

DESIGN THINKING AND GLOBAL LEARNING: HARNESSING EMPATHY AS AN INTERCULTURAL TOOL

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Graham Scholar Cathy Cooper



SHE VOWED TO HELP HER HOME COUNTRY OF LIBERIA - YORK COLLEGE IS HELPING HER DO IT

Graham Scholar Alumnus, Cathy Cooper, was 9 when she left behind everything she'd ever known in Liberia. She and her mother traded familiarity in the West African country for opportunity by moving to America. When she got older, she vowed one day, somehow, she'd find a way to make a difference in her home country.

The Single Story of Africa

“Africa has an image problem.

Or, put another way, the West has a perception problem. Because when we talk about Africa, more often than not, it's to talk about catastrophes and epidemics, and to conflate a single country with a 1 billion-strong continent.”

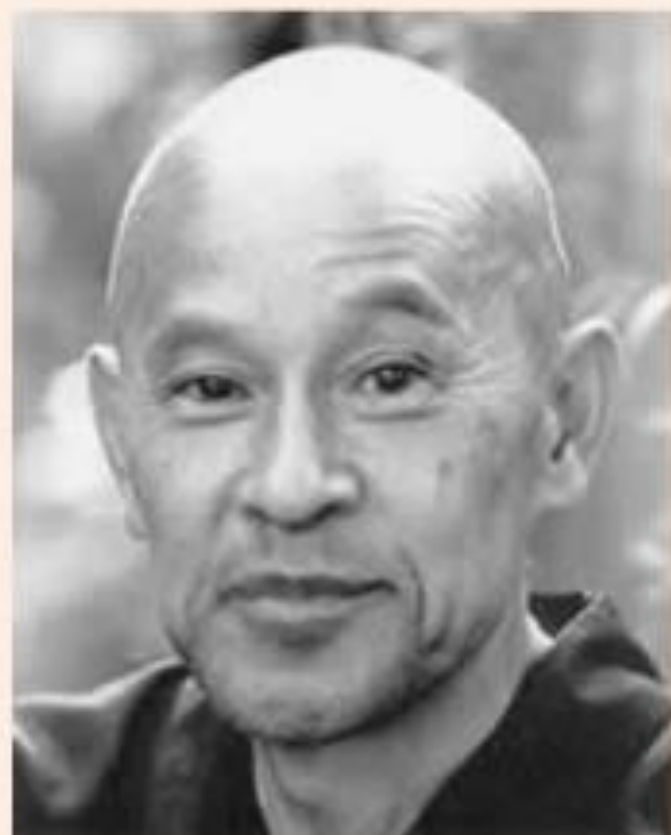
Arit John

Dr. David Fyfe



**“ In the beginner's mind
there are many
possibilities, but in the
expert's there are few ”**

Shunryū Suzuki



Dr. Mosoko Fallah and the “Ebola Fighters”

Person of the Year

the Year Shortlist Past POYs Extras

Dr. Mosoka Fallah, 44

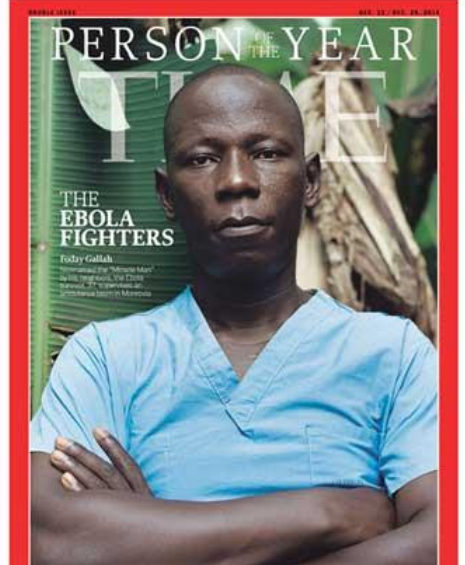
SHARE

An American-educated Liberian infectious-disease expert who returned to his country last year to help establish a school of public health and now leads the effort to find, monitor and isolate the contacts of Ebola victims

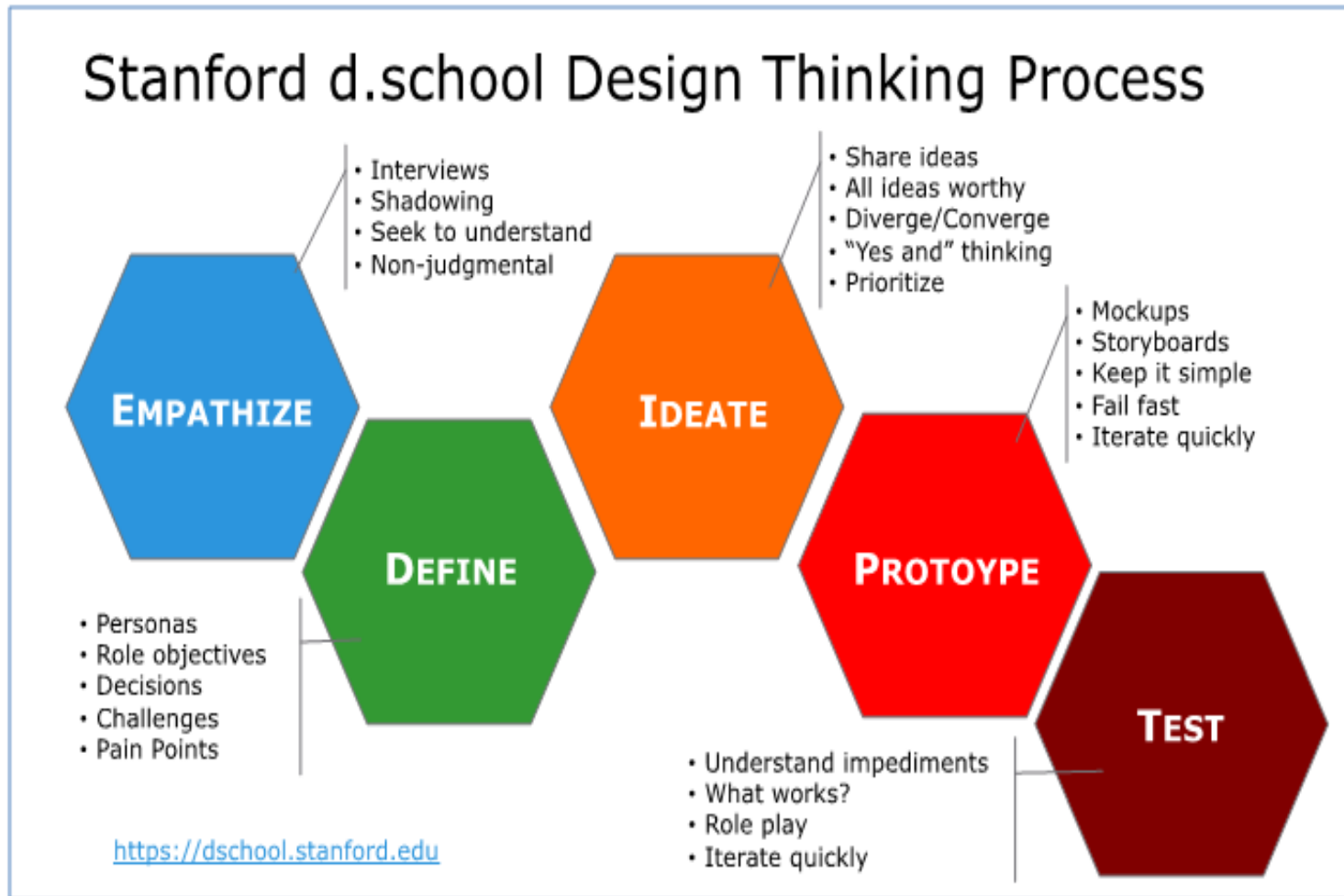
As an infectious-disease student [at Harvard] I studied emerging and re-emerging infectious disease, and Ebola was always what we were talking about. At the time I had come back to Liberia to work on a USAID project. It was March. Ebola was the only thing on my mind. It was already in Guinea. I understood the interaction between the people on the border, between Guinea and Liberia. And I knew that there was definitely going to be Ebola coming to Liberia.

It was one thing reading about a disease and then being in a disease. Maybe I could have raised the alarm, but I didn't. I regret that now. I regret that we didn't stop it in Guinea. Then the cases came to Liberia from Guinea. It was March, the 24th or 25th. I called [Assistant Health Minister] Mr. Tolbert Nyenswah: "I'm hearing about this Ebola, how can I help?" Everyone was coming in and thinking about how to mount an effective response. It was a task force.

It became much more personal for me,



The Stanford D-School Design Thinking Process



“When you sit down to create a solution for a business need, the first question should always be what’s the human need behind it?”

Pillars of Design Thinking

- ***Empathy***—understanding the needs of those you're designing for;
- ***Ideation***—generating lots of ideas (the more the better).
- ***Experimentation***—testing those ideas with rapid prototyping.

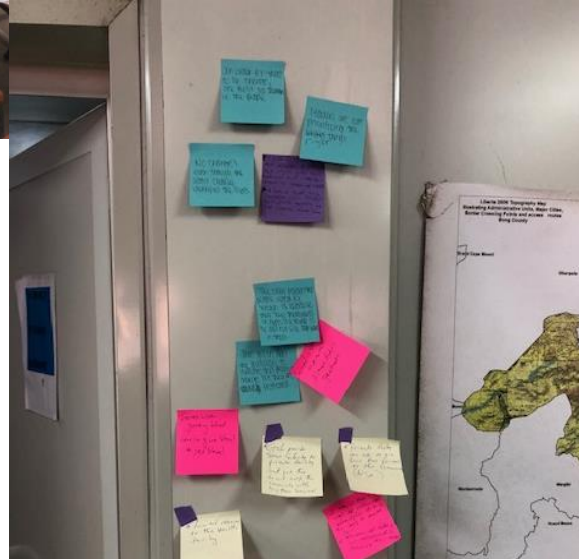
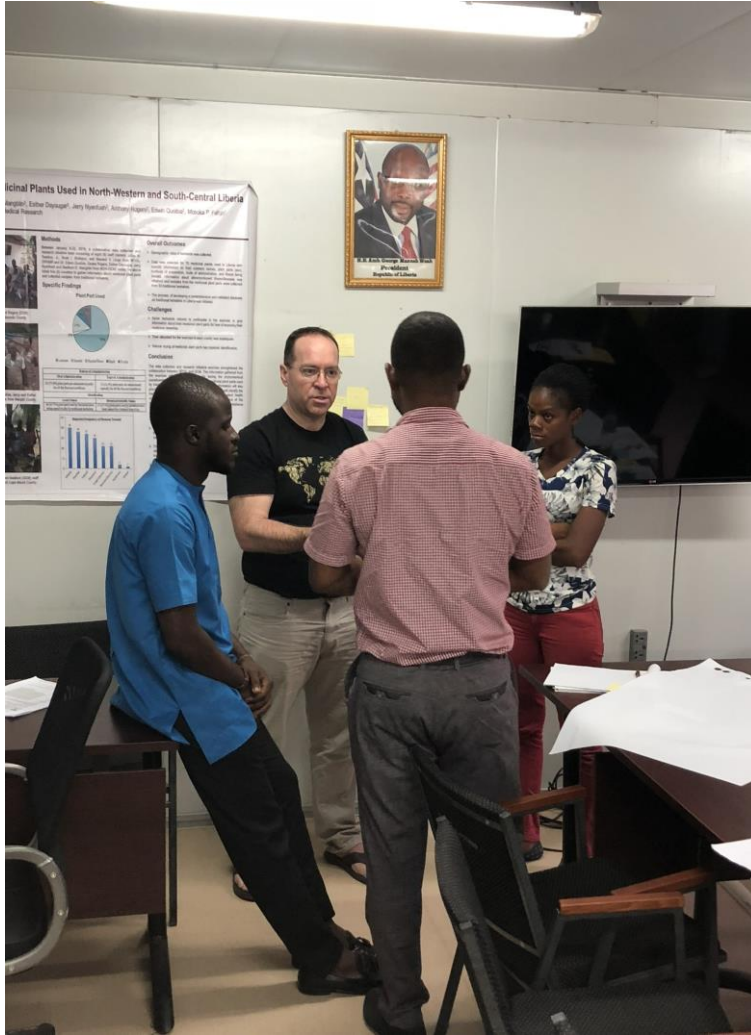
The Primacy of Personal Experience

- Traditional research makes *logic* the primary “decision driver.”
- To the contrary, “Design Thinking *assumes the primacy of personal experience*
- Decisions in this world are driven by *emotion* more than logic; *desire* is a far more powerful motivator than goals”

(Liedtka & Ogilvie, 2010)



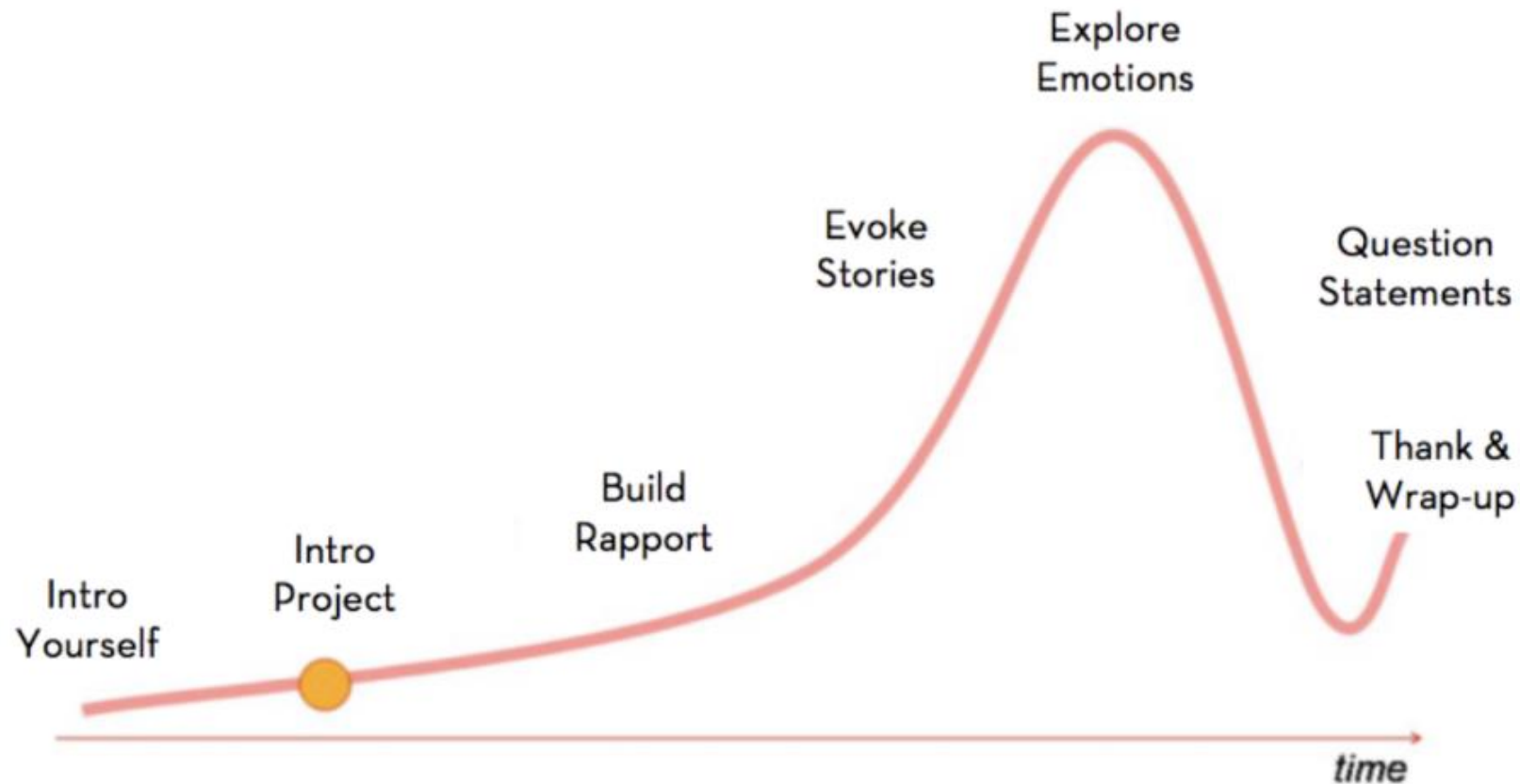
Design Thinking Workshop at NPHIL



Empathy Interviewing

(adapted from Luma Institute and Stanford d.school)

Interviewing is a technique for gathering information through direct dialogue.



Empathy Interviews with Patients, Healthcare Workers, and Community Members

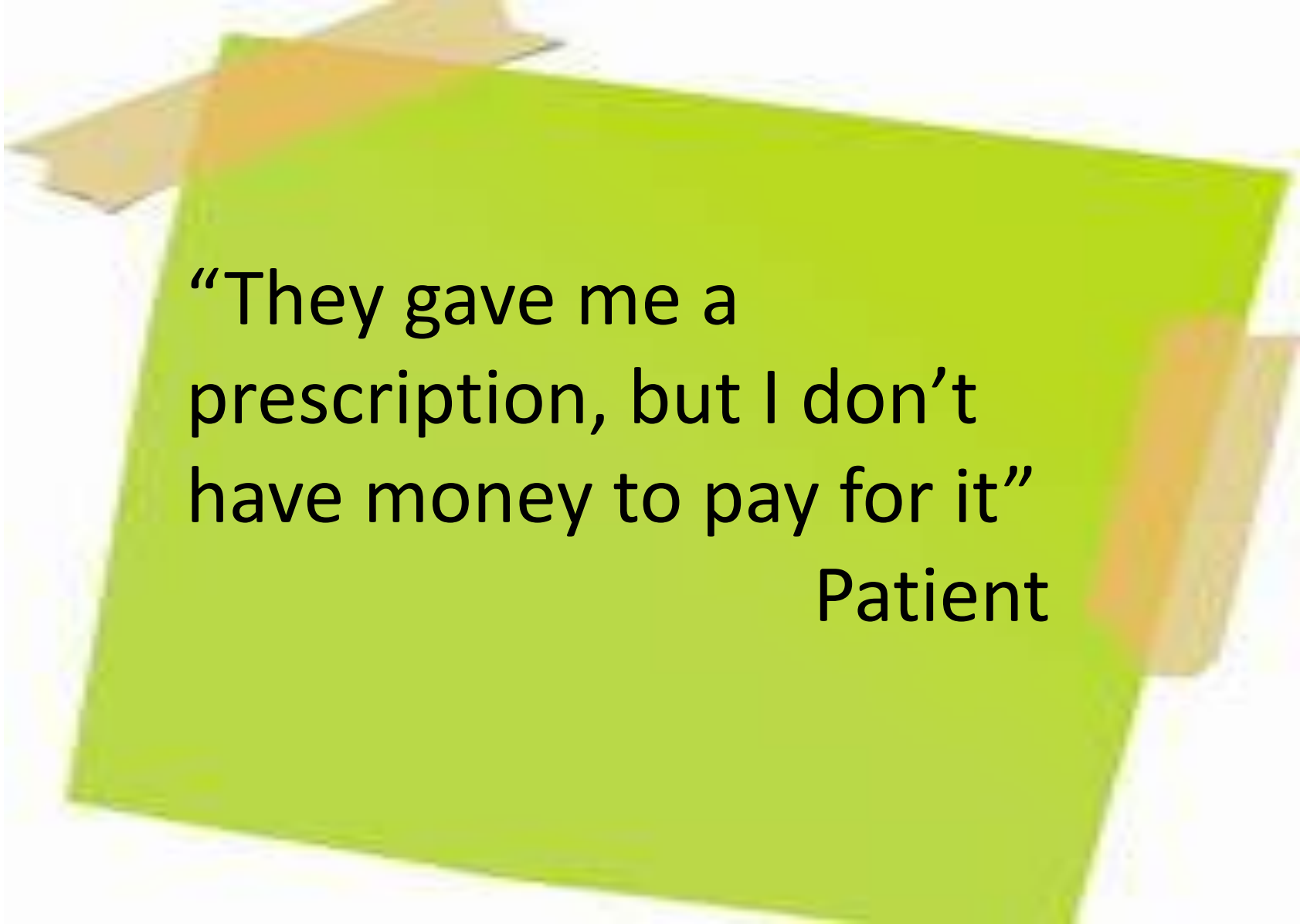


- Duport Rd. Health Center
- JDJ Hospital
- Koon Town Community Clinic
- Refuge Place
- Impromptu / Casual Interviews (markets, Rubber plantation, etc.)



“I can’t be brave enough
to report anyone
because this is Africa we
live in.”

Healthcare worker



“They gave me a
prescription, but I don’t
have money to pay for it”
Patient

“There was no
blood to give to this
patient so she died.”
Healthcare worker

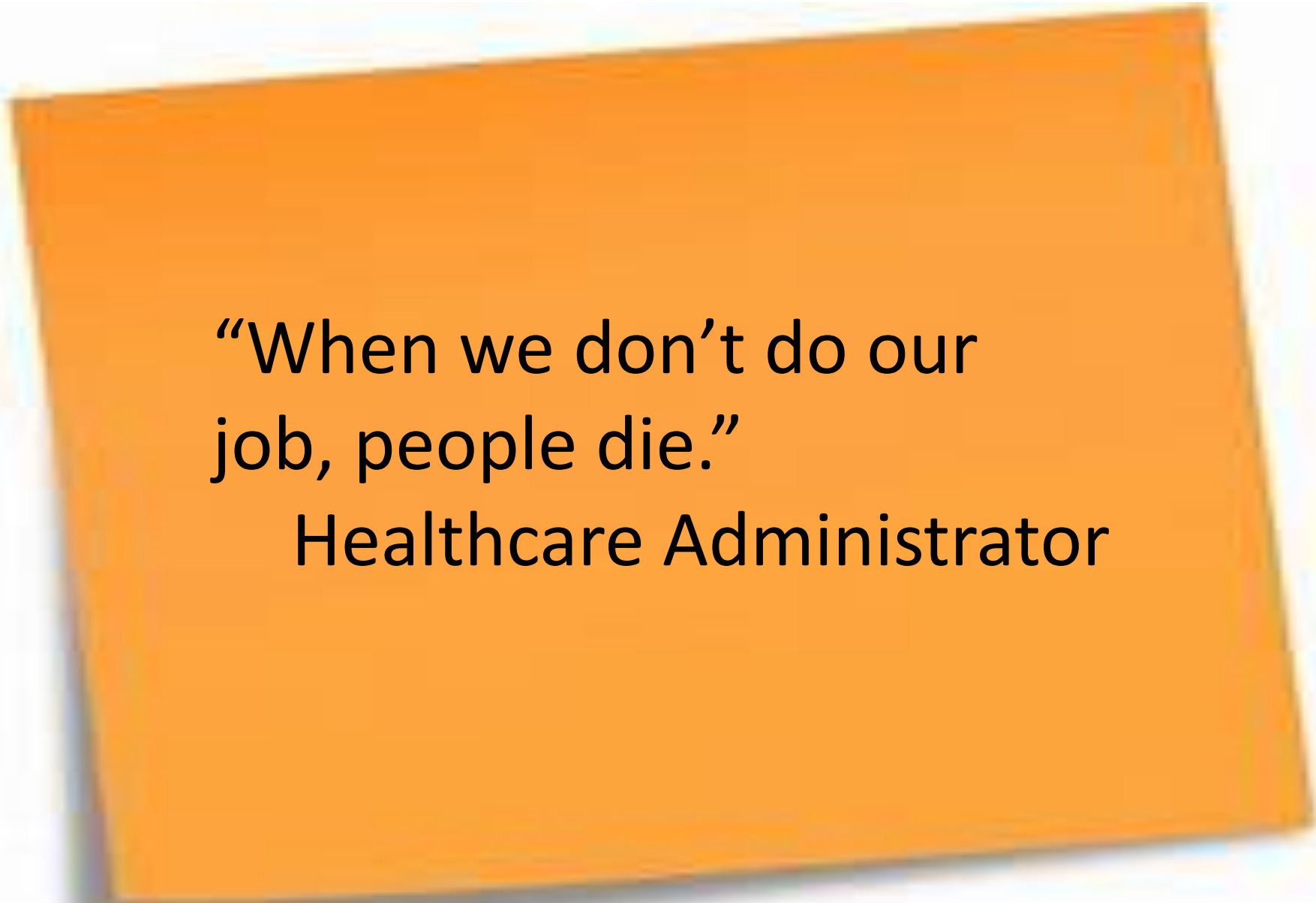
“My daughter died
because there was no
ambulance”

Community Member



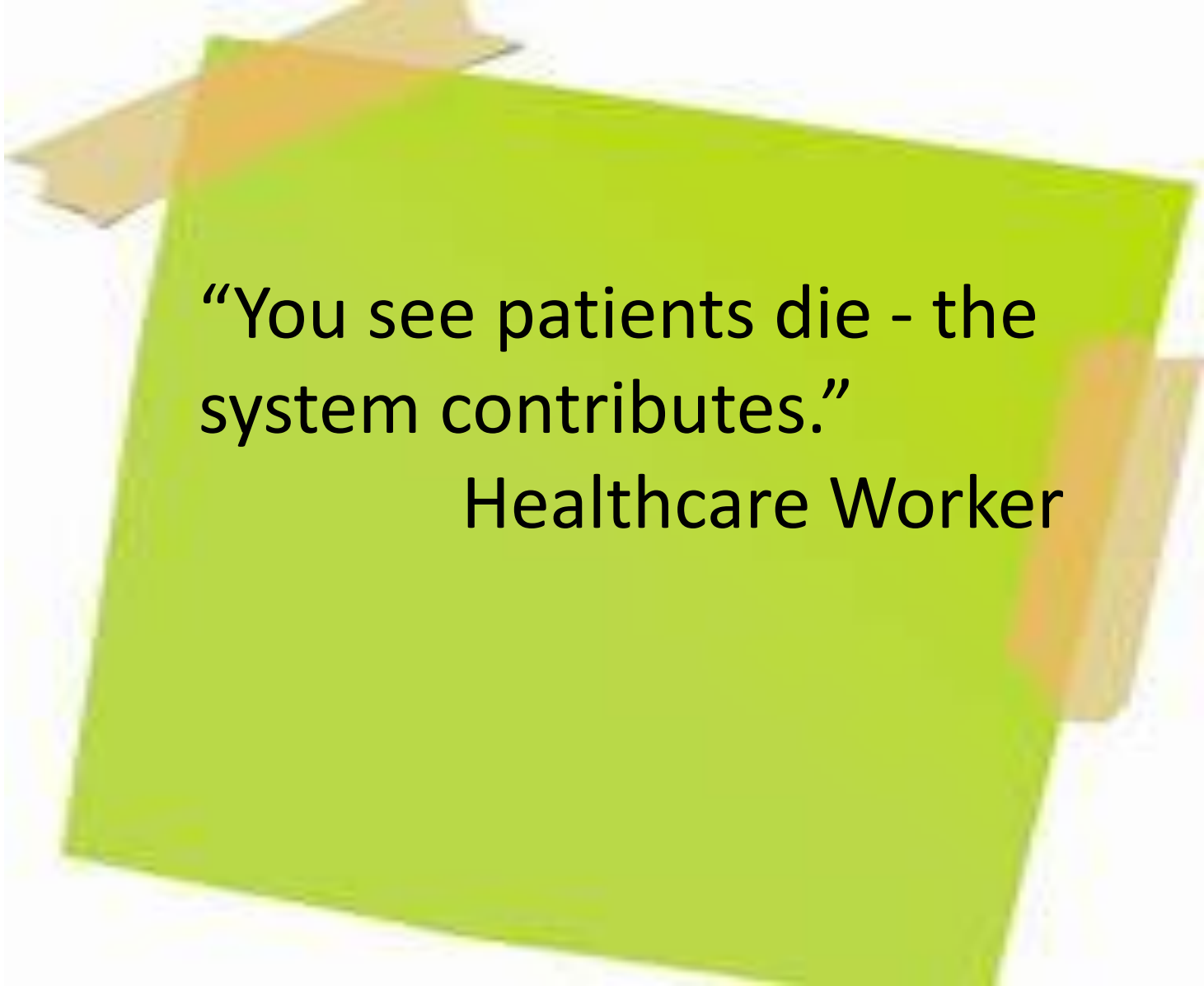
“We stand for the
poor.”

Healthcare worker

An orange sticky note is centered on a white background. The note has a slightly irregular, torn-edge appearance. It contains a quote in black text, followed by the title 'Healthcare Administrator' in a smaller font.

“When we don’t do our
job, people die.”

Healthcare Administrator

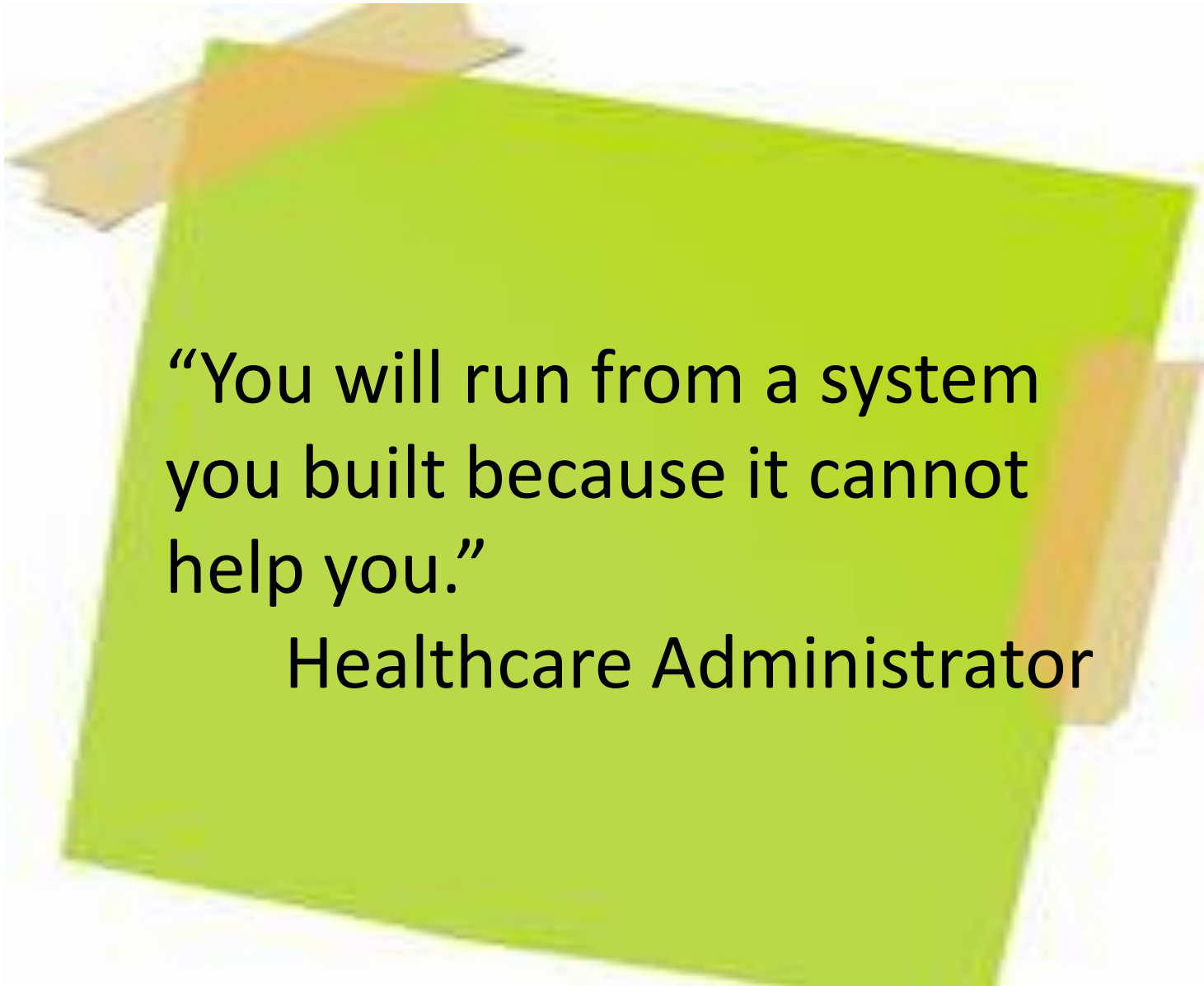
A green rectangular sticky note is centered on a white background. It is held in place by two light-colored wooden clothespins, one at the top left and one at the bottom right. The text on the note is in a black, sans-serif font.

“You see patients die - the
system contributes.”

Healthcare Worker

“We encourage people to go to the hospitals, but when they went to the hospitals, they still died.”

Healthcare Administrator

A green sticky note with a torn edge, featuring a quote about healthcare systems. The note is placed on a white background, and there are other similar notes visible in the background.

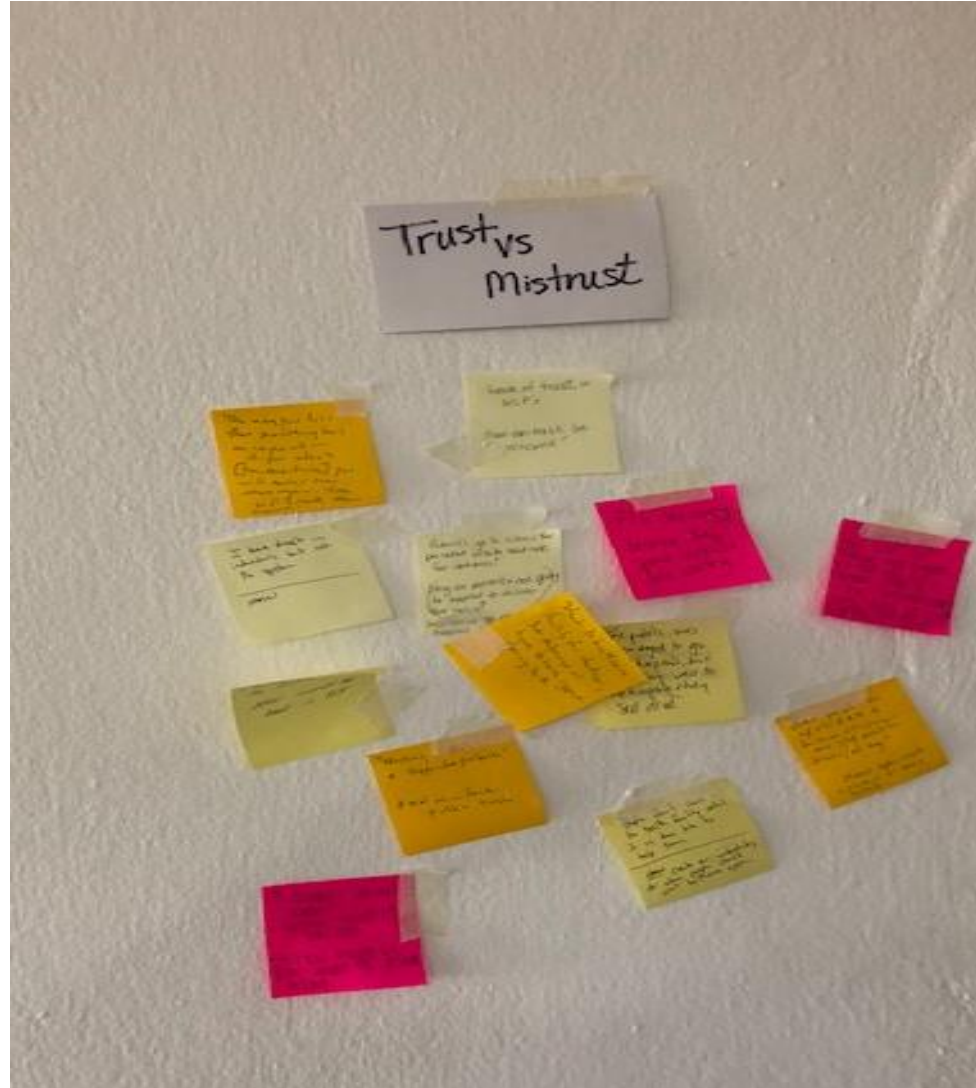
“You will run from a system
you built because it cannot
help you.”

Healthcare Administrator

Human Connections through Empathy

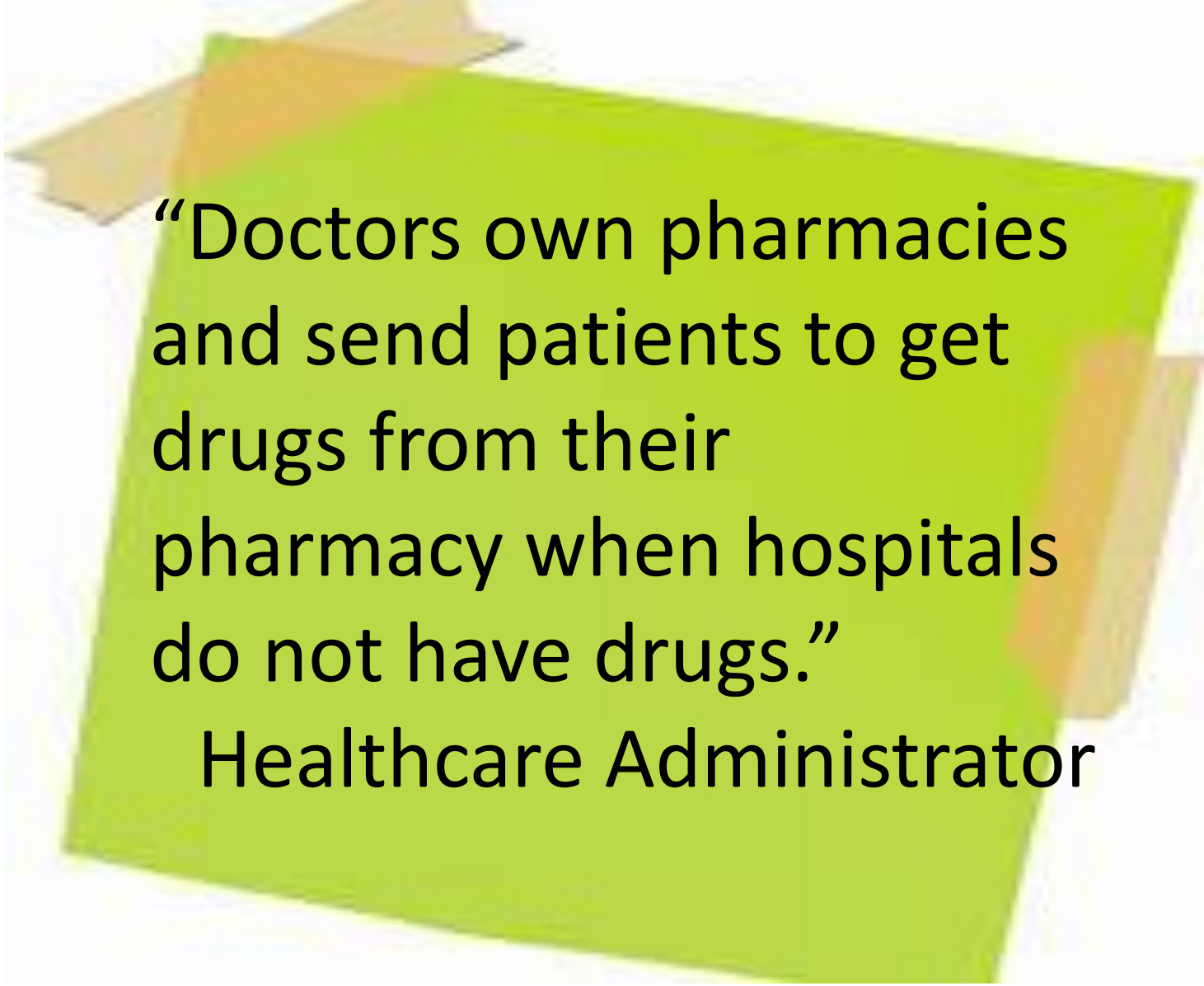


Defining and Ideating: Grouping, developing, and reacting to key Themes



“If NGOs/International
Governments pull out
today, the health system
would crumble today.”

Healthcare Administrator



“Doctors own pharmacies
and send patients to get
drugs from their
pharmacy when hospitals
do not have drugs.”

Healthcare Administrator

“I have trust in
individuals, but not
the system”

Healthcare Admin

Developing Intercultural Points of View in Liberia



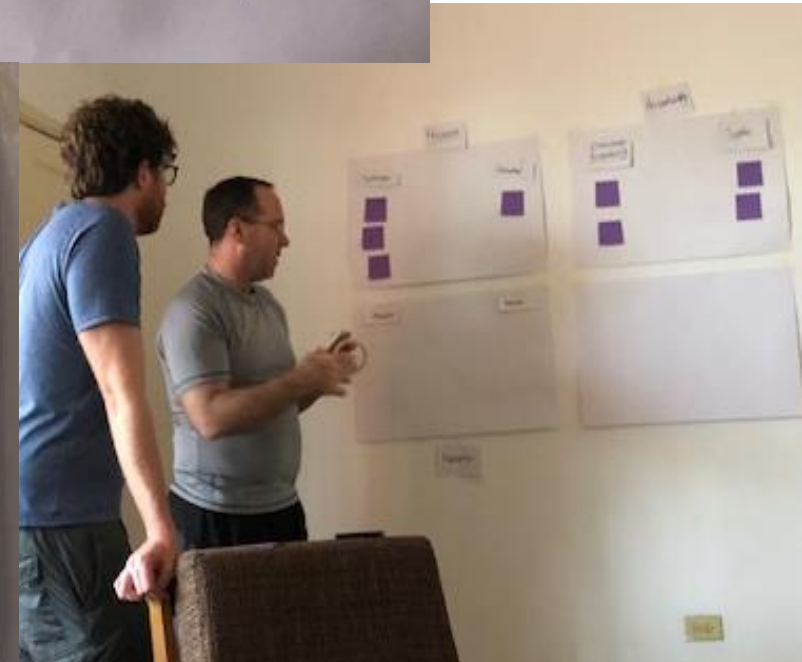
Teta is a 17-year-old pregnant woman who comes to a healthcare facility because she was told it was free for all services. She was asked to pay a fee for ANC care and was given a prescription, not needed drugs.

She needs clarity about costs because she has no disposable income, and has no choice but to buy drugs at market or not take medications. She also needs to feel health workers are helping her and educating her.

Kollie, the officer in charge at a clinic in rural Montserrado is a nurse with three children who live with him and a wife in Monrovia. He has been working for three years w/o pay and needed to purchase a motorbike to get to work.

He needs paid professional staff who have the skills, continuing ed and resources to do their jobs

because patients will not continue to come or respect the workers or their health advice without these resources



RESOURCES

Individual

Systematic

INDI

ACCOUNTABILITY

Individual

Systematic

Individual

Systematic

CONSEQUENCES

Individual

Systematic

MOTIVATION

RESOURCES

Individual

Systematic

ACCOUNTABILITY

Individual

Systematic

TRUST

Individual

Systematic

CONSEQUENCES

Individual

Systematic

MOTIVATION

Questions to Prepare for project-based, human-centered, and intercultural learning

- *What will you do there?*
- *What relationships will you build?*
- *With whom, and in what ways, will you engage in problems and projects that matter to the culture you are visiting?*
- *What will you contribute to addressing those projects and problems in ways that hold significance for the community that you are entering?*
- *And how can that engagement inform similar issues here in the US?*

Thanks to our Liberian MOH and NPHIL Partners

- Honorable Norwu Howard, Acting Minister of Health
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- Rhoda King

