

**We do open
call
promotion,
Why?**



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Benefits of open call promotion

- Increase **participants**
- Increase **awareness/understanding** of the challenge
(differentiate from many other sales promotion, e.g. McDonalds)
- Build **trust** in the partners and team (make it personal, see right down photograph)
- Increase awareness of the **broader issue** (e.g. TDRGlobal)
- Increase the engagement of the **local communities**





In-person Events

In-person activities for communities: Why?



- In-person events **build trust** and **understanding** in the challenge
- And the submission is highly related to in-person events
- Challenge contests participants were twice as **likely to learn about it through in-person events** compared to social media¹
- Other research on challenge contests suggests the importance of in-person events²

¹Zhang et al., *BMC Infect Dis*, 2019

²Mathews et al., *J Virus Erad*, 2017

In-person activities for communities: How?

- Integrate into existing in-person meetings (lab meetings, research conferences, works-in-progress meetings, seminars, webinars)
- Bring promotion materials about the challenge– flyers or postcards with basic information and URL
- Give brief introduce the call for entry, if possible
- Allow participants to directly participate as part of the activity
- Types of activities: feedback session in a public space, co-creating workshop in coffee bars





Photo Credit: Upflash

Social Media

Social media promotion for community engagement



Rationale for social media promotion: social media can reach a subset of infectious disease researchers, especially younger researchers; many existing online networks; can embed images and links to videos.

Call for entries broadly distributed through social media



Use Infographics to do Promotion

- A visual image that provides information or data in a way that could be understood by the public
- Easy to share with community members
- Infographics are increasingly one part of a strong research manuscript (e.g., Lancet, NEJM, JAMA, BMJ)
- Learning how to create infographics is also a useful skill for researchers¹

¹Thoma et al, CJEM, 2018; Ibrahim et al Ann Surg, 2017; Buljan J Clin Epi 2018



How to make Infographics

- Focus on highlights and the message (don't let the visual element distract from the overall message)
- Developed through co-creation (in partnership with local community members or other participatory activities) or within your communication team



HEALTHY CITIES, BETTER FUTURE
CROWDSOURCING
WWW.SESHGLOBAL.ORG

INNOVATIVE TECHNIQUES



Crowdsourcing is the process of having a community collectively solve a problem through providing ideas to the crowdsourcing organizer who then share the resultant solutions with the public. This project asked Chinese citizens what they thought could be done to improve urban public health in China

1. ORGANIZING

The Steering Committee was responsible for guiding, directing, and implementing to crowdsourcing contest. Committee members consisted of experts in relevant fields.



2. SOLICITING



An open call for entries asked respondents to address any of the chosen categories:

1. What does a healthy city look like?
2. How do you build a healthy city?
3. What contribution have you made to building a healthy city?

3. EVALUATING

Judging criteria

- Healthy and positive content
- Relation to healthy cities concepts mentioned in the call for entries
- Innovation and creativity
- Engagement
- Feasibility and potential value for promotion



4. CELEBRATING



Submissions that received prizes or honorable mentions received a variety of gifts and rewards. Finalists were considered for inclusion in The Lancet, dependent on the Journal's considerations.

5. SHARING



Sharing new solutions and ideas from this contest is an important step in engaging the community and having an impact beyond the contest's participants. Selected works were shared via social media and affiliated websites.

Imagery



Image quality is important

Typography

PRIMARY FONT

PRIMARY FONT
GOTHAM

DESIGNER
HOEFLER & CO.

THE FONT

Gotham is that rarest of designs, the new typeface that feels somehow familiar. From the lettering that inspired it, Gotham inherited an honest tone that is assertive but never imposing, friendly but never folksy, confident but never aloof. The inclusion of so many original ingredients without historical precedent

GOTHAM

Bold
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular
A B C D E F G H I J K L M

SECTION 2 CORPORATE TYPOGRAPHY

Corporate fonts
Primary font
Secondary font
Font hierarchy

SECONDARY FONT

SECONDARY FONT
BEBAS

DESIGNER
FONTFABRIC

THE FONT

Bebas Neue is a sans serif font family based on the original Bebas Neue free font by Ryoichi Tsunekawa. It has grown in popularity and become something like the "Helvetica of the free fonts". Now the family has four new members - Thin, Light, Book, and Regular - added by Fontfabric Type Foundry.

BEBAS

Bold
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Figures
0 1 2 3 4 5 6 7 8 9 0

SOCIAL
INNOVATION
IN HEALTH
INITIATIVE

INTRODUCING SOCIAL
INNOVATION IN HEALTH

MONITORING & EVALUATION FRAMEWORK



TDR For research on
diseases of poverty
UNICEF • UNDP • World Bank • WHO



SOCIAL INNOVATION IN HEALTH
**MONITORING &
EVALUATION FRAMEWORK**



...tion project in Lagos, Nigeria. The 4-monthly youth peer-education brings together youth...
...health, and education and public health leaders to co-create new HIV testing services...
...OUTH - H.E.S.T. CC-BY

Composition

Tips:

Make sure your content is ordered in a clear and logical way.



Composition



Two ways to keep your design simple

- Use whitespace
- Remove anything that's not absolutely necessary.

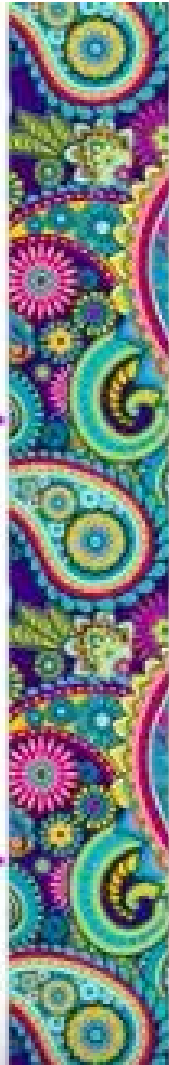
Composition



Whitespace helps focus the attention on whatever it is you want the user to see.

Composition

The image displays a grid of car advertisements. Each advertisement includes a car image, a model name, a price, a lease term, and a mileage allowance. The ads are arranged in a grid with various promotional banners like 'BIG SAVINGS!', 'BIG CONFY!', 'BIG THREAT!', 'BEST IN BUSINESS!', and 'BIG GO GOOD!'. The cars shown include VW T-Roc, Skoda Kodiaq Estate, Volvo S90 Saloon, Mercedes A Class, Mercedes G-Class, Audi Q3 Estate, Jaguar E-Pace Estate, Mercedes E-Class Saloon, Mercedes E-Class Saloon, and VW Golf.



Tips:

Removing clutter and visual noise helps the user to focus on one task at a time.

Design tools



Keynote

Adobe
Illustrator



THANK YOU

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