



The Alliance for  
Malaria Prevention

# Updates from the 2024 Campaign Digitalization Meeting

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# Objectives of the 2024 meeting

- Exchange knowledge, successes challenges and best practices in use of digital tools for health campaigns
- Identify bottlenecks and key digitalization priorities in health campaign digitalization efforts
- Understand the health campaign digitalization landscape, operational issues and use of digitalized data to optimize future campaign efforts
- Introduce programmes and partners to a range of product solutions designed to enhance campaign implementation

# Meeting overview

- The meeting was structured around three main themes:
  - Digitalization of health campaigns: challenges and opportunities
  - Integration of campaign platforms into National Health Information System architecture
  - Product solutions to address common problems across health campaigns
- The agenda included a mix of presentations, plenary discussions, tool demonstrations, and product solution exhibitions.
- Experience sharing by countries
- Presentations were also delivered by partners including PMI, UNICEF, PSI, DHIS2, and AMF
- Organized in collaboration with partners including BMGF, CRS, CHAI, GAVI, Malaria Consortium and WHO

# Product solution sessions - tools and common features

- **Common features demonstrated by product solution partners included**

- Microplanning
- HHR and ITN distribution
- Supply chain and logistics
- Training/HR management
- Payment
- Supervision and monitoring



# Key Insights and Learnings

# Key discussion points – addressing operational challenges through digitalization

- Digitalization addresses challenges such as errors from manual transcription, missing data, illegible handwriting, and miscalculation of ITN requirements, labor-intensive and time-consuming manual data entry etc.
- It improves efficiencies through automated data entry, reducing time-consuming tasks.
- Ensures close to real-time monitoring and timely access to data for informed decision-making.
- Provides visibility of registration, distribution, and inventory data, facilitating performance comparison and accurate ITNs allocation.

# Key discussion points – geo enabled microplanning

- Establishing population denominators
- Addressing challenges with defining administrative boundaries and identifying missed communities
- Geospatial mapping for microplanning can improve campaign outcomes and streamline future quantification efforts
- Improves implementation and monitoring of campaigns
- Improves coverage of hard-to-reach areas

# Key discussion points - Bring your own device (BYOD)

- Experiences shared from Togo and Uganda highlight the potential of using campaign personnel own devices for campaign digitalization
- Implementation involves mapping smartphones in communities, incentivizing workers for their use, and providing technical support
- This approach can reduce initial investment costs of procuring devices, mitigating risks of loss and theft, reduce logistics expenses, and other resource barriers to scaling up
- Challenges include standardizing device specifications, providing remote user support, and addressing performance issues with some smartphones (e.g., geolocation, battery, network stability)
- Key issues of discussion: data security, confidentiality, and accessibility in case of device loss or failure to sync.



# Key discussion points – ITN Traceability

- Trace net provides global data strategy and governance, supports health systems in developing traceability strategies, and engages in strategic partnerships to align requirements between donors and procurement agents.
- Recommendations for ITNs identification, labeling, and data exchange:
  - TraceNet outputs leveraged to verify, track, and trace ITNs
  - Feedback on data carrier quality is becoming available
- There are opportunities to capture and share information when ITNs change hands from the point of manufacturer through to the point where they are transferred to households

## Key discussion points – Improving visibility of ITN deliveries

- Tracenet GS1 barcode development enhances visibility, resolves discrepancies, and improves traceability for efficient management.
- Increased accuracy in deliveries, enabling changes and corrections to quantities and reducing the need for reverse logistics.
- Challenges with net tracking: damaged barcodes, delayed PODs, limited to bale level, not to individual nets.
- Recommendations for tracing ITN delivery: ensuring durable barcode stickers on bales, recruitment of local transporters with necessary digital tools, conduct dry runs prior to distribution, and cross-check digital and scanned PODs, particularly for early deliveries.

# Key discussion points – Leveraging private sector partnership in campaign digitalization

- As resources become scarce, there's a need to innovate and explore private partnerships to drive efforts like digitalization.
- Examples from Angola illustrate potential partnerships with telecommunications agencies to provide mobile networks, devices, and SMS services etc.

# Key discussion points – digitalization implementation challenges

- Possible delays to campaign timelines if digitalization is not planned early due to late procurement of devices.
- Platform limitations, including server strength.
- Inadequate technical skills at the district level to fully support facility and community levels.
- Significant extra costs, which were not adequately budgeted for (e.g., procurement of devices, training, and technical support).
- Network issues addressed through system enhancement and workflow re-engineering.
- Digital divide left some community health workers.
- Fragmentation and usability issues with mobile devices posed usability challenges.

# Lessons learned and areas for improvement discussed

- Leadership commitment and active partner participation are crucial
- Strong governance structures and detail implementation plans are essential
- Capacity building of NMP or MoH local staff at all levels enhances digitalization implementation and ownership
- Documenting operational challenges aids future implementation
- Large-scale pilot tests help identify and rectify inadequacies before full implementation
- Training materials such as troubleshooting manuals, explainer videos, and user manuals can reduce support needed at the local level during implementation.
- Facilitate knowledge sharing through WhatsApp groups and other channels.
- Develop comprehensive budgets and realistic timelines, including accessories and transportation costs
- Address data transmission bottlenecks and procedures for managing them in rural areas to ensure timely data synchronization



Thank you