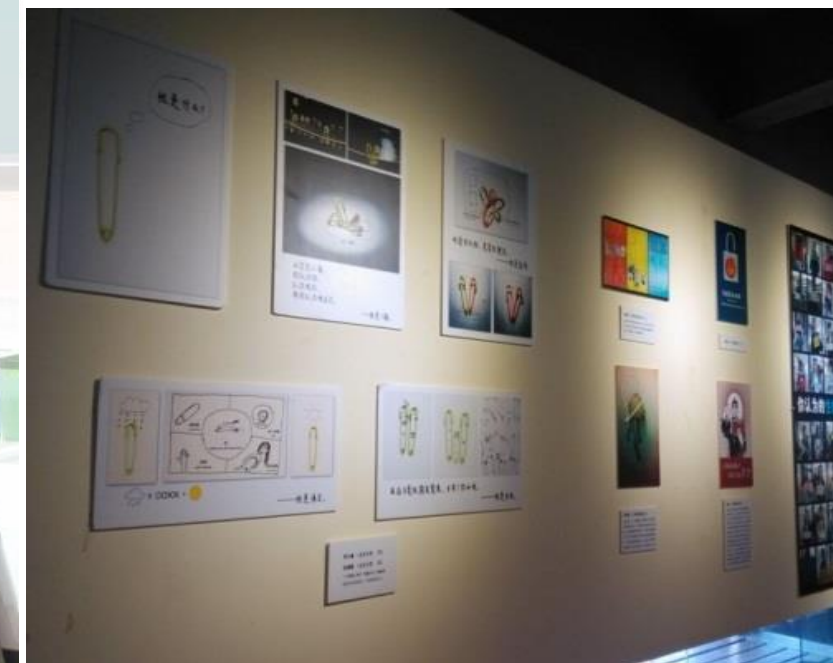
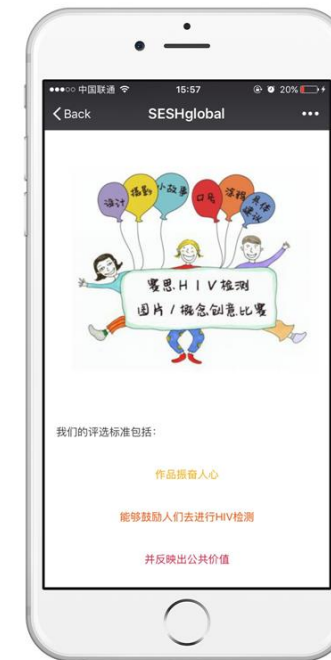


Crowdsourcing Public Health Campaigns to Spur Innovation 众包激发创新： 公共健康项目案例

Joseph D. Tucker, MD, PhD, AM
Assistant Professor of Medicine
Director, UNC Project-China
Chairman, SESH Steering Group



Upper Left: Community solicitation of images
Upper right: Social media solicitation of images
Lower right: Aggregation (designathon)
Lower right: Community recognition
Source: SESH, Creative Commons



Integral Conversation Button Challenge

十如论坛纽扣挑战



Write down your guess for the total number of all buttons on a piece of paper. If you are part of the Esquel Group, add an "E" next to your numerical guess.

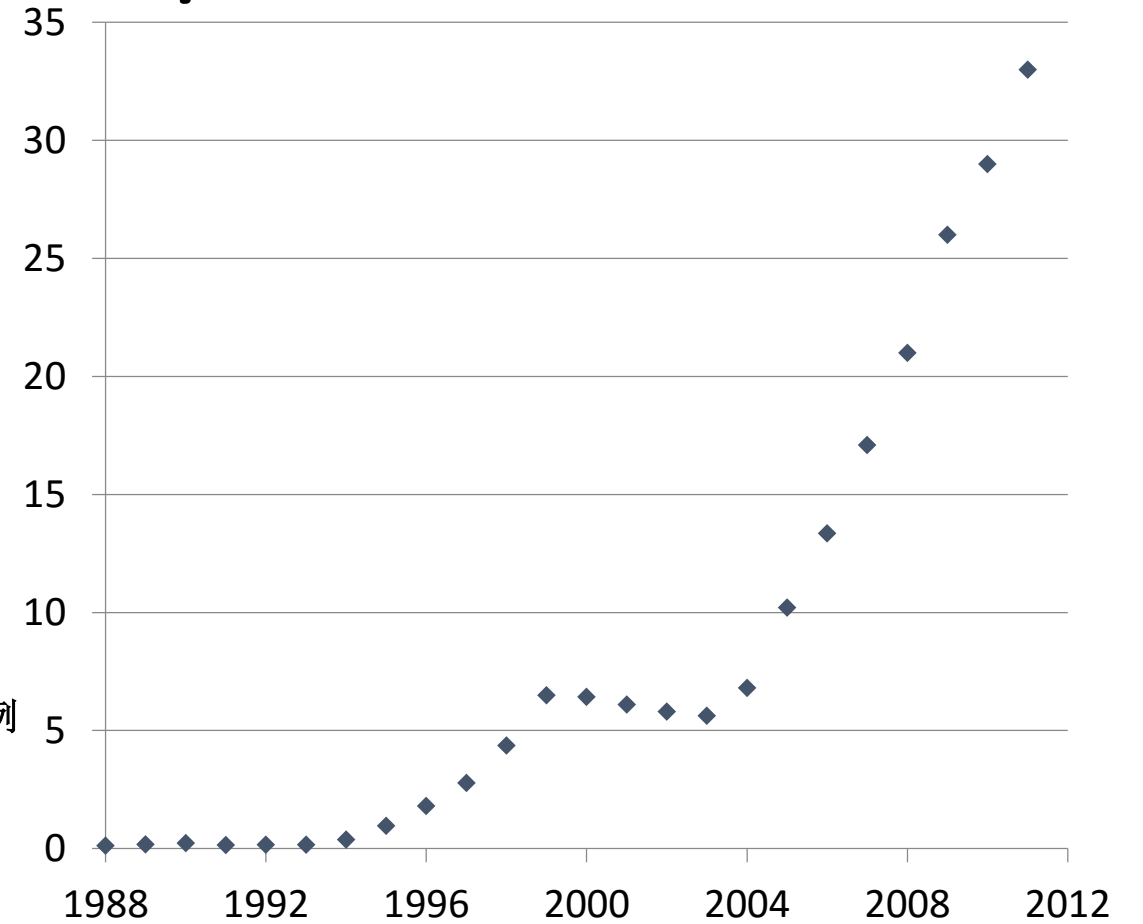
请在纸上写下您对所有纽扣总数的猜测。如您是溢达集团的一份子，请在数字猜测前加上“E”字母。

Lack of authenticity



Total Syphilis Cases Per 100,000 Population

梅毒报告病例



Chen et al., *Lancet* 2007;369:132-8, PMID: 17223476

Tucker et al., *NEJM* 2010;362:1658-61, PMID: 20445179

SESH 赛思

- Mission: Use crowdsourcing to create more engaging and effective health services

目的：用众包方法创造更有参与性及有效的健康服务

- Most projects in China, with smaller projects in Hong Kong, Vietnam, United States, and Australia

大多数项目在中国，小部分在香港、越南、美国及澳大利亚

- Strengths in medicine, public health, and research

优势在于医学、公共健康以及研究项目



Above: Eight Immortals; Below: Guangzhou

Crowdsourcing 众包

- A group, rather than an individual, completes a task¹
一个群体，而非个人完成一项任务
- Examples: Wikipedia, NIH challenges
例子：维基百科，NIH挑战
- A wise crowd needs to have:¹
一个聪明的群体需要拥有：
 - Independent opinions
独立的想法
 - Diversity 多样性
 - Decentralization 去中心化
 - Aggregation 整合性



Wise crowd? Mainland Chinese train station after snowfall
February, 2016

¹Surowiecki, *The Wisdom of Crowds*, Doubleday, 2005

Crowdsourcing Contest Stages 众包比赛阶段

Contest Stage 比赛阶段	Structure 结构	Function 功能
(1) Organizing a community steering committee 成立一个社区指导委员会	Local community members, doctors, CBO leaders, network leaders; establish contest rules and open call for entries* 本地社区成员，医生，社群组织领导，网络领袖；建立比赛规则并公开发布比赛召集书	Strong community buy-in from the start, resonates with local language/culture/preferences 起步阶段便加入强大的社区力量，与本地的语言/文化/喜好产生共鸣
(2) Engaging community to contribute 让社区参与贡献	Social media and in-person events at community organizations, schools, and other local places 在社交媒体和社区组织、学校以及其他当地场所开展活动	Clarify the contest for community members, provide feedback on entries, encourage contributions 为社区成员讲解比赛，给作品提供反馈并鼓励社区参与贡献
(3) Evaluating contributions 评估贡献	Steering committee, crowd, or others evaluate entries based on pre-specified criteria 指导委员会，大众及其他人士一同根据已定的标准评估作品	Narrows the field of entries, relies on local judgement, taps crowd wisdom 根据本地人员的判断力，众人的智慧，筛选作品
(4) Recognizing finalists 评选决赛结果	Social media and in-person announcement of finalists 通过社交媒体和线下活动宣布决赛名单	Incentives for finalists and also for participation in the contest 奖励获奖者及参与者

*Entries can be short texts (concepts), images, or videos. They can describe patient perspectives, novel pilots programs, or local policies.

* 作品可以为短文（或概念），图片或者视频。它们可以描述病人的观点，创新的项目或者本地的政策

SESH Progress 赛思进展

- 16 contests, including 2 global contests
16个比赛，包括2个全球比赛
- 2 RCTs (NCT02248558, NCT02516930) showed that crowdsourcing is effective in health promotion^{1,2}
2个随机对照试验，证明众包是有效的健康促进方法
- One ongoing stepped wedge RCT in eight cities (NCT02796963)
一个正在八个城市开展的多阶随机对照试验
- Altogether 40 peer-reviewed publications (including in *The Lancet* & *Clinical Infectious Diseases*)
共发表40篇文章（包括Lancet和Clinical Infectious Diseases杂志）
- 5 NIH grants/subcontracts 5个NIH基金/分合同
- 8 WHO commissions 8个WHO委任项目

¹Tang, Best, Han, et al., CID, 2016

²Tang et al., IAS Durban, 2016



Above and Below: SESH designation in May 2016, Guangzhou

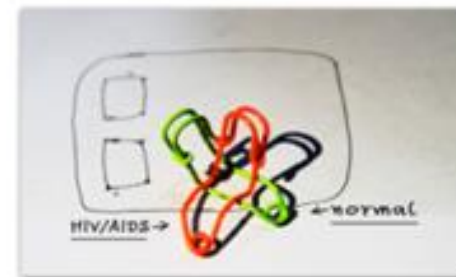
SESH Impact 赛思的影响

- Local
本地的
- Provincial
省级的
- Regional
区域的
- Global
全球的

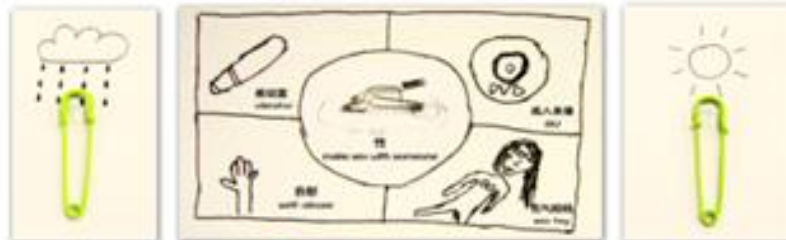


从茫茫人海，
到认识你，
认识我们，
再到认识我自己。

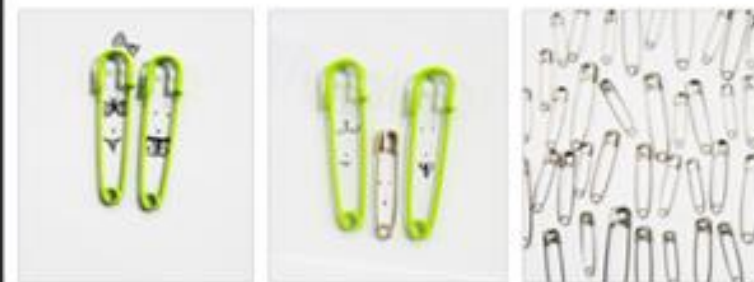
——性是了解。



性爱有风险，套套能避免。
——性是选择。



——性是满足。



亚当与夏娃偷食禁果，才有了你和我。

——性是本能。

WHO Hepatitis Testing Contest

WHO肝病检测比赛

- Crowdsourcing contest to solicit short descriptions of hepatitis B and C testing 征求关于乙肝及丙肝短文的众包比赛
- Solicited 64 entries from 27 countries 共收集来自27个国家的64份作品
- 31/64 received a commendation from SESH/WHO/ILC 其中，31份获奖
- About half of entries will be directly included in WHO Hepatitis Guidelines 一半参赛作品将被列入WHO肝病指南中

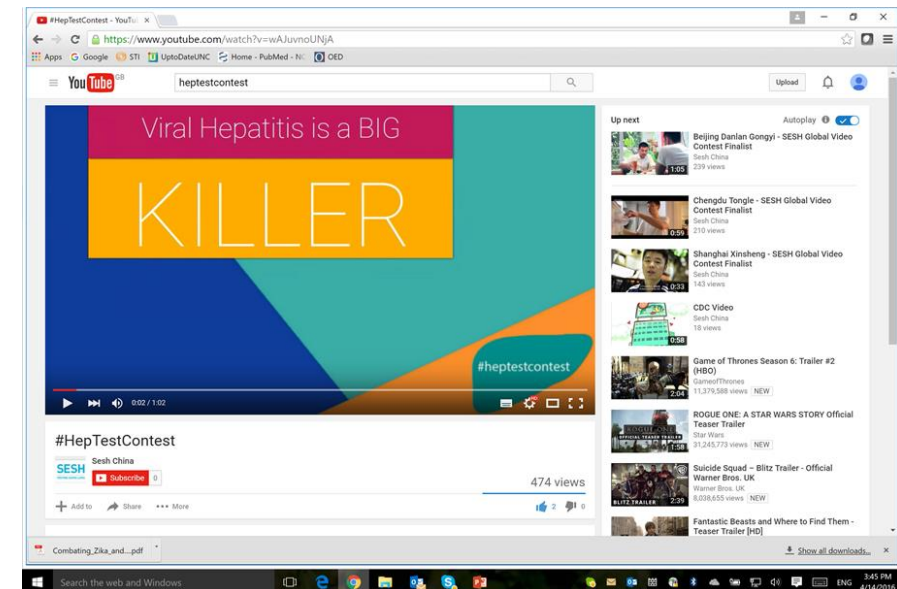
你们是否在促进乙肝和丙肝检测的工作中采取了创新的方法？

欢迎了解我们的肝炎检测创新竞赛，并在三月一日前投稿：

www.seshglobal.org/heptestcontest

如果被选中，您提供的案例
会被写入世界卫生组织
2016年的肝炎检测指南。

肝炎检测创新竞赛
#heptestcontest



Slide Bibliography

Slide 1: All four images: SESH, 2016, CC

Slide 2: SESH, 2016, CC

Slide 3: HIV testing campaign image: US CDC, 2011; Huachun Zou, 2016

Slide 4: Reuters, February 1st, 2016

Slide 5: Upper: *China Daily*, March 14th 2011 ; Lower: Hubgold, March 16th 2016

Slide 6: Upper and lower images: SESH, 2016, CC

Slide 7: SESH, 2016, CC

Slide 8: SESH, 2016, CC

Slide 9: SESH, 2016, CC

Thank you 谢谢



SESH website: www.seshglobal.org

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