky notes. The entire image has a teal overlay.

THANK YOU!

MICHELLE SUCHER
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