

Ideation @ HHS Overview Slides

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Introduction to Ideation Tools & Uses at HHS

- What is ideation and who is using it in the federal gov't?
- Why is ideation important for federal agencies?
- How can ideation tools help federal agencies?
- What resources are available to help your agency?

What is ideation?

- Process of generating new ideas or solutions using crowd-sourcing technologies
- Ideation tools utilize on-line “brainstorming” or “social voting” platforms such as Ideascale and User Voice (which are available to federal agencies through GSA) to:
 - Post questions & challenges
 - Submit new ideas and search previously submitted ideas
 - Discuss ideas and expand upon them
 - Vote ideas up or down
 - Flag ideas

Why is ideation important?

- Ideation platforms and tools are responsive to the Open Government Directive that calls for agencies to incorporate public feedback mechanisms and enhance participation and collaboration among employees.
- Initial experiences from a variety of agencies show these tools hold great promise in engaging employees and stakeholders in problem-solving

Which agencies are using ideation and how?

- TSA's Idea Factory
- State Department's Sounding Board
- HUD's Ideas in Action
- HHS
 - Users include: CMS, FDA, SAMHSA, and CDC
 - Internal and external-facing applications

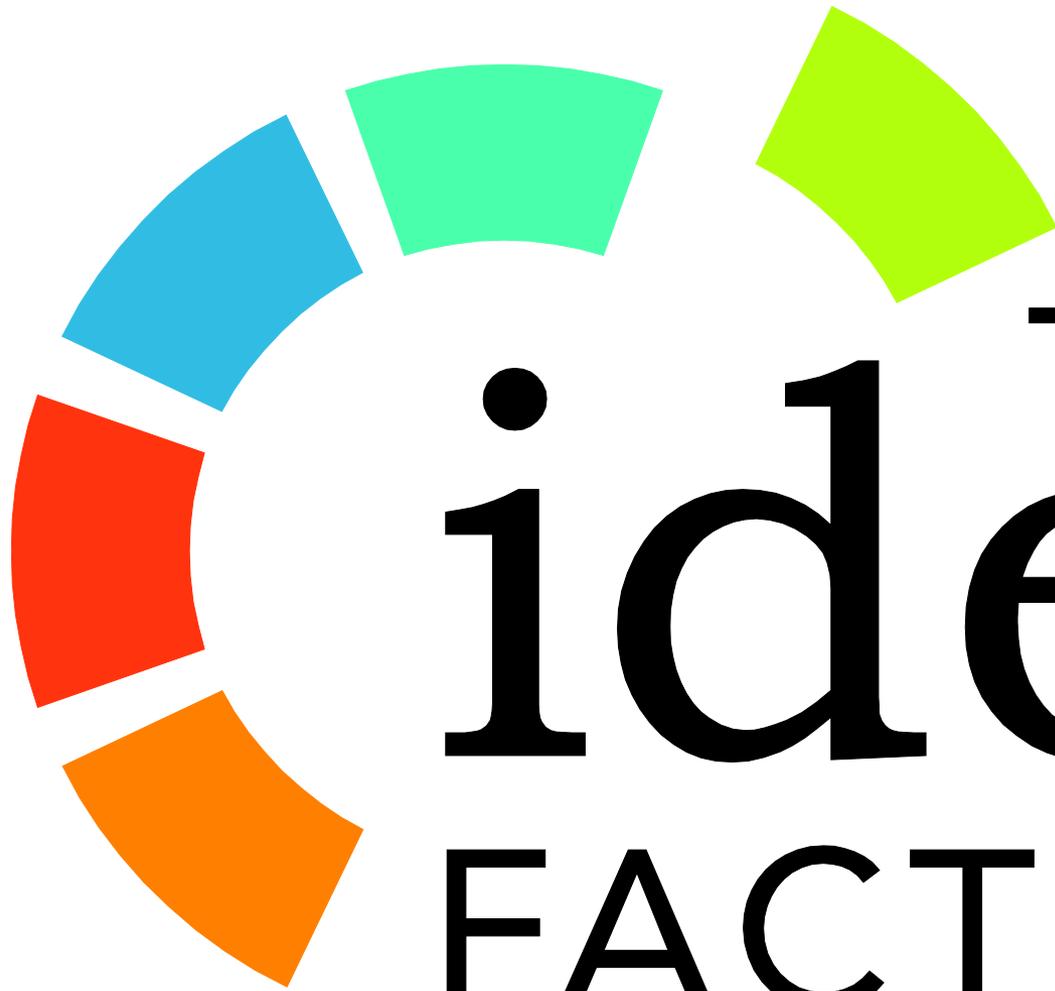


How can ideation tools help your agency?

- Great way to leverage the good ideas and creative thinking that exists within agencies (internal use) or in your stakeholder base (external use).
- Some of the best ideas may come from unanticipated places or people!
- Useful tool for engaging the agency personnel or external stakeholders in solving vexing problems (for example, the tool can be used to host “challenge questions” to solve vexing problems).
- Excellent mechanism for connecting a disparate workforce over common ideas.
- Helps to build a sense of community engagement. Allows for buy-in from agency personnel or stakeholders.

What resources are available to help agencies?

- Intergovernmental Community of Practice (iCOP)
 - Over 45 federal agencies involved
 - Meets monthly (second Tuesday of every month)
 - Safe environment for sharing and learning from counterparts
 - To join the listserv, contact: tina.cariola@dhs.gov
- MAX Portal [www.MAX.gov] includes numerous resources
- GSA's website <http://www.howto.gov/>
(section on ideation tools forthcoming)
- HHS's internal consulting team of Yea & Liu



THE
idea
FACTORY

Getting Started

- Senior leadership commitment
- Cross agency collaborative effort
- Best Practices/Lessons Learned from other Agencies
- Business Process Model/Process Integration with current suggestion program
- Tool selection/508 compliance
- Solicitation of forum owners

Key Decisions

- Rules of engagement & moderation level
- Records management – same as existing suggestion program
- Duration – 1 month
- Forum questions – three, senior leadership
- Marketing/communication – emails, user video, employee newsletters, posters, PA
- Launch date – tied to redesigned Intranet, coordinated employee engagement effort

Implementation

- Manager memo from Deputy COO
- Employee invitation from Deputy COO
- Multiple access points – Intranet, desktop widget, links in emails & employee newsletters
- Marketing – traditional & viral – talk it up

Administration & Moderation

- Super Moderators – addicting but not time consuming
 - Review ideas and comments
 - Edit/close questions
 - Check email resource box
- IT Support – minimal after launch
 - Login assistance primarily
- Questions Owners
 - Different styles and level of engagement

Results

- Participation: > 900 employees, 20%
- Ideas: 156
- Votes: 2,283
 - 51 votes on 11/1 – before link publicized
 - 265 votes on 11/2 – after employee invite
 - 324 votes on 11/22 – after reminder email and PA announcement
- Requests to use software at workgroup level – piloting now

Lessons Learned

- Higher priority initiatives take precedence
- Limit forum scope – smaller is better
- Clearly define what a suggestion is
- Don't waste time fine-tuning instructions/rules - people don't read them - self-policing
- Frequent reminders – can't have too many
- Idea evaluation takes longer than expected – December is not a good time to start
- Publicize progress/implementation – frequently in all available channels

Instructions / FAQ

SAMHSA Stakeholder Feedback

(CLOSED) SAMHSA's Strategic Initiatives Forum

Sign in

This forum is closed.

The ideas and comments below are part of the feedback received during the development of SAMHSA's Strategic Initiatives. The final document that reflects the input provided in these forums is available at: <http://store.samhsa.gov/product/SMA11-4629>.

Questions about this forum can be directed to newmedia@samhsa.hhs.gov

I suggest SAMHSA...

Enter your idea

top hot **NEW ideas** accepted completed

- 6** votes

Focus serious attention on eliminating disparities in mental health care for minority groups

The Alliance for Latino Behavioral Health Workforce Development, a strategic partnership of the leading national Latino behavioral health professional organizations, and other key leaders in the Latino health and behavioral health professions, and workforce development, and the National Resource Cen more

by Henry Acosta | 8 comments
- 2** votes

Support parents with mi/sud in their roles as a parent

by Ray Firth | 2 comments
- 1** vote

Speak beyond the choir reaching out to all citizens

by Mark A. Davis | 1 comment
- 1** vote

dump the "mental health" movement -
<http://groups.yahoo.com/group/allianceagainstpsychiatry>

Alliance Against Psychiatry seeks to get the so-called "mental health" movement kicked out of the medical profession.

by AAP | 2 comments
- 2** votes

system of care initiatives

by Anonymous | 2 comments
- 4** votes

LGBTQI?S research, training, data collection, policy, affirming

10 votes left

What happens if I run out?

(CLOSED) SAMHSA's Strategic Initiatives activity feed

Contact SAMHSA

Forums

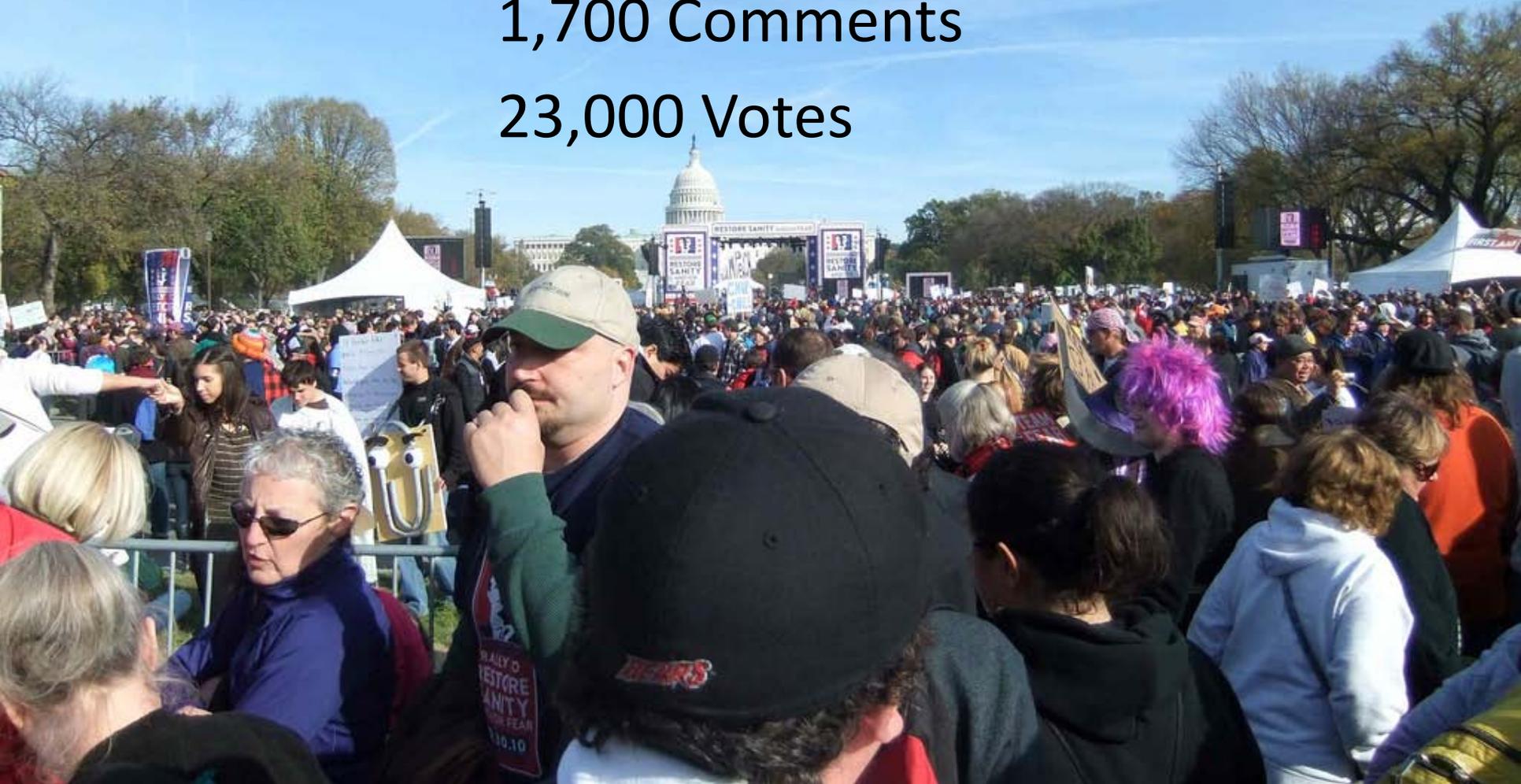
- (CLOSED) SAMHSA's Strategic Initiatives (244)
- (CLOSED) Strategic 1: Prevention of Substance Abuse and Mental Illness (124)
- (CLOSED) Strategic 2: Trauma and Justice (60)
- (CLOSED) Strategic 3: Military Families (24)
- (CLOSED) Strategic 4: Health Care Reform (63)
- (CLOSED) Strategic 5: Housing and Homelessness (47)
- (CLOSED) Strategic 6: Health Information Technology, Electronic Health Records and Behavioral Health (27)
- (CLOSED) Strategic 7: Data, Outcomes, and Quality: Demonstrating Results (47)
- (CLOSED) Strategic 8: Public Awareness and Support (51)
- (CLOSED) What publications would help your work as SAMHSA grantees? (17)
- CADCA 2011 National Leadership (12)

Enthusiastic and Sustained Participation

700 Suggestions

1,700 Comments

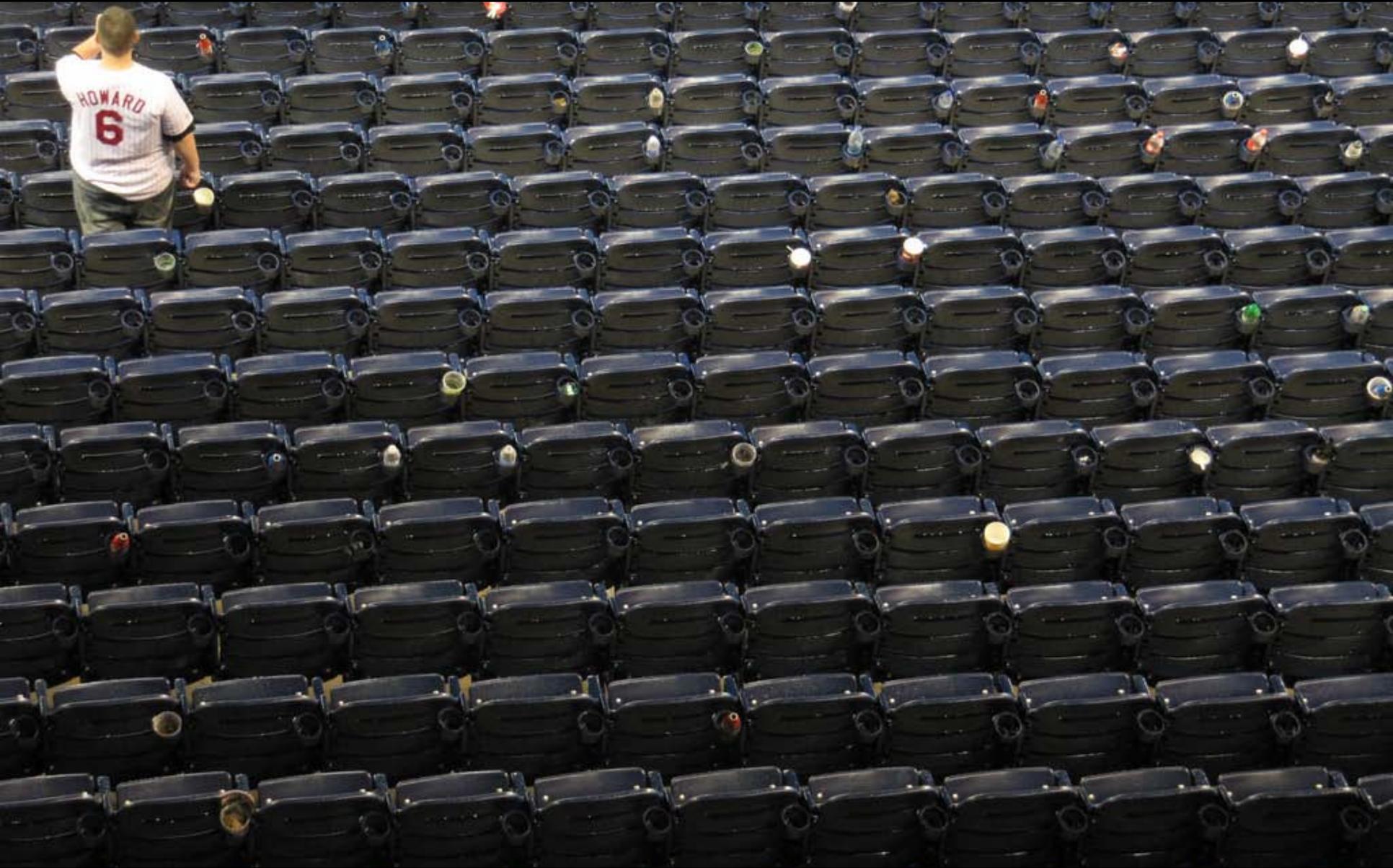
23,000 Votes



Lesson #1: Cradle-to-Grave Communications Strategy



Lesson #2: Understand Participation



Lesson #3: Start Small



tobaccoideas.fda.gov: Evolving Ideation to Enhance Tobacco-Related Communication at the FDA



Center for Tobacco Products

The Tobacco Control Act, signed by President Obama in June 2009, created the Center for Tobacco Products within the Food and Drug Administration.



FDA Tobacco Control Goals

- Prevent youth tobacco use
- Help those who use tobacco to quit
- Promote public understanding of contents and consequences of use of tobacco products
- Develop science base and begin meaningful product regulation to reduce the toll of tobacco-related disease, disability, and death



Ideation Background

- UserVoice tool was free and easy to use
- Enhance communication efforts and extend Web Dialogue
- Two-way communication portal that accessible for target audiences
- Tailor forums for specific groups



top ideas [hot](#) [new](#) [accepted](#) [completed](#)

32 votes **Direct Mail to Retailers**
 FDA should mail retailers information on the new regulations.
 by [Lauren Breitenother](#) in [Communication Channels](#) | [1 comment](#)

24 votes **New Stickers for the counter**
 instead of unless you were born before this date in 1992 or whatever...
 I go to jail if i sell you cigarettes and your born before this date in 1992
 by [anonymous](#) | [2 comments](#)

18 votes **Fund State enforcement who know their retailer's addresses/fund them getting out FDA messages**
 Create State Funding Accounts so State enforcement agencies who know their licensed retailers can get out your messages.
 by [anonymous](#) | [1 comment](#)

Current Use

- Launch in May, 2010
- Create forums targeting retailers with suggestions for creating or improving retail education materials
- Content now in Spanish

top ideas hot new accepted completed 3

37 votes
vote

High School Liasons
High Schools require community service hours for graduation, reach out to HS kids to deliver posters to retailers, perhaps even after they act as "secret shoppers". Kids get service hours, and retailers get the message directly from their target group.
by A. Spolarich | 1 comment

17 votes
vote

Opt-In Text Message Program
Create a text messaging program to which retailers opt-in to participating. Use the text messages to send reminders, alerts, updates on regulatory deadlines, trends, teens latests ID-scan
by Allison White | 2 comments

15 votes
vote

Low literacy handouts w/simple easy-to-use information in multiple languages including Spanish
by Sarah Houston | 0 comments

Example Idea Adoption



17
votes
vote

Opt-In Text Message Program

Create a text messaging program to which retailers opt-in to participating. Use the text messages to send reminders, hints, updates on regulatory deadlines, trends, teens latests ID-scams, etc.

by Allison White | 2 comments



Lauren Breitenother

Check out FDA's text message program on the new tobacco regulations (<http://go.usa.gov/aS3>). Anyone can sign up to get weekly informational messages. Text BreakChain to 87000 to sign up!



Promotion : Integration Example



Tobacco Products



Share



Email this Page



Print this page



Change Font Size



en Español

[Home](#) > [Tobacco Products](#) > [Resources for You \(Tobacco\)](#)

Resources for You (Tobacco)

▶ [Connect and Collaborate in Spanish](#)

[Break the Chain of Addiction](#)

[For Industry](#)

[State, Local, Tribal and Territorial Governments](#)

Connect and Collaborate in Spanish

Connect with the Center for Tobacco Products in Spanish

The FDA Center for Tobacco Products (CTP) offers Spanish-language information. Please help us spread the word about this important resource and support our common goal of reducing the toll of illness and death from tobacco use.

Help Spread the Word!

You can use the ideas and tools on this page to help us communicate our content to the Spanish-speaking public and those serving this population. By increasing your access to our content, together we can make further in-roads into communities who play a key role in tackling this important public health issue.

- [Send a Tweet](#)
- [Share on Facebook](#)
- [Send a Text Message](#)
- [Distribute an Email](#)
- [Post a Widget](#)
- [Tell Us Your Ideas for Improvement](#)
- [Help Improve our Spanish Website](#)





Promotion: Recognition Example

The screenshot shows a web page from the U.S. Department of Health & Human Services (www.hhs.gov) featuring the FDA Transparency Blog. The page title is "New Spanish-Language Website Increases Access to FDA Tobacco Information" and is dated March 10, 2011. The main text of the post is enclosed in an orange rounded rectangle. The right sidebar contains an RSS feed icon, an "Open Government" banner with the text "Transparent • Collaborative • Participatory" and the FDA logo, a "Comment Policy" section stating that comments are posted by the next business day, a "Links" section with "FDA Homepage" and "HHS Homepage", and a "Recent Posts" section listing an upcoming event: "FDA Basics Webinar".

U.S. Department of Health & Human Services www.hhs.gov

FDA U.S. Food and Drug Administration **FDA Transparency Blog**

Home > [Transparency Posts](#) > New Spanish-Language Website Increases Access to FDA Tobacco Information

New Spanish-Language Website Increases Access to FDA Tobacco Information

March 10, 2011 [Go to comments](#) [Leave a comment](#)

I am pleased to announce that many portions of FDA’s Center for Tobacco Products (CTP) website are now available in Spanish. This new resource for the Spanish-speaking community will provide key information to our stakeholders in our common goal of reducing the tremendous toll of illness and death from tobacco use through FDA’s new role in tobacco product regulation. By increasing access to our content to the Spanish-speaking public we not only increase the reach of our message, but also make further inroads into communities that play a key role in tackling this important public health issue.

Over the last several months, I’ve heard from many stakeholders in a number of ways about the overall need for CTP to provide key tobacco product information in different languages. This was echoed by a request from a woman named Sarah who submitted a request for low-literacy handouts in multiple languages to our CTP Tobacco Ideas Forum (which is a novel way for the public to submit a thought and then have it voted on by other stakeholders). Input like this from the general public, combined with what we’ve learned through many other communication channels, has led to the launch of this Spanish-version website. The first of several plain language [handouts](#) similar to what Sarah, and many others have requested, as well as a variety of free resources and tools

Open Government
Transparent • Collaborative • Participatory
FDA

Comment Policy
Comments submitted after hours or on weekends will be posted as early as possible the next business day

Links
[FDA Homepage](#) [HHS Homepage](#)

Recent Posts
Upcoming Event: [FDA Basics Webinar](#)

Promotion: Recognition Example

“I think adding Spanish and other language materials is an excellent idea. This spreads the information into more areas and better serves those who have a limited use of English. Additionally, involving more people in this education process can only help to reduce the problem.”

-- Blog Comment on March 24, 2011

Recommendations

- Finite commenting policy, with ability to quickly respond (resolve potential clearance issues)
- Two-way communication can eat time—so make sure you can respond in a timely fashion
- Honor good ideas
- Consistent promotion
- Evaluate activities and refine, if needed



Next Steps

- Create enhanced promotion and evaluation plans
- Integrate promotion into existing activities
- Design communities in unique look and feel
- Add more languages and target more audiences through campaigns
- Develop community incentives
- Use multimedia in idea forums
- Tag ideas
- Create access on mobile devices





Tool Comparison

Issues/Activities	UserVoice	Dialogue App	IdeaScale
Can open and close forums or discussions as desired	X	X	X
Can add organizations logo	X	X	X
WCMS, intuitive design for creating content	X	X	X
Export data from forum discussions with users	X	X	X
Mobile compliant UI	X*	X	X**
Mobile custom by client	X		X
Alternative language (Spanish)	X		X
Shows how ideas move through though cycle - ideation	X		X
Offers user anonymity	X		X
Allows tagging of content & allows search by tags		X	X
Can customize fields requesting user data		X	X
Can embed media (videos/photos/graphics) into forum headings		X	X
Offers Social Media integration	*	X	X
Google Analytics tracking code		X	X
Offers Intranet support (badges/point system)			X
Awards user interactivity			X
Alternative language (Korean,Mandarin)			X
Offers CSS/Stylesheet Customization			X
Can offer PDFs for commenting			X
Limit of forums or topics that can be managed at one time	Unlimited	8	Unlimited



Thank You!

Ann Aikin

Digital Communication and
New Media Director, FDA CTP

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Jared Macary

Health Communication
Specialist

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*With special thanks
to Lauren
Breitenother, who
launched ideation at
CTP and Sanjay
Koyani,
Communications
Advisor
Extraordinaire*



Ideation Tools

*HHSinno*vates as an example

Technical Help, Developing a Tool, and Strategy

Cristian Liu, ASA/OBMT



Ideation Tools

• Selecting the right tool:

Google moderator

Helping the world find the best input from an audience of any size. [Learn more](#)

The screenshot shows the UserVoice Product Feedback Forum. It features a search bar at the top with the text "I suggest you...". Below the search bar, there are several forum posts with titles like "147 Permit anonymous feedback through a per forum option", "106 Add 'Declined Ideas' tab", "20 Show Declined Ideas on User Profile", "12 merged topics: Notify and keep all origin", "14 mark comments as 'best point made'", "7 Allow me to test the api", and "12 Dont change the meaning of the password field in your login widget". Each post includes a brief description and a "New" button.

The screenshot shows the Open Government Dialogue website. It features a header with the text "OPEN GOVERNMENT DIALOGUE" and a "Submit New Idea" button. Below the header, there are sections for "Categories" and "All Ideas". The "Categories" section lists various topics such as "1. Transparency", "2. Participation", "3. Collaboration", "4. Capacity Building", and "5. Legal & Policy Challenges". The "All Ideas" section shows a list of ideas with their respective categories and dates.

The screenshot shows the Google Moderator interface. It features a section titled "Series I have recently viewed:" with a list of series including "TransparencyCamp 2011", "Test", and "Featured series: Minecraft". Each series includes a brief description and a "Learn more" link. The "TransparencyCamp 2011" series has 240 users and 61 suggestions. The "Test" series has 1 user and 2 ideas. The "Featured series: Minecraft" has 9,703 users and 6,602 suggestions. The "Egypt 2.0" series has 41,204 users and 51,928 ideas. The "Product Ideas for Google Groups" series has 10,369 users and 4,851 suggestions.



HHS*innovates*

Developing a Tool

- Assessed requirements
- Looked at COTS tools available
- Worked closely with ASPA to develop current tool

[HHS Home](#) > [Intranet Home](#) > [About HHS](#) > [Programs & Initiatives](#) > HHS Innovates

HHS*innovates* Awards Program

HHS*innovates*!

A new round of **HHS*innovates*** begins on May 21! It's a new opportunity for HHS employees to submit their innovations for recognition. Be in the running for top awards, and share your innovations with the HHS community!

HHS*innovates* is an [awards program](#) that recognizes and encourages innovative efforts across the Department of Health and Human Services. We want to make our work for the American people more responsive, more efficient, and more effective...and we want to recognize the employees who help accomplish those goals. **HHS*innovates*** seeks to reward successful innovations, especially those that are scalable across the Department.

Interested in submitting a nomination? Follow these steps:

1. Review the [Eligibility Criteria](#)
2. Watch new videos about the [awards process](#) and how past winners are [developing a culture of innovation at HHS](#)
3. [Submit your nomination](#)

For more information, check out the full description of the [HHS*innovates* Program](#).

[Make a Nomination](#)



HHS *Innovates*

- Developing an Evaluation Module
 - First round evaluations were done via excel spreadsheets and manually tabulated
 - Received user input on usability and design of submission form and evaluation
 - With the help of ASPA, integrated evaluation module directly into online system



HHS *Sinnovates*

Participation with HHS *Sinnovates*

- Submissions came from across all OPDIVs in both rounds
- Voters also came from across the OPDIVs in both rounds
- Over 10,000 votes cast in each of the first and second rounds



HHS*innovates*

Promotion Strategy

- Posters
- E-mails
- Top level engagement from Supervisors and Managers





HHS *Innovates*

Adopting a project like this

- Think through the requirements
- What's the end result that you want to accomplish?