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

DISCOVERY  SYNTHESIS  IDEATION  PROTOTYPING
THE PROCESS
HUMAN-CENTERED DESIGN

DISCOVERY
SYNTHESIS
IDEATION
PROTOTYPING
EXPLORE ALL ASPECTS OF A CHALLENGE

HOW MIGHT WE...

- OBSERVATIONS
- 360° INTERVIEWS
- FOCUS GROUPS
- POSITIVE DEVIANCE
- VISUAL/MAPPING
- BEST PRACTICE RESEARCH
- QUANTITATIVE DATA

DISCOVERY
SYNTHESIS
IDEATION
PROTOTYPING
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
COMMUNITY ENGAGED SENIOR HUNGER SOLUTIONS
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?
THE PROCESS
HUMAN-CENTERED DESIGN

DISCOVERY
SYNTHESIS
IDEATION
PROTOTYPING
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?
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?
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

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<thead>
<tr>
<th>TRADITIONAL</th>
<th>INNOVATIVE</th>
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<tr>
<td>Responds to funding (defining boundaries)</td>
<td>Responds to lived experience, user experience</td>
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<tr>
<td>Starts with solutions</td>
<td>Starts with questions, curiosity</td>
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<td>Done with a planning mindset</td>
<td>Done with a learning mindset</td>
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<tr>
<td>Deep investment in implementation</td>
<td>Deep investment in process, engagement, and co-creation</td>
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WHY DOES COMMUNITY ENGAGEMENT MATTER?
METATHEMES: DESIGNING FOR EQUITABLE SOCIAL CHANGE
CRAFTING METATHEMES

We started with 30 projects

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

Grouped common insights within projects into project themes

Project A
CRAFTING THEMES

Grouped common insights within projects into project themes

Grouped common project themes into meta-themes.

Project A

Project B

Project C
CRAFTING THEMES

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Project C
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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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• Discuss (10 min)
  — What stood out to you?
  — How does this show up in your work?
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  — What stood out to you?
  — How does this show up in your work?

• Share out (5 min)
“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.
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?
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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
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