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