

Design Team Fellows Request for Applications

february 2018

Prevention Approaches to Break the Cycle of Domestic Violence

Are you someone who:

- is passionate about ending violence in families and communities?
- wants to find creative ways to help California's communities thrive?
- is excited about collaborating with others to prevent domestic violence?

If yes, then this opportunity is for you!

blue  of california
foundation

Did you know...

- In California, one in three women—and one in four men—experience domestic violence at some point in their lifetimes.
- Domestic violence homicides account for 11.8 percent of all homicides in California.
- Blue Shield of California Foundation recently commissioned a survey that showed that 88 percent of Californians see domestic violence as a serious problem.
- The impact of domestic violence is felt in families and communities across the state, regardless of race, ethnicity, socioeconomic status, political affiliation, or geography.
- The root causes of violence are complex and interconnected to many aspects of Californians' lives.

We need you!

The root causes of domestic violence are complex and challenging to address. While services for survivors remain essential, the root causes of domestic violence won't be found in a shelter. Similarly, its impacts are not contained within any one family. Its effects reverberate through the communities where survivors live, work, worship, and build their lives. Overcoming the root causes of violence and ultimately breaking the cycle of domestic violence requires **the willingness to champion new ideas and forge new partnerships** with those working in communities across California.

We are looking for 12-15 individuals passionate about ending violence to work with other creative individuals from both inside and outside the domestic violence field as part of our Co-Design Lab, "Prevention Approaches to Break the Cycle of Domestic Violence." These Design Team Fellows will come together to envision a California free from domestic violence and to creatively explore what experiments and risks need to be seeded now to allow for this vision of a better future.

We encourage applications from a wide range of fields whose work focuses on—but is not limited to—domestic violence, family/children/youth, equity, communities, healing, arts/media, and other sectors that can partner to end violence. In short, people who are thoughtful, respectful, critical, and passionate about the issues facing our California communities are eligible to apply.

What you get by becoming a Design Team Fellow:

- Leverage your work and passion to end domestic violence with a new network of innovative thinkers and leaders from diverse fields
- Learn Human-Centered Design methods that you can bring to your organization
- Inspire new approaches to domestic violence prevention for the field, Blue Shield of California Foundation, and other new but important players in the fight to end violence

Design Team Fellows Participation

This Request for Applications is an open call to people who would like to join a six-month Co-Design Lab to explore "Prevention Approaches to Break the Cycle of Domestic Violence" as a Design Team Fellow. It will be a collaborative and exploratory opportunity to engage grassroots and sector leaders, practitioners, policymakers, researchers, and community representatives (including those affected by violence) to reflect, learn, and co-create together. The Foundation envisions the Design Team Fellows will have both broad and deep reach and represent diverse communities and sectors across California.

The main commitments of the Design Team Fellows are:

- 5 one-day "labs," including dinner the night before (April – September 2018)
- 1 two-day convening (July 2018)
- Homework between labs that will require 4-8 hours per assignment

Labs

Design Team Fellows will come together for five one-day labs over a six-month period (April – September 2018). Full-day sessions begin with a dinner the night before. The dates for the first two meetings are set for April 17, 2018 (with dinner on the 16th) in the San Francisco Bay Area and May 24, 2018 (with dinner on the 23rd) in Southern California. Participants will choose the dates of the final labs held in June, August, and September (dates and locations TBD). All travel and related expenses to the Co-Design Lab will be covered, and a modest honorarium will be given for participation. All meetings will take place in California.

Convening

A two-day convening will occur on July 25-26, 2018, bringing together 25-35 diverse stakeholders and experts from around the state at the midpoint of this engagement to ensure all representative groups across the state are part of this design process. Participation from all Design Team Fellows is expected.

Homework

Design Team Fellows will have homework between in-person sessions. This might include making introductions to groups or individuals to be engaged by the Lab facilitator in direct user research. This will include methods to gain insights directly from those with lived experience.

The expectation is that this initiative, driven by design as a process with innovation as a goal, will yield new and fresh insights, perspectives, and possibilities. This knowledge will be shared via reports, visual and audio artifacts, and frameworks with the Foundation as well as the broader field seeking to break the cycle of domestic violence.

Participation as a Design Team Fellow does NOT lead to guarantee of funding or influence decisions for future funding opportunities.

Application Criteria

We are looking for applicants that demonstrate the following:

expertise in

—
domestic violence, family/
children/youth, equity,
communities, healing, arts,
and any other sector that can
partner to end violence.

a genuine interest

—
in learning from and working
together with those from
different backgrounds.

collaborative personality

—
and open-minded.

able to operate with ambiguity

—
even if you are not comfortable
with ambiguity.

problem-solving mentality

willingness to perform homework

—
activities between formal Design
Team labs.

Note: We ask that only one person per organization apply to this opportunity.

How to Apply

1. Use this link to access the online application: <http://bit.ly/2EFEj5n>
A Google account will be required to apply, if this is not possible for you please contact labs@gobeegroup.com.

2. Key 2018 Dates:

	22	Request For Applications Released
February	28	Information Webinar: Wednesday, February 28, 12:00 - 1:00 pm PT (see registration link and information below)
March	12	Application Due Date (Applicants will be notified by April 3.)
April	16 - 17	1st Design Team Fellows Lab (dinner on 4/16)
May	23 - 24	2nd Design Team Fellows Lab (dinner on 5/23)
June	TBD	3rd Design Team Fellows Lab
July	25 - 26	Two-Day Convening
August	TBD	4th Design Team Fellows Lab
September	TBD	5th Design Team Fellows Lab

3. Don't understand something? Please email your questions to labs@gobeegroup.com. The team will respond to emails no later than the end of the following business day.

4. Join the Information Webinar:
Wednesday, February 28, 2018, at 12:00 - 1:00 pm Pacific Time

Please register using this link to receive call-in instructions:
https://zoom.us/webinar/register/WN_RxL8TRTBShSN-9w46LjJ1Q

The format of this webinar will be a short slide presentation explaining the program objectives, application criteria, and FAQs. Most of the time will be devoted to Q&A. You will only be able to participate by typing in comments and questions in the appropriate section on the website (no voice ability). If you will be calling in via a phone only and not using a laptop, you can send questions before the webinar by emailing to labs@gobeegroup.com. Thank you!

Application Questions

1. Why does this opportunity interest you? Why are you passionate about ending domestic violence? How does this passion inform other aspects of your life and work? (1500 character limit)
2. What unique contribution and/or perspective would you bring to this Co-Design Lab? (1000 character limit)
3. If you had the opportunity to bring any person — past or present, fictional or nonfictional — to this Design Team with you, who would you choose, and why? (1000 character limit)
4. We are building a team with a diverse set of perspectives, life experiences, careers, and backgrounds; tell us your experience with working with folks from different backgrounds, life experiences, and perspectives. Please include the following: (1000 character limit)
 - a. Advantages/disadvantages of working with diverse perspectives.
 - b. Speak to any engagement with deep collaboration and/or multi-sector collaboration.
5. Are you more of an explorer (e.g., push new ideas, take risks, curious about possibilities) or tent builder (e.g., complete the task at hand and execute)? Tell us a story why you think you are so. (1000 character limit)
6. Tell us a 25-word story about yourself.

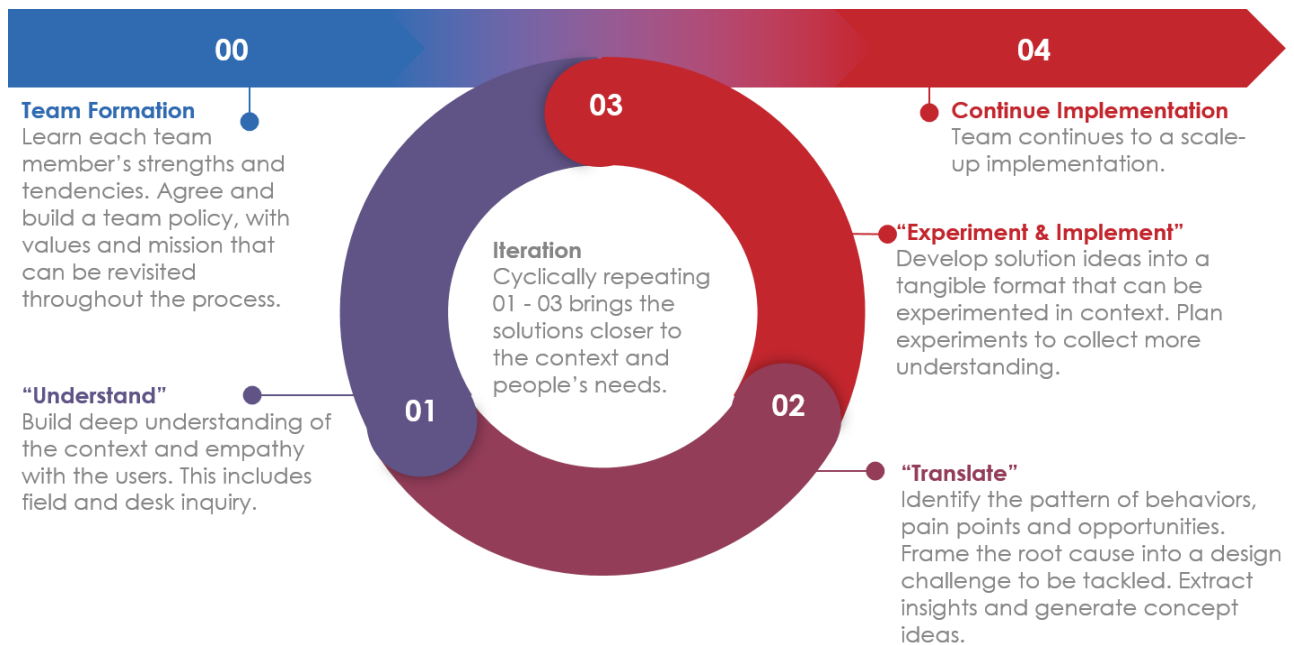
[Highly Encouraged Video (optional): Please provide a raw, unedited, uncut video of yourself answering this question (30 second maximum length). The video technology will not be used for or against selection decisions. A phone or laptop camera will suffice; please record in a location with minimal background noise.]

7. Are you able to make both of the first two Design Team Fellows meetings on April 16-17, 2018, and May 23-24, 2018?

What is Human-Centered Design?

Human-Centered Design (HCD) is a collaborative problem-solving approach that provides creative methods for deeply understanding human behavior to develop new ideas and solutions directly for and with the intended user/beneficiary. It consists of mainly three phases:

1. **Understanding** Context and Users
2. **Translating** Insights to Possible Solutions
3. **Experimenting** Solutions for **Implementation**



HCD at its core is about deeply understanding the end user/beneficiary to develop **systems, programs, and services** that are most appropriate in the given context to maximize impact and outcomes.

After going through the HCD process, the design team ends up with: new products, new services, new interventions, and new policies or strategies. These are **the output** of HCD - intended innovations for which the design team originally gathered.

At the same time, the design team and everyone involved in the HCD process often leave the experience feeling empowered. This is because going through the HCD process requires and builds specific mindsets. These new mindsets people gain through the experience are intentional **outcomes** of HCD.

Background

Blue Shield of California Foundation is embarking on a new strategic direction focused on developing creative solutions and big ideas that will lead to better health and well-being for all Californians, particularly our most vulnerable neighbors. This new direction acknowledges that in order to make California the healthiest state and end domestic violence, we must implement lasting solutions that address the complex root causes of poor health and violence.

As the Foundation is in the early stages of its new strategic initiatives, it seeks direct influence from communities and partners to inform that process from the ground up. This Co-Design Lab is an attempt to not only inform its domestic violence prevention programming, but also to co-create new solutions directly from leaders and influencers working to break the cycle of domestic violence.

The Foundation has engaged Gobee Group, a social innovation design firm, to design and lead the Co-Design Lab and Design Team Fellows engagement. Gobee's objectives for this initiative are:

- ❖ To implement an interactive Co-Design Lab with diverse stakeholders from various sectors beyond domestic violence to develop ideas and frameworks for California on how to advance prevention approaches to break the generational cycle of domestic violence.
- ❖ To expose stakeholders to human-centered design and other relevant methods.
- ❖ To engage communities and new partners to inform future Foundation programmatic strategy.

About Gobee Group

Gobee Group is an Oakland-based social innovation design firm with roots in social impact. Gobee works locally in the Bay Area and across the globe.

Gobee consists of designers and social scientists and approaches complex, systems challenges with both creativity and rigor. Gobee is able to work across various social impact challenges by diving into data and research and drawing upon a breadth of global work experience from grassroots to policy levels to ground its understanding of the complex issues it's been tasked to address. Gobee's objective as an organization is to develop a systems view of complex social challenges, grounded in the real needs of end users and stakeholders.