



ACTION CATALYST TOOLS

## PURPOSE

This tool should be used to generate new ideas for interventions that could overcome specific barriers. The tool is built to organize information about these barriers in ways that will help teams define the challenge and explore solutions. While it offers tips and principles that will help teams think in new ways, it does not provide pre-determined solutions.

The tool includes 3 elements:

- Box of Intervention Design cards
- Card Placemat
- Idea Capture Cards

## HOW TO USE

This tool leverages a deck of custom made cards that allow VMMC implementers to explore a wide range of solutions for specific barriers. The tool is built with the assumption that a small number of people will engage in the process – usually between 1-6 people.

The ultimate result of the tool is the creation of “Idea Capture Cards” which represent fully considered ideas that could be subsequently tested and improved.

\*\*Note that these instructions are also available in a booklet within the box of cards.

## FOCUS

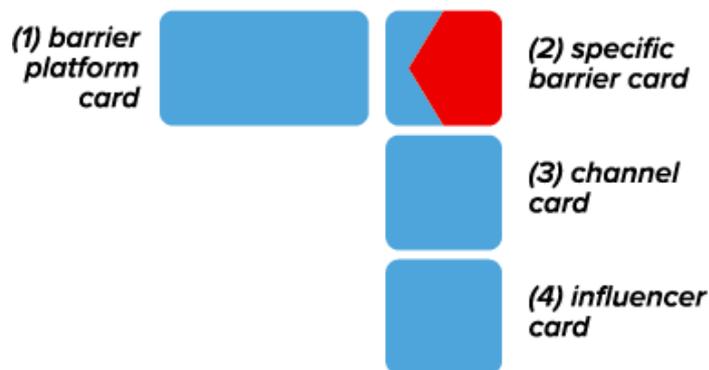
1. First, determine the barriers your team will explore new ideas for overcoming, by choosing one of the approaches below:
  - a. Use the Portfolio Mapping Tool to identify barriers you want to explore
  - b. Select a persona from the Persona Tool and explore barriers most relevant to that segment of the target population
  - c. Have a conversation with your team to decide which barriers your organization needs to work on
2. You only need to use the cards in the deck that represent the barrier theme (large rectangle cards) and specific barriers (square cards) that you'd like to work on. Choose a barrier theme that you'll be working on. Next, separate the square cards of that same color from the rest of the deck. You can set the other cards aside for this round. For example, if your team wants to work on areas of Anticipated Loss, pull out the blue rectangle card and all of the square blue cards from the deck and set the others aside. If you're working with a persona from the Persona Tool, you may have selected several specific barriers. In this case, work sequentially through the selected barrier themes for that persona.



## SET UP

3. Once you've chosen your first theme to work with and those colored cards are separated, place them in 4 piles: (1) the rectangular barrier platform card, (2) the specific barrier cards, (3) the channel cards, and (4) the influencer cards (see Figure 1 below).
4. Select one card from each pile and place them on the table (see Figure 1 below). Intentionally select the specific barrier that you want to work on. For the channel and influencer cards, you can randomly select one from each stack to encourage open-minded brainstorming.
  - a. **IMPORTANT NOTE:** All of the cards are two-sided. Place all of the cards face-up, meaning the side with a green border or green arrow should be face down on the table, and the side with the red border or red arrow should be face up.

Figure 1: Sample intervention design card layout



## CHALLENGE

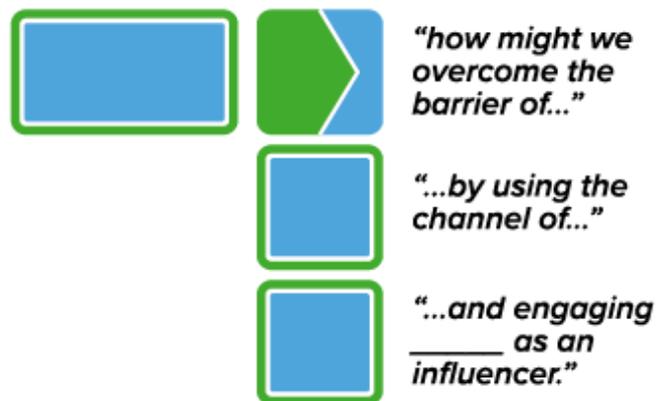
5. Before you start exploring solutions, it's helpful to define the challenge. The text on the cards you've laid out provide a short description of how this barrier exists in a man's VMMC journey. Read the text and have short discussion with your team about this challenge:
  - a. Can any team members share a story about a man that they've met that had this challenge?
  - b. How do you think a man feels when facing this barrier?
  - c. What stage is the man in his journey and what is the next milestone that he needs to achieve?

After your team has had a short discussion (5-10 min) and has a good understanding of what's holding the man back in his journey, move on to the next step.

## SOLUTION

6. Now, flip over each card. You should see a green border around each card and the specific barrier card should change from a red arrow pointing left, to a green arrow pointing right (see Figure 2 below).
7. The text on this side of the cards will help your team think about how to help a man overcome this barrier. Take a few moments to read the cards and discuss as a team. These are some tips and behavioral science principles that should help you come up with strong ideas, but they should not limit your brainstorming.
8. Now, the job of your team is to generate some ideas using the combination of the cards. Your team is coming up with ideas to solve the challenge you discussed earlier.

Figure 2: Sample intervention design card layout



## GENERATE

9. Capture your ideas on Post-It notes so that your team can quickly explore a large volume of ideas.
10. To expand your range of ideas, swap out your ‘influencer’ card for a different one. Now explore new solutions that would leverage that influencer. When your team has run out of ideas, you can switch it to another.



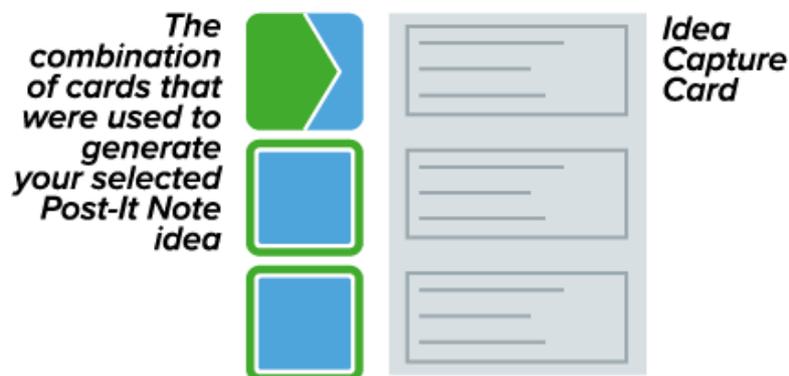
Now change out the 'channel' card to encourage your team to overcome the barrier with a different channel. You can re-cycle the 'influencer' cards to create more combinations to explore.

11. Have a team conversation to select a few of the most exciting and promising ideas.
  - a. Which ideas will best help men overcome the barrier?
  - b. Which ideas are most feasible?
  - c. Which ideas are most compatible with our budget, program design, and other contextual factors?

## DEVELOP

12. Once you've prioritized your ideas, you'll be developing them further. Print out an 'Idea Capture Card' and place it on the table. Place the cards you used to generate your selected idea and place them on the left edge of the Idea Capture Card. The questions on the card align with the topic of the cards (specific barrier, channel, and influencer). Note that there is an area on the right edge of the card that will allow you to mark what barrier theme and specific barrier the idea is focused on (see Figure 3 below)

Figure 3: Sample intervention design card layout



13. For each of the ideas your team prioritized, fill out an 'Idea Capture Card.' This card encourages your team to think more deeply about how an idea can become a complete intervention that you can prototype next.



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## REPEAT & EXPAND

Use the same simple steps to explore all of the specific barriers that your team has chosen. In the end, you should have a collection of Intervention Idea Cards that explain a full concept.

If you've selected your specific barriers with the help of the Persona Tool, you may be able to see how this tool could help you create a portfolio of interventions targeted at a specific group of men. An additional exercise at this step may be to explore how your individual interventions might be able to be combined across stages, channels or influencers. Might you be able to create a single intervention that addresses more than one specific barrier?

Note: Included at the back of the card deck are 2 blank 'specific barrier cards' for each barrier theme that can be used to add other barriers unique to your environment.