The Innovation for Equity Matrix: A Portfolio Approach for Your Health Equity Strategy
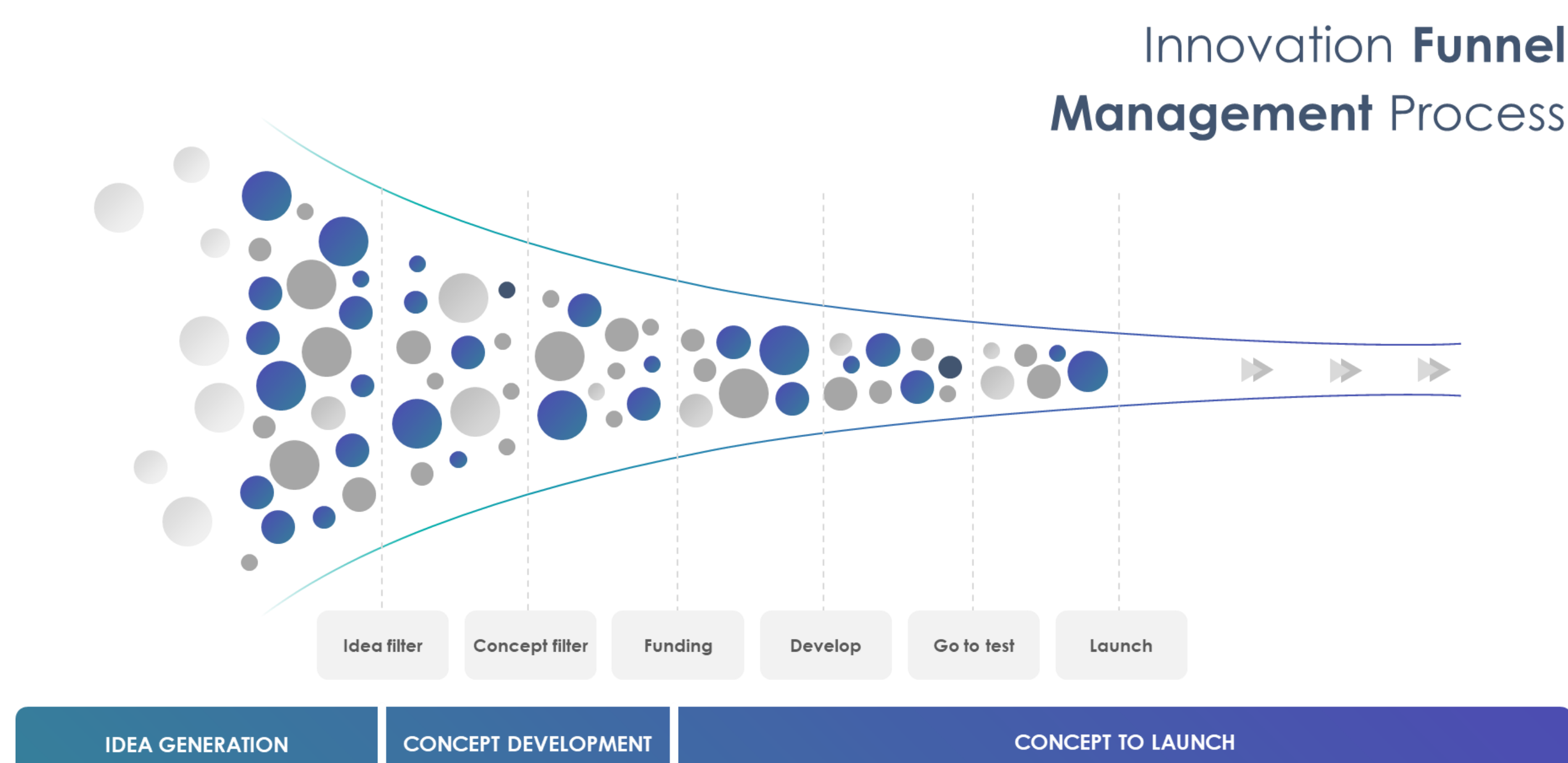Kevin A. Kovach, DrPH, MSc ◇ Senior Analyst, Public Health ◇ Kansas Health Institute

COLLABORATIVE ADVANTAGE
Working Together for Population Health
KEVIN A. KOVACH, DRPH, MSC

More Innovation is Needed in Public Health

➢ A portfolio approach can help foster public health innovation.
➢ Public health organizations should focus their work on different targets for change across the socio-ecological framework and at different levels of innovativeness.
➢ The Innovation for Equity Matrix can help your organization build your innovation portfolio by finding gaps in your strategy and linking to idea generation processes suited for your needs.
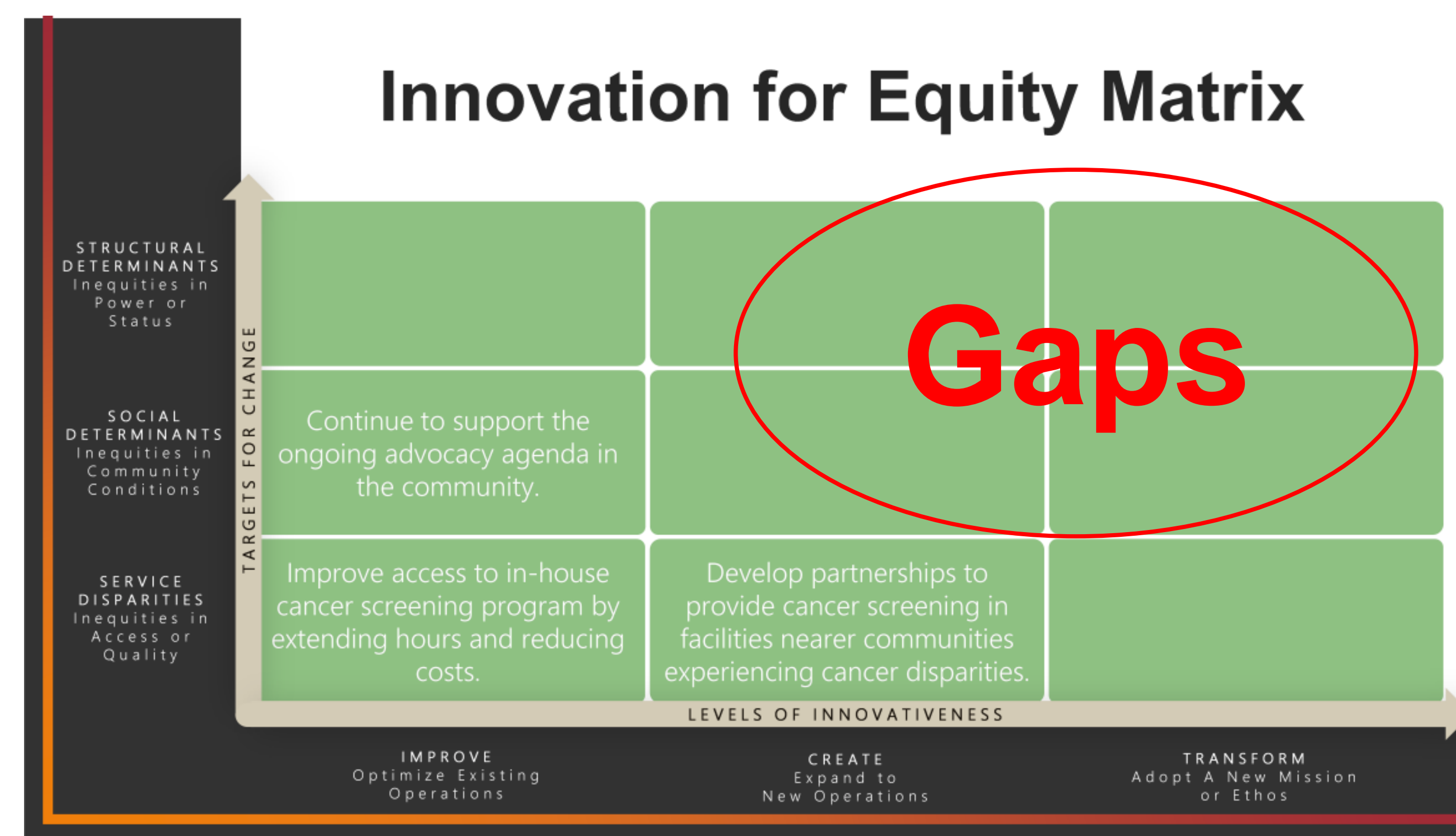
The Innovation Process in Organizations

➢ Innovation happens when organizations adopt new strategies that produce value. Innovation is about change.
➢ Innovation ranges from small improvements to large transformation.
➢ A mix of innovation types are essential for organizational success.
➢ Innovations typically go through a process of idea generation, concept development, and launch or implementation (See the Innovation Funnel).

Innovation **Funnel** **Management** Process

| IDEA GENERATION | CONCEPT DEVELOPMENT | CONCEPT TO LAUNCH |

The Innovation for Equity Matrix

The Innovation for Equity Matrix helps public health organizations assess the mix of their strategies across different levels of innovativeness and different targets for change.

Levels of Innovativeness

➢ **Improve** focuses on optimizing existing operations.
➢ **Create** focuses on expanding to new operations to meet existing goals.
➢ **Transform** focuses on adopting a new mission or ethos. This could include taking on new goals and sunsetting existing goals.

Targets for Change

➢ **Service disparities** focus on improving equity in access or quality of services.
➢ **Social determinants** focus on improving equity in community conditions.
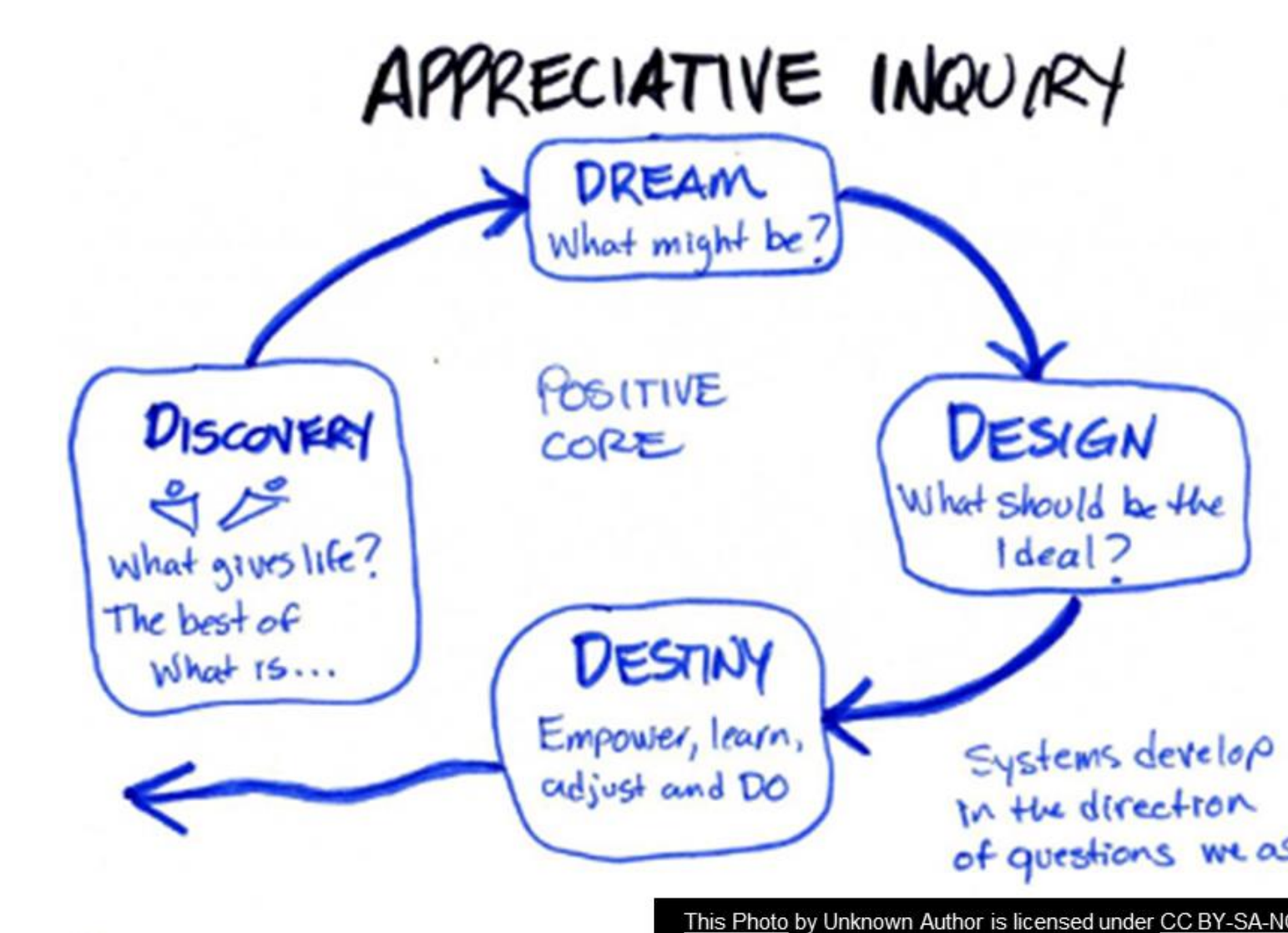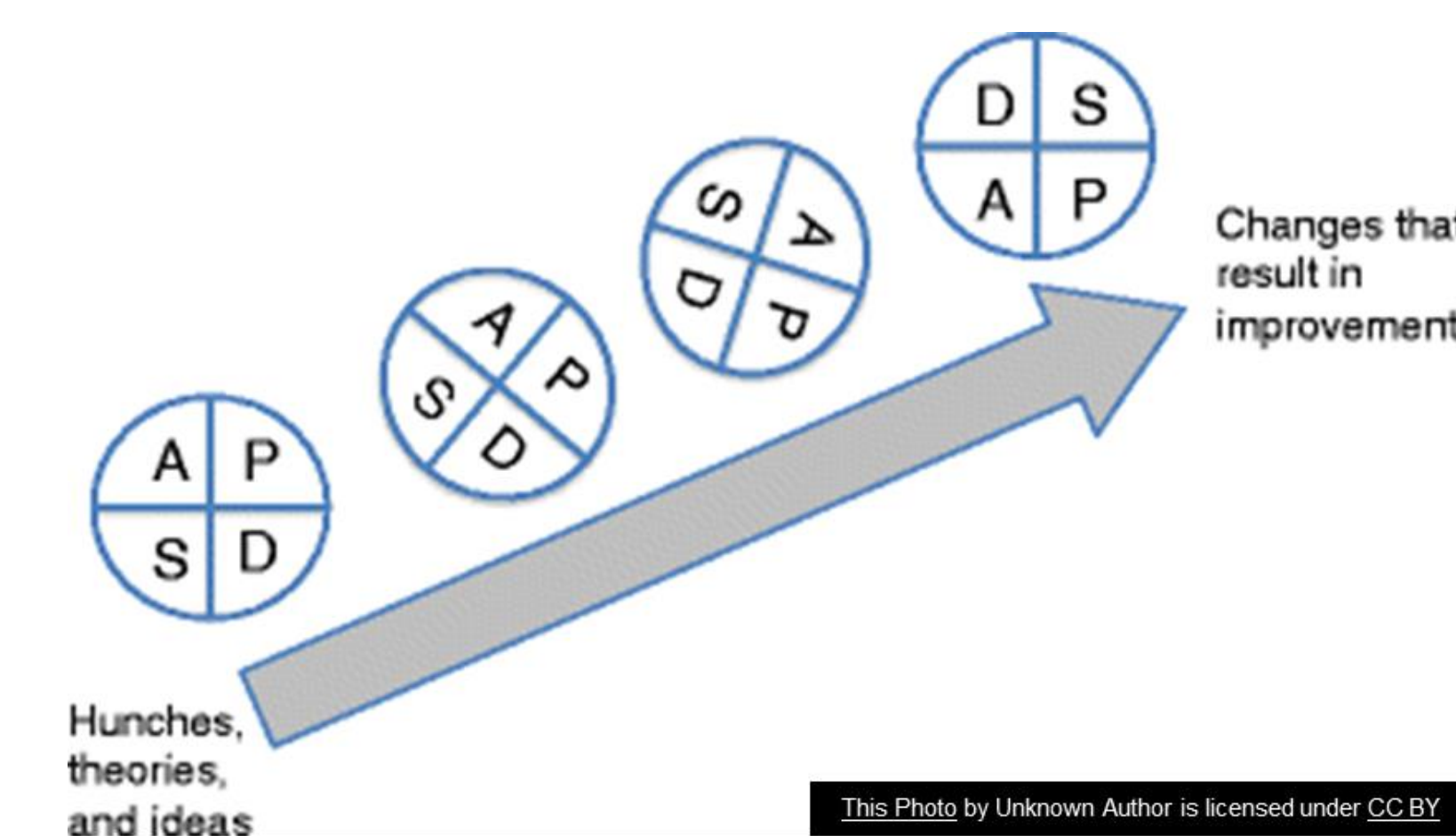➢ **Structural determinants** focus on improving equity in power or status.

How to Use the Innovation for Equity Matrix

➢ Write down the focus for your innovation (organization-wide, division, public health issue, etc.)
➢ List any existing or planned work in this space. Provide an honest sense of how innovative this is for your organization and what the target(s) for change are.
➢ Write down the names of this work in the Innovation for Equity Matrix. Where are your gaps?
➢ Match your gaps to the idea generation processes shown to the right. Use these to facilitate dialogue with your organization's employees, clients, and stakeholders.

Finding the Right Idea Generation Framework

Plan, Do, Study, Act (PDSA) - Improve

➢ PDSA focuses organizations on the measures of program success.
➢ Program staff and clients can generate ideas based on process and outcomes data.
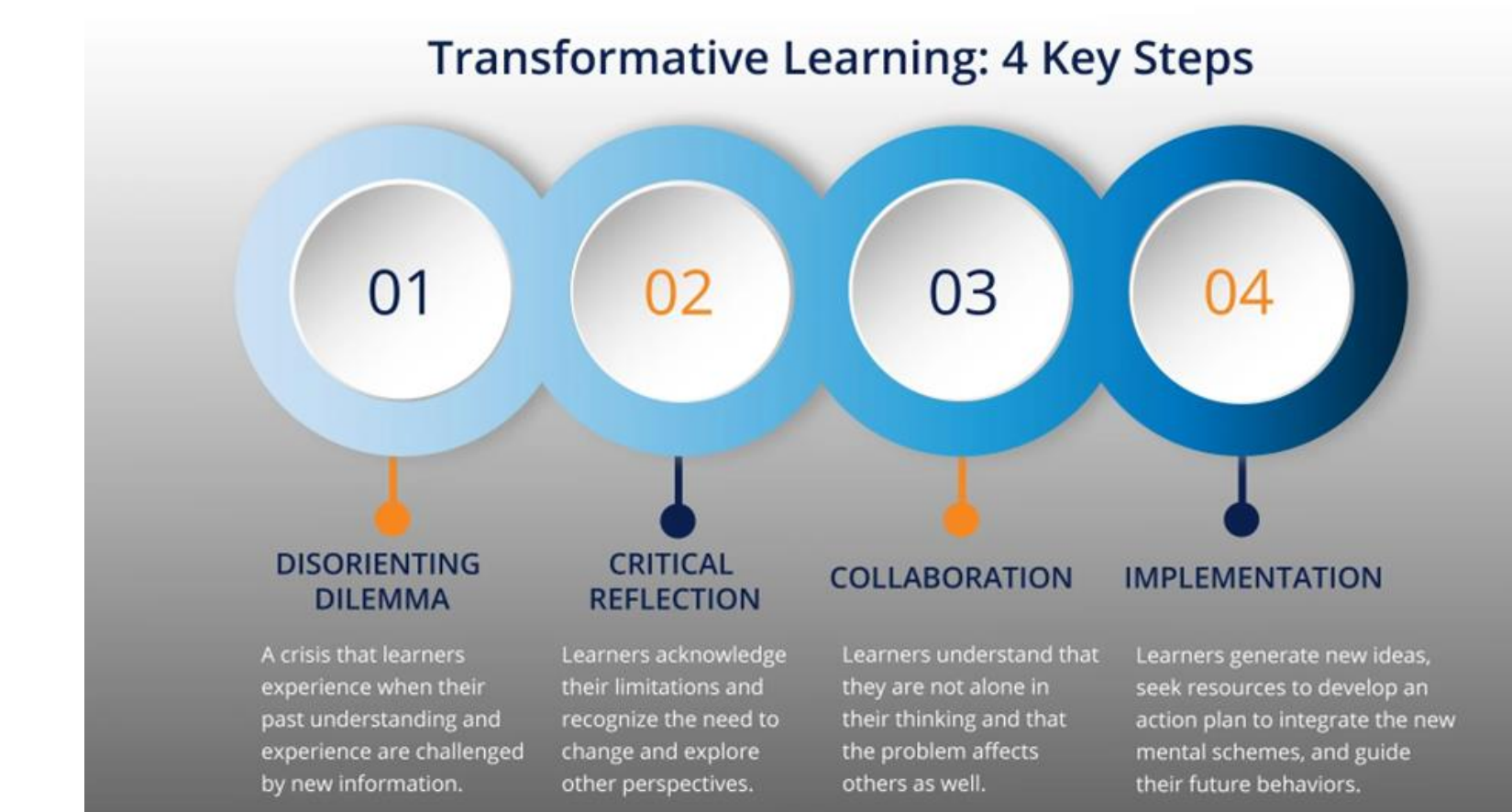➢ PDSA aims to optimize existing programs without changing their goals.

Appreciative Inquiry (AI) – Create

➢ AI focuses organizations on finding their strengths and successes.
➢ Ideas are generated to accentuate the best parts of the organization, the positive core.
➢ AI seeks to create better ways of working from the best of what already exists.

Transformative Learning (TL) – Transform

➢ TL helps organizations shift their mindset by challenging long held assumptions.
➢ TL creates radical change by helping leaders see that their mission and assumptions are misaligned with environmental pressures.

►Find the Innovation for Equity Matrix Here◄

➢ JPHMP Direct Blog Post: https://jphmpdirect.com/2022/08/02/a-portfolio-approach-for-innovation-in-public-health-introducing-the-innovation-for-equity-matrix/
➢ Innovation for Equity Matrix Tool: https://jphmpdirect.com/wp-content/uploads/2022/08/Innovation-For-Equity-Matrix.pptx