

Radical Creativity

+

Big Serious Social Problem

BREATHE

I like making new friends, if you
would like to introduce yourself
please email me

COMUZI

Akil Benjamin

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Akil Benjamin



Biology background

**MENTOR
BLACK
BUSINESS**



Community Builder

COMUZI

Strategy Director





... expecting parent.



Teacher



Ravensbourne



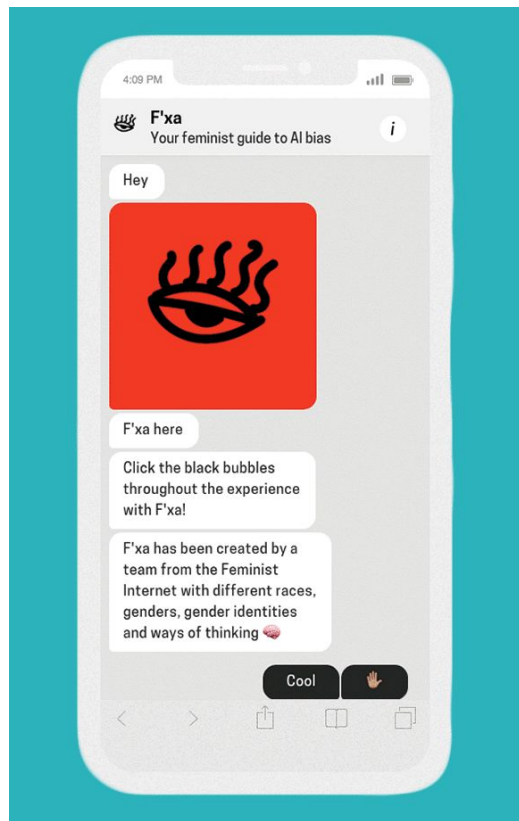
Speaker



@akilbenjamin

@comuzi_lab

COMUZI exist to
ensure every
community is
equally
connected.

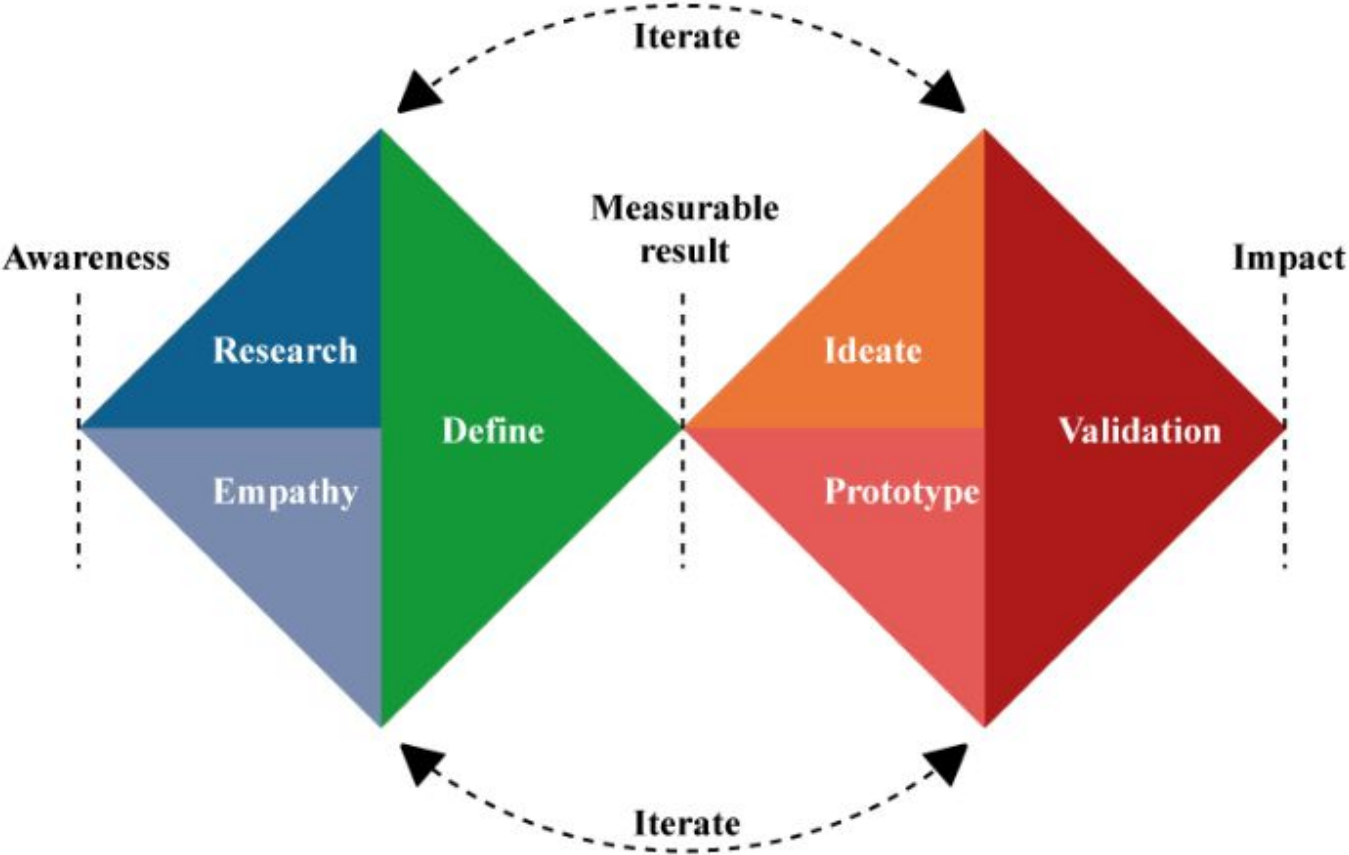


A radically purposeful design studio



COMUZI Team photo 2020

Design thinking is a non-linear, iterative **process** that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. Involving **five phases—Empathize, Define, Ideate, Prototype and Test**—it is most useful to tackle problems that are ill-defined or unknown.



It's okay to do this your own way



COMUZI values:

- Play
- Experimentation
- Rigour x 2
- Technology forward thinking
- Activism

Southwark Council: Digital Health

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How might we use research driven insights to inform Southwark Council so they can deliver impactful health and wellbeing improvements for Southwark residents using digital technologies?

Radical creativity as a service – our rapid, inclusive discovery and prototyping approach.

1. FRAME

Defining questions to answer and people to engage

2. IMMERSE

Learning from people about their needs and values

3. UNIFY

Finding patterns and areas of opportunity

4. CONCEPT

Creating a high volume of ideas to be refined.

5. MAKE

Making tangible components to gather feedback

6. NAVIGATE

Strategise on how we want to use and apply the new findings

**Complex
problems require
radical, iterative
solutions**

**Vulnerable
groups benefit
most from
inclusive design**

**Services
designed around
user needs are
cheaper to run
and more
effective**



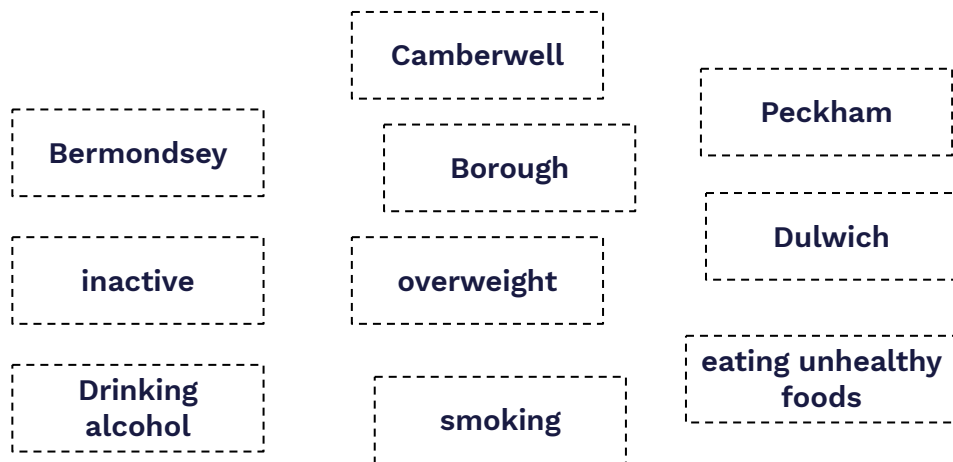
To aid Southwark residents in living healthier lifestyles

To design a service which can help reduce the strain on council services and staff

To energise teams to move on the outcomes

To design a service that showcases a new approach to digital public health

We spoke to ten Southwark Residents who came from these areas & had two or more unhealthy lifestyle behaviours:



Research participants were aware that they eat according to their mood.

People are also aware how eating makes them feel.

Work colleagues and friends can make good health and wellbeing journey partners but can also hinder goals.

Being mindful about their wellbeing extends to the workplace. E.g. Preparing a healthy meal to take to work.

Giving themselves many excuses to not start:

- 'Can't break out of their routine'.
- 'Don't want to see people they know'
- 'Work'
- 'TV'
- 'Other things getting in the way'
- 'Find hard to find time.'

Sending and receiving emails, text, photographs and multimedia messages was felt to be the most positive and useful use of their mobile device.

Going on holiday, visiting a spa or going to the gym are locations, Southwark Residents are very motivated to frequent, but also the pharmacy.

Getting active can be triggered by important life stages, research participants felt as they got older, they did not want have an unhealthy lifestyle

Therapy played a positive impact on research participants' physical health improvement journey as it provided them with tools to stay motivated.

There was a stigma about going to the sexual health clinic amongst older research participants than the younger participants.

Research participants were unclear on what health and wellbeing services Southwark Council offers to its residents.

A ⅓ of research participants were dissatisfied with how smoking made them feel.

NEED A NUDG'R

THE NEWBIES

THE STOP STARTER

"I just need a push to keep going"

"I want to make healthy changes that I can maintain in the long term"

"I don't feel I fit in when I go to the gym, it's a bit intimidating"

Principles

responds to people where they are at - not where we want them to be - e.g. people may not want to stop smoking, but we want them to, we don't push smoking at them

Highlight how one change could impact multiple aspects of life i.e. moving more = better mental health, losing weight, general wellbeing, more sociable etc

Affirmations - tools on how to not get derailed and undermined by friends and family

How do we deal with people feeling different/exposed when starting a new health initiative?

Don't tell people what to do, help them come to their own decision - and support them

Understanding how mental health - and motivation underpin the majority of change - and how we underpin our solutions with this knowledge

on Tim's point: COVID has created safe environment for some people. How might we leverage/learn from that benefit?

How to make more sustainable habits/healthy life choices as opposed to a short term drastic change that doesn't last

Proactive help - that comes to you and holds you accountable, and if you start struggling and drop out say hey where are you at,

Understand how to make use of the milestones in people's lives where they are most likely to change i.e. a milestone birthday, end of a decade, following a life event

How can we improve people's belief and confidence in their own ability to make and maintain change?

WALKING YOUR DOG FOR 10 MINS IS GREAT CARDIO



Get more self care tips during isolation on
[SOUTHWARK.GOV.UK/TAKECARE](https://www.southwark.gov.uk/takecare)

TAKECARESOUTHWARK

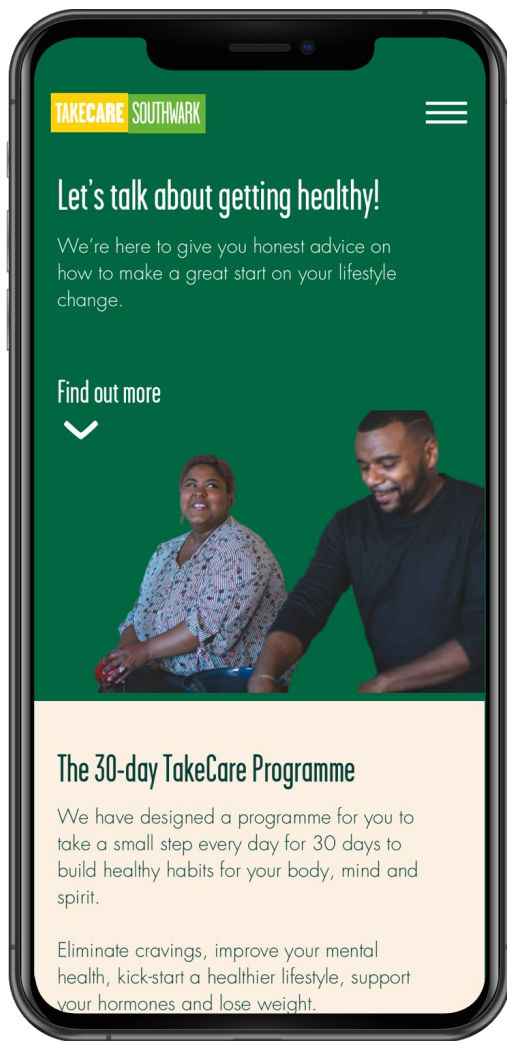


The image features two women in the foreground, both smiling and looking upwards. The woman on the left has short dark hair, wears glasses, a nose ring, and large hoop earrings. She is wearing a black top with a white patterned collar. The woman on the right has short reddish hair, wears glasses, a nose ring, and gold hoop earrings. She is wearing a purple sleeveless top. In the background, there is a white wall and a green plant. A green banner with white text is overlaid on the image.

THERE'S POWER IN COMMUNITY

Join our community, where we make lifestyle changes
together at **TAKECARE.SOUTHWARK.GOV.UK**

TAKECARESOUTHWARK

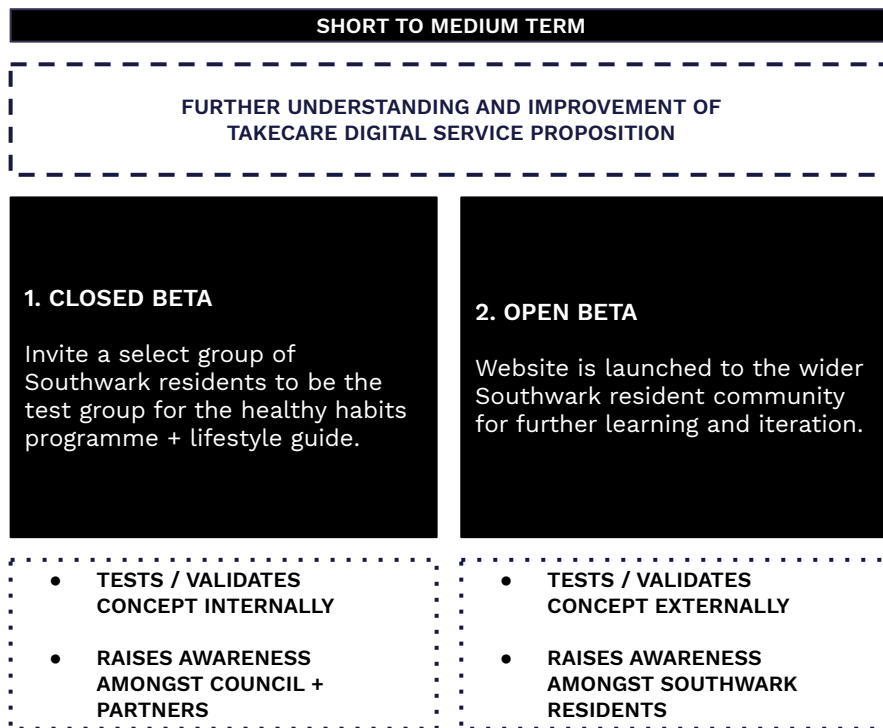


'This is a website created by Southwark Council to help Southwark residents make lifestyle changes and develop a better quality of life.'

The website provides Southwark residents the opportunity to take part in a "build healthy habits in 30 days' programme' helping residents who may want to shed a few pounds, kick-start a healthier lifestyle or take the first steps to improve their mental health.'

The website also provides a regularly updated guide on help Southwark residents make the first steps to being a little healthier.'

Here you would find bite-sized information such as activities, recipes, workouts, health advice and ideas which can make a big difference to your physical and mental health.'



Giving teams **smart** funding, **supported** by policy, **empowered** through **professional** development and centred around **citizens** can create the right **culture** to meaningfully implement design thinking in **society** and more

Thank you

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COMUZI IS OPEN FOR BUSINESS

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