

Global collective intelligence for our community health action

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Starting point (1): what is knowledge?

- Knowledge has different 'states': it is **embodied**, **inscribed** and **enacted** (Freeman & Sturdy 2015) – we need the three for policies to take place and have an impact.



This is what
was activated
this week!

Starting point (2): silos of knowledge holders



Community of Practice (CoP)

Definition:

“a group of people who share a concern, set of problems, or a passion about a topic, and who deepen their knowledge and expertise in this area by interacting on an ongoing basis”

Wenger et al (2002)



Advise #1: define enough yourself

- Define well your knowledge area
- Make sure that it covers ‘practices’ (and not only a problem or a policy domain)
- Your experts will work together on learning agendas, repertoires and tools to implement...



Advise #2: identify well your 'personas'

Charles Mensah

USER PERSONA



"The point now is to start the intensive process of implementing this research into sustainable public health policy on an international scale."

AGE 45

OCCUPATION Health Economist for Public Health, Assistant Professor

EDUCATIONAL BACKGROUND MSc, PhD from Belgium and MPH from Benin

STATUS Married with 4 children

LOCATION Cotonou, Benin

TIER Academic Leader, Accomplished

ARCHETYPE The Knowledge Holder & People Connector

Academic Connected Collaborative

BIO

Charles has an extensive background in public health that involves decades of research about health financing.

He serves as a health economist and works as a university professor. He uses this tenured position to work on economic models for his core research subjects.

Charles mostly interacts with other academics but incorporates holistic collaborative teams when embarking on his smaller research stints. Some of his collaborators include scientists, policymakers, medical professionals whom all have residence from places such as Belgium and Togo.

He is looking to work with more senior experts as he knows his online presence matters. Charles is also familiar with CoPs. He's also looking for way to run smaller adhoc experiments with a different set of people as a way to test ideas without going through a lengthy academic process.

Charles speaks Fon, Yoruba, French and English.

MOTIVATIONS



HABITS & TRAITS (To help understand background & perspective)

- Teaches 3 courses per semester and has several research projects and committees in which he participates.
- Presents papers at conferences internationally, 1-2 times per year.
- Does field research every 6 months to validate his data and keep his skills sharp.
- 3 days a week, between 4pm - 6pm he works on CoP Hub activities.
- Agriculture is his second passion. When he's not working, he spends his time at his small farm. This farm also supplies supplemental income.
- Was working as a consultant before making 15,000,000 local francs. He now works for the state and makes 7,000,000. He has other streams of income from consulting assignments and the farm.

FRUSTRATIONS (The pain points they'd like to avoid)

- Lack of international peer recognition - one's work isn't seen as being advanced. This is a problem for African researchers compared to European counterparts.
- Lack of access to funding and research data.
- Doesn't feel like he's contributing enough to his country even with all of his achievements and accomplishments.
- As an academic researcher at a university, his position does not allow him to achieve the objectives of making sure all stakeholders are sharing information, or being able to implement research into action.

GOALS (The objectives this person hopes to achieve)

- Create a hub that will allow him to share information with all levels of stakeholders in the healthcare systems.
- Contribute to public health reforms in the country and the region.
- Making sure the Ministry of Health collaborates with the CoP Hub.
- Wants a more senior academic position within his university within 5 years time so that he'll have a more strategic position and be honoured by decision makers.
- Wants to grow in prestige at the regional level and possibly work for an aid agency (ex: WHO).
- Currently has a LinkedIn account with 150+ contacts but no endorsements yet.

ACCESS TO TECHNOLOGY

Uses a computer at work and has an iPhone 6. He has a higher income so is able to afford a stable internet connection. He can hold video conferences much more easily than other colleagues. His home computer is an older PC laptop that he would like to replace with a Mac.

His connection while doing field research is significantly more limited in fidelity. This is where he uses a portable USB wifi hotspot for connections.

Records interviews on his phone when doing field research.

Uses online forums for affinity groups and communities of practice to gather ideas and reach out to prospective team members.

Constantly online to keep in touch with friends.

PERSONALITY



TECHNOLOGY



Do not miss the activists of community health action



Advise #3: identity and values matter

- This area of work is value-loaded: inclusion, empowerment, equity, 'commons', health gains...
- Acknowledge them, use them to mobilise people and resources...
- But evidence and learning are key – there are there to improve your action, your solutions, your impact



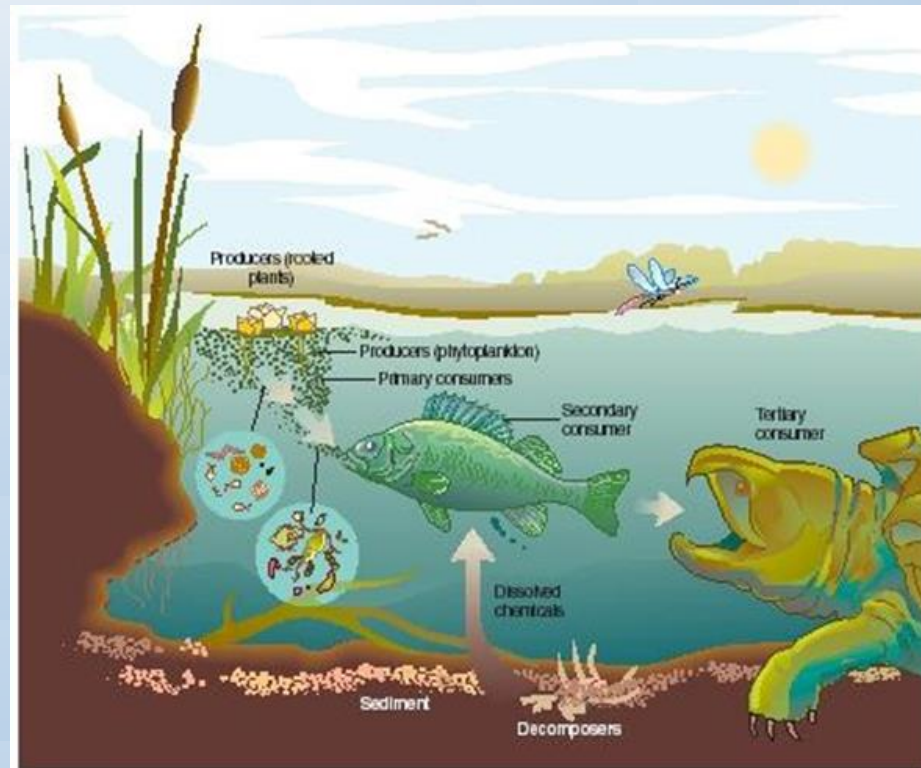
Advise #4: recognize tensions

- You will share and co-produce knowledge, you will value evidence, rigour...
- But you will also bring coherence into knowledge and contribute to the emergence of a 'doctrine'
- Protect against dogmas, involve academia



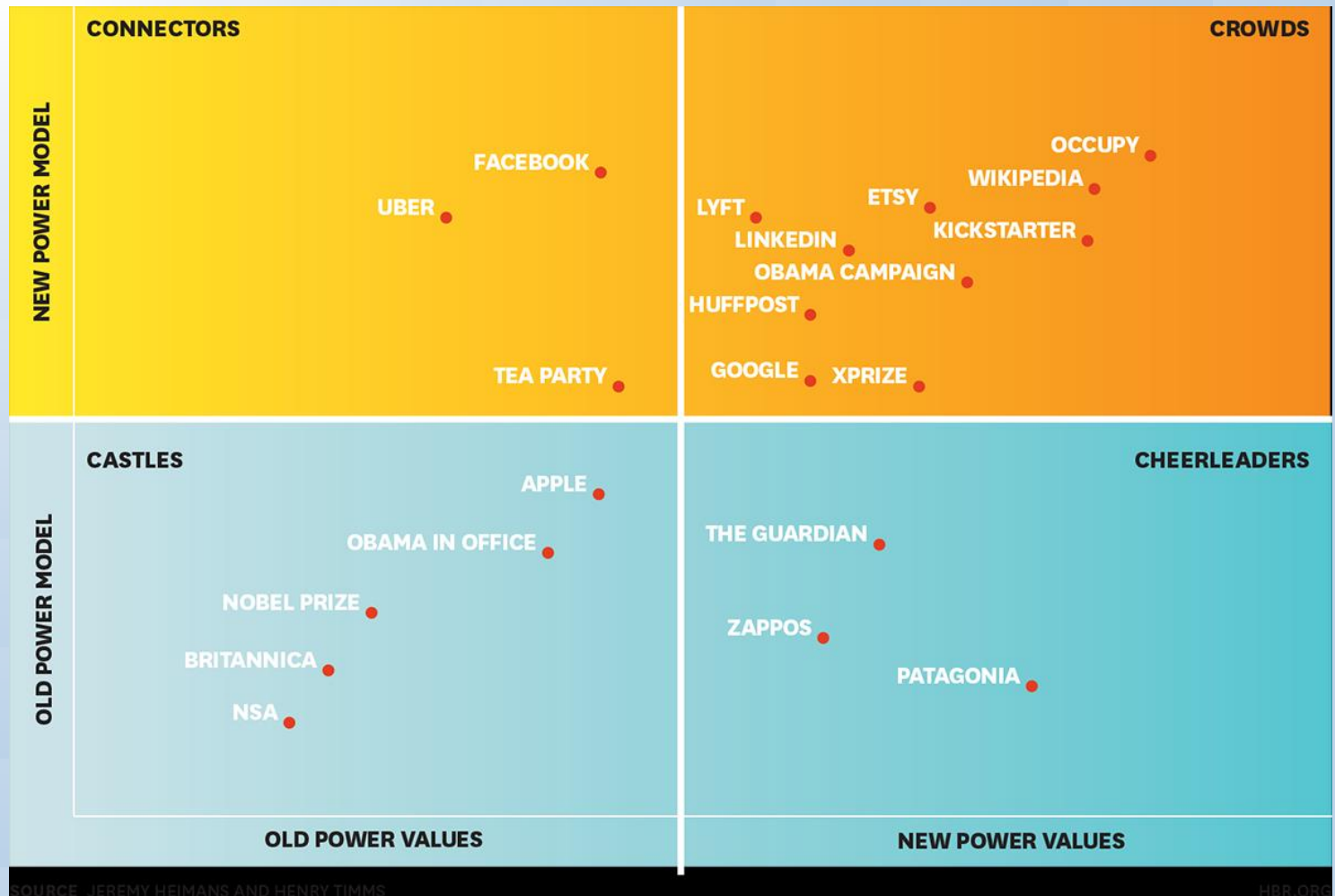
Advise #5: know your **ecosystem**

- Make sure that the CH ecosystem strives...
create opportunities for every type of actors



Advise #6: this area belongs in the new world

- <https://hbr.org/2014/12/understanding-new-power>



Advise #7: organize yourselves

- Create a strong practice of sharing, co-production, co-ownership at individual, organisation, country levels
- Establish mechanisms to realize this vision
- Everyone should try to implement the vision in its own activities... but some must be in charge of the overall development of the ecosystem – distribute this responsibility
- Activities are the steps to build a strong community



Some possible learning areas

- Definitions and key concepts
 - Advocacy for CH action
 - Deployment & scaleup of CHWs
 - Digital solutions for CHWs
 - Remuneration of CHWs
 - ...
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- *Make sure that your activities allow to involve many, organise them around products, with low hanging fruits*

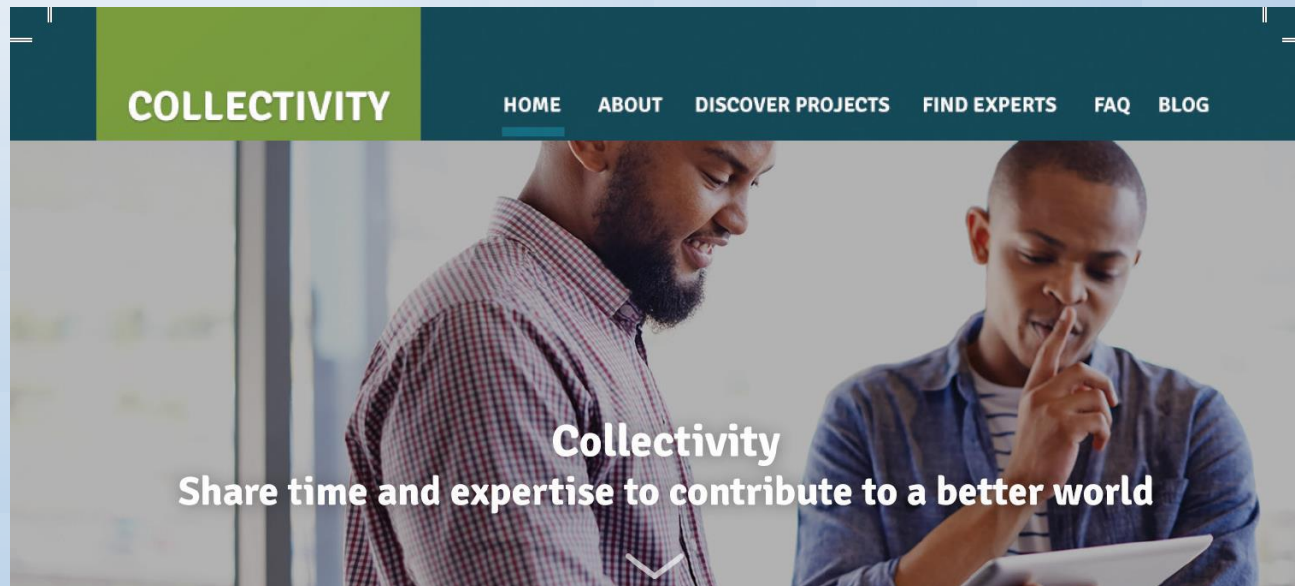


Next steps

- Follow-up of this conference, enough digital presence, maintain contact
- Activities at country/organization level
- Mobilize facilitation resources for enough online interaction – focus on individual experts
- Launch some small collaborative projects around a few learning agendas (maintain momentum)
- Prepare a more comprehensive arrangement – a “collaborative”?



Thank you!



<http://thecollectivity.org/>

The CoP as a learning strategy

