Welcome
The Tech for Global Good Design Challenge
Rome, Italy

Tuesday, March 13
The Tech for Global Good

The Tech for Global Good is a new initiative that will create the next generation of innovators ready to tackle the toughest challenges facing our planet.

PATH

What is PATH?
PATH is the leader in global health innovation. An international nonprofit organization, they save lives and improve health, especially among women and children.

Design Process

1. Research the problem:
   - Understand the design challenge.
   - Read the background material.

2. Brainstorming:
   - Write each idea (text/image/both) on a Post-it note and put it on the whiteboard.
   - Be creative! Think of as many wild thoughts as possible.

3. Create a solution:
   - Each member shares their Post-its and posts them on the board.
   - Pick someone to group similar ideas.
   - Label the categories.
   - Team reporter summarizes the categories to the team.

4. Refine your solution:
   - Get feedback from peers on your solution.
   - Edit your solution and improve how it addresses the problems.

5. Design a poster presentation:
   - Get feedback from peers on your solution.
   - Please show:
     - The vaccination problem your team has addressed.
     - Your team's solution.
     - Story of how someone in the city is impacted by your solution.
Designing a solution with Rome, Italy

The city of Rome has reached out to your pharmaceutical company for help with their current immunization crisis.

Problem

Your pharmaceutical company has helped develop and ship 200,000 vaccines for measles to Rome. Now your team needs to come up with a plan on who needs the vaccines most, where to distribute the vaccines and how to convince people to get vaccinated.

Your pharmaceutical team will need to create a poster to show your solution and how it will impact one person (a child, a parent, a healthcare worker, etc.) in Rome. The following provides some information that might be useful to your team while you work on your solution and story of how a person in Rome is affected by your solution.

About Rome

Rome is a busy, big city with a long history. It has been a city for over 2,800 years. Today there are 2.8 million people living within the city limits. This is approximately the same population as the Silicon Valley (3 million people: 1 million in San Jose and 800,000 in San Francisco). Furthermore, in Rome people live very close together; there are approximately 5,800 people per square mile in Rome (5,300 people per square mile in San Jose). Additionally, because of the age of the city and the number of historical sites Rome is a city full of tourists from all over the world flooding certain locations throughout the day.

Although Rome has a long history and many ancient sites like the Coliseum, it is a modern city. Since 1870 Rome has been the capital of Italy and has developed to support the people who live there. There is a reliable electrical system powering the city. The city is supported by three airports, a railway, roads, metro, buses, trams, trolleys and a port 39 miles away in Civitavecchia.

Immunization challenges in Rome and Italy

Given the dense population of Rome it is important to develop community immunity to protect all of the people from dangerous and preventable diseases. In 2010, 90% of Romans were immunized and community immunity of 95% was in sight. However, there were changes in the political landscape that shifted the direction of immunization in the country. A new political party called the Five-Star Movement began in 2009 by Beppe Grillo and Gianroberto Casaleggio. Mr. Grillo and Mr. Casaleggio claimed that vaccinations

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were making Roman children weak and that people should stop getting them. People seemed to listen to the founders of the Five-Star Movement and fewer children were immunized after 2009 in Italy.

Another immunization challenge facing Rome is that not every person living there has an address or stays at an address for a long time. The Romani people travel around Italy and Europe and do not stay in one location, which makes it harder for Romani families to get medicines like immunizations. The government of Rome, and the country of Italy, are working on solutions to support the Romani people in getting access to healthcare while following their cultural traditions. Also, the government is working on ways to support all individuals and families in getting affordable access to immunizations.

From your reading

What information is important to share?

What questions do you have based on what you've read?
### Brainstorm notes

#### Problem
- How will you share your solution with different communities within your city?
- How will you let people know about your vaccine?
- How will you distribute your vaccine to people who do not regularly see a doctor?

#### Solution
- What are some really wild, unusual ideas that you might try?
- If you had unlimited resources, what would you do to solve this problem?
- What are other ways to solve this problem? What are the pros and cons of these solutions?

#### Impact
- How does this solution impact the vaccine user (patient)?
- How does this solution impact healthcare workers?
- How does this solution impact the family of the patient?
## Listen and help

### STEP 1

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team A presents their design solution</td>
<td>3 min</td>
</tr>
<tr>
<td>• Team B cannot speak</td>
<td></td>
</tr>
<tr>
<td>• Team B can take notes</td>
<td></td>
</tr>
<tr>
<td>Team B writes questions.</td>
<td>1 min</td>
</tr>
<tr>
<td>• Quiet minute for thinking.</td>
<td></td>
</tr>
<tr>
<td>Team B asks clarifying questions</td>
<td>2 min</td>
</tr>
<tr>
<td>• Team A can answer</td>
<td></td>
</tr>
<tr>
<td>• Team A can take notes</td>
<td></td>
</tr>
<tr>
<td>Team B provides feedback</td>
<td>2 min</td>
</tr>
<tr>
<td>• Team A should take notes</td>
<td></td>
</tr>
</tbody>
</table>

### STEP 2

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</thead>
<tbody>
<tr>
<td>Team B presents their design solution</td>
<td>3 min</td>
</tr>
<tr>
<td>• Team A cannot speak</td>
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### Listen and help notes

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