

The Tech for Global Good Vaccine Distribution Challenge



ROME, ITALY



The Tech
for Global Good

Introduction

The Tech for Global Good

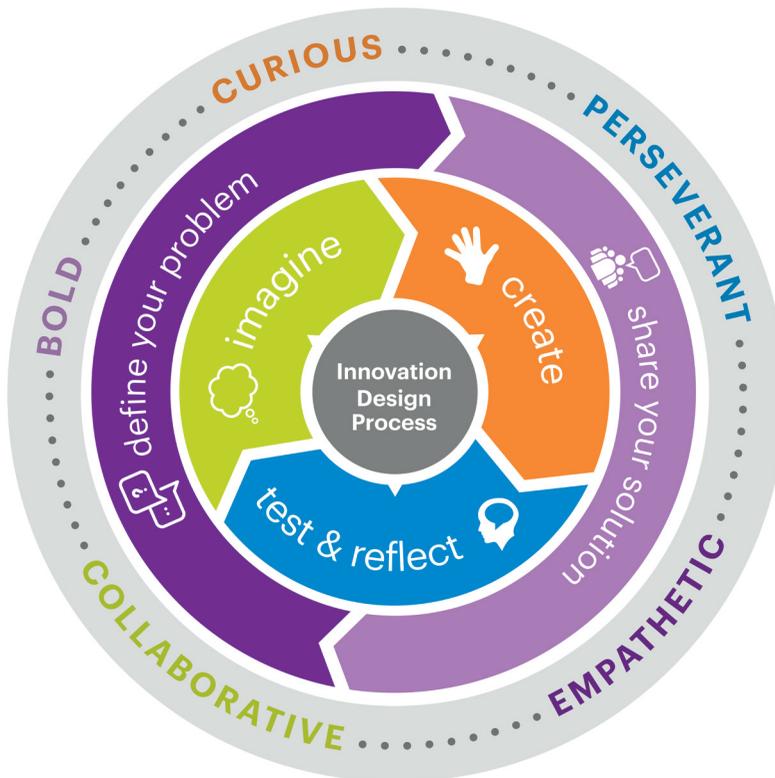
The Tech for Global Good is an initiative that will create the next generation of innovators ready to tackle the toughest challenges facing our planet.

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.

Innovation Design Process



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Design Challenge Scenario

You and your team run a pharmaceutical company in California that has developed, tested and produced a vaccine that can prevent measles. Your team will use your skills as communicators, researchers, collaborators and creative problem-solvers to assist the city governments in developing plans to help immunize their communities.

-  **1. Research the problem:**
 - Understand the design challenge.
 - Read the background material.
-  **2. Brainstorming:**
 - Write each idea (text/image/both) on a sticky note and put it on the board.
 - Be creative! Think of as many wild ideas as possible.
-  **3. Create a solution:**
 - Each member shares their sticky notes and posts them on the board.
 - Pick someone to group similar ideas.
 - Label the categories.
 - Work together to add more ideas.
 - Each team member ranks their favorite ideas (1-5).
 - As a team, choose a solution to focus on.
-  **4. Refine your solution:**
 - Get feedback from peers on your solution.
 - Edit your solution and improve how it addresses the problems.
-  **5. Design a project and presentation:**
 - Get feedback on your solution.
 - Please show:
 - The vaccination problem your team has addressed.
 - Your team's solution for this problem.
 - Story of how your solution will impact one person in the city (a child, a parent, a healthcare worker, etc.)

Designing a Solution with Rome, Italy

The city of Rome has reached out to your pharmaceutical company in California 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 presentation 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.

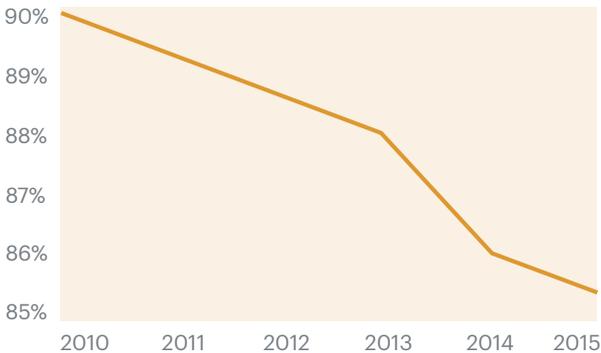
Although Rome has a long history and many ancient sites like the Coliseum, it is a modern city. Since 1870 Rome has been the capital of Italy and has developed to support the people who live there. There is a reliable electrical system powering the city. The city is supported by three airports, a railway,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

Immunization Challenges in Rome and Italy

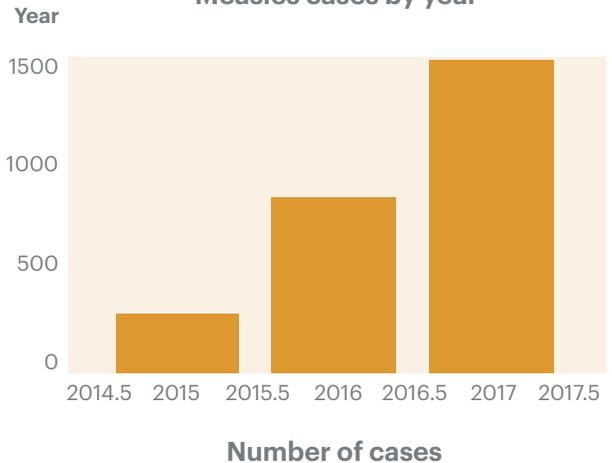
Given the dense population of Rome it is important to develop community immunity to protect all of the people from dangerous and preventable diseases. In 2010, 90% of Romans were immunized and community immunity of 95% was in sight. However, there were changes in the political landscape that shifted 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 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.

Immunization rates



Measles cases by year





From Your Reading

What information is important to share?

What additional questions do you have based on this reading?



Brainstorm Notes

Problem

- How will you share your vaccine 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

	Team Presenting	Audience
3 min	Present their design solution.	Silently listen. Take notes.
3 min	Respond to clarifying questions.	Ask clarifying questions.
2 min	Silently listen. Take notes.	Provide feedback.

Listen and Help Notes



Presentation Ideas and Sketches



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