

Vaccine Experience

Multilanguage and Health Equity Research

August 5, 2021

Overview

Introduction to Service Design

- Who we are
- What is Service Design
- GDX Design Principles

Health Equity Research

- Project overview
- Findings

What we learned about the community-based approach

- Challenges and Needs
- Discussion

Introduction

Introducing Service Design and the GDX Service Design Team

Who we are

We are a multidisciplinary team of:

- Graphic and web designers
- Service designers
- System designers
- Writers
- Researchers
- Policy wonks



We are part of the Government Digital Experience (GDX) Division in the Ministry of Citizen Services.

What is Service Design?

Mindset

- It's about people
- You \neq User
- Change is hard, but possible

Methods

- 1:1 behavioural interviews
- Observations
- Co-design workshops
- Qualitative analysis
- Prototyping
- Testing

Tools

- Recruitment
- Consent & privacy
- Compensation
- Online facilitation
- Visual artifacts

Design Principles in GDX (Government Digital Experience)

1. **Understand people and their needs**
2. **Acknowledge the historical relationships, inequity, trauma, and discrimination created by government**
3. **Build multi-disciplinary teams**
4. **Test. Iterate. Improve. Repeat**
5. **Work in the open to everybody can learn and improve**
6. **Build for inclusion**
7. **Do the hard work to make it simple**
8. **Use common, open platforms and build for re-use**
9. **Design with data**
10. **Address security and privacy risks**

How Might We...

Launch a new
Children Benefit?

Provide self-service access to
land use data for everyone,
regardless of background or
literacy level?

Manage the tracking of
hazardous waste?

Make it easier for international
applicants to become Early
Childhood Educators, to meet
increasing demand?

Provide clear and easy
information about vaccinations
to everyone in BC?

Role the Designer for Greater Community Involvement

DELIVERING



Designer As Expert

PARTNERING



Designer As Partner

FACILITATING



Designer As Facilitator



Community Benefits

- Involvement Equity
- Self Advocacy
- Empowered

Value of Community-Based Participatory Approach

Acknowledge and address inequities with:

- Active involvement of communities, employees, citizens, and users helps to ensure that the outcomes meet everyone's needs
- Community organizations and people are the experts in their own experiences and needs
- Creating outcomes that are more responsive and appropriate to cultural, emotional, spiritual and practical needs

Health Equity Research

Understanding the vaccine experience
through a community-based approach

Project timeline

Jan.
2021

April

June

Aug.

Health Equity Research 1

Health Equity Research 2

COVID-19 Vaccine Experience
From looking for information, to after getting vaccinated, how are people experiencing COVID?



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COVID-19 Vaccine Experience

From looking for information, to after getting vaccinated, how are people experiencing COVID?

Multi Language Research

How is multi-lingual COVID information reaching communities in BC?

Health & Vaccine Equity

How to ensure that the most vulnerable communities in BC have the ability to get vaccinated?

Community Involvement

How we engaged

- Interviews
- Focus groups
- Co-design workshops
- Findings presentations

Who we spoke to

People from and who support:

- Seniors & non-digital natives
- First Nations communities
- People with cognitive and physical disabilities
- Caregivers and people in care
- People experiencing mental health challenges
- Newcomers, immigrants
- Migrant workers
- Sex workers

Deepening & Learning about different community-based approaches

Who is most vulnerable

- Identified through developing a Health Equity Framework

How to best include prospective partners

- Different options for involvement
- Alternative structures for collaboration

More about Challenges

- Interest and initial engagement
- Challenges with ongoing collaboration

Findings

Challenges

BC Government COVID Information

Lack of transparency

Misinformation

COVID fatigue and 'infodemic'

Lack of culturally- Inclusive messaging

Lack of accessible content

Lack of need-specific content

Low digital literacy

Systemic barriers to health services

Values

What to embed into future comms

TRANSPARENT & ACCOUNTABLE

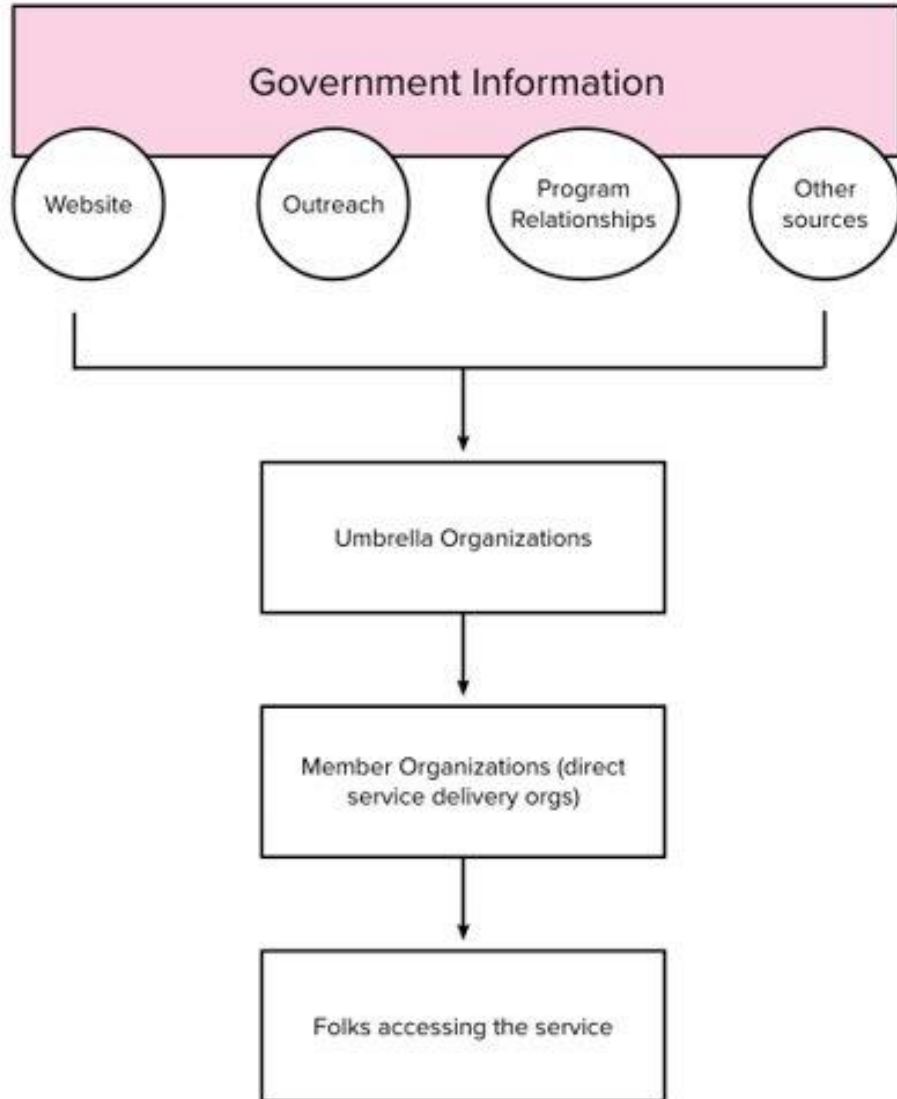
Clear and reliable

SAFE & INCLUSIVE

Culturally-inclusive, acknowledges different values

ACCESSIBLE & HUMANIZED

In-person, needs-inclusive, empowering



Prospective Opportunities

Make info sharing easy, timely, and inclusive

1. **Communications kit** that includes templates, social media assets, graphics to make sharing gov info widely easier for community orgs
2. **Community relations position in government** to maintain relationships and get information to the right people at the right time
3. **Automated/tailored relevant information** for social service organizations
 - Work with health authorities and community partners for community-specific content and support)

Discussion

**What we learned about the
community-based approach**

Challenges to Engagement

Community Organizations

- **Time:** Focused on service provision
- **Funding:** Lack of core funding
- **Alignment:** Vision/mission supports specific direction
- **Previous experience:** Working with government may have been challenging in past

Need to...

- Maintain ongoing relationships outside of projects
- Time planned and dedicated to relationship building
- Clear and aligned reason to engage

Service Design Team

- **Time:** Constrained to short project timelines
- **Structures:** Rigid compensation models and project MOUs
- **Executive support:** Required for larger changes
- **Coordinated outreach:** Multiple teams connecting with the same organizations

Keep in touch!

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Thank you!
