Ministry of Health

AMP Meeting - Mass Net Campaign Digitilization

KENYA

Introduction

Background and Context

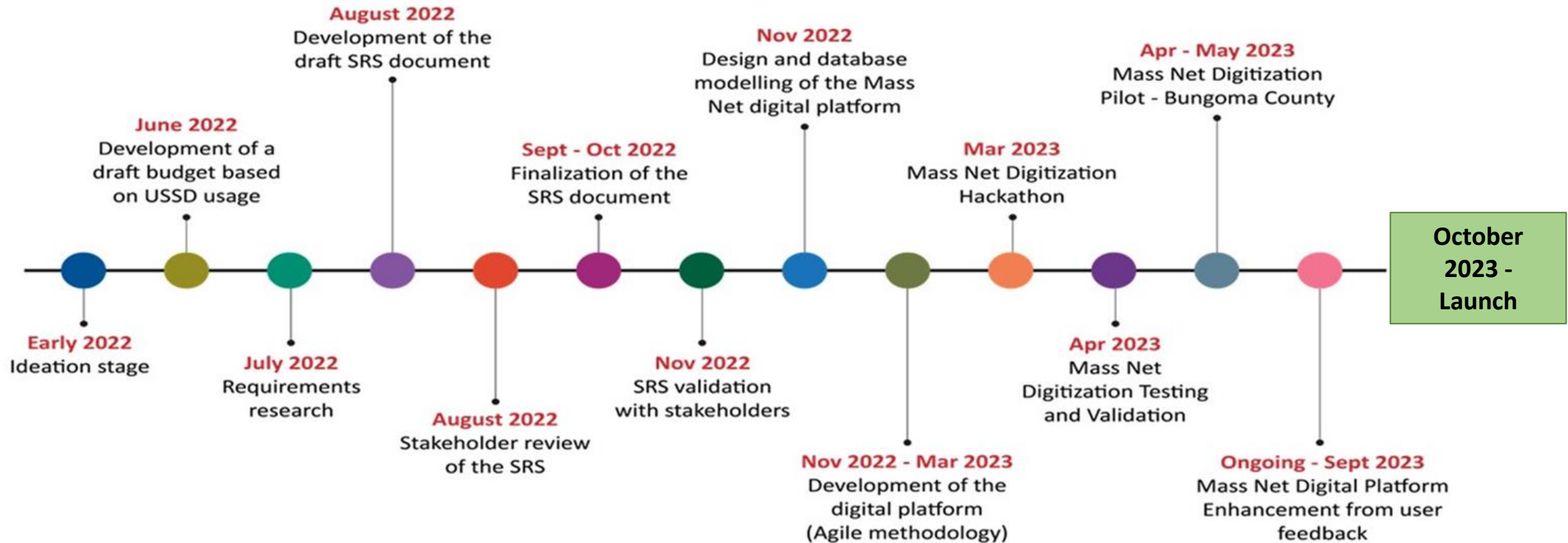| Year	Campaign scope	Type
2007	Integrated with measles vaccine.	Manual
2011,2014,2017	Stand -alone campaigns	Manual
2021	Stand alone	Partially digitized for payments; DHIS for summary of registration data and distribution data at County level.

Internal

Challenges before Digitalization

- Loss/damage of manual datasets collected during household registration.

- Inability to effectively manage human resource

- Inventory management not possible

- Visibility of data for progress during the household registration and distribution was aggregated manually and delayed

- Manual transcription created errors causing mismatched information and delayed/missed payments due to persons involved in the campaign.

- Huge paperwork to support payment processes

Internal

Overview of campaign Digitization - Journey

August 2022
Development of the
draft SRS document

Nov 2022
Design and database
modelling of the Mass
Net digital platform

Apr - May 2023
Mass Net Digitization
Pilot - Bungoma County

June 2022
Development of a
draft budget based
on USSD usage

Sept - Oct 2022
Finalization of the
SRS document

Mar 2023
Mass Net Digitization
Hackathon

**October
2023 -
Launch**

Early 2022
Ideation stage

July 2022
Requirements
research

Nov 2022
SRS validation
with stakeholders

Apr 2023
Mass Net
Digitization Testing
and Validation

August 2022
Stakeholder review
of the SRS

Nov 2022 - Mar 2023
Development of the
digital platform
(Agile methodology)

Ongoing - Sept 2023
Mass Net Digital Platform
Enhancement from user
feedback

Internal

Overview of campaign Digitization - Tools and Platform

Is a customized system that has the following interfaces

1. **Web portal** that provides users with the relevant information in a single online platform,

2. **Short Messaging Service** (SMS) to send customized messages to targeted users and audiences, and

3. **Unstructured Supplementary Service Data** (USSD) for registration of user

Internal

Implementation of digital platform-Scope

- User registration

- Household registration and validation

- Mass net events and activities management

- Inventory and distribution of LLINs

- Payroll management (paperless)

Internal

Innovations

- Delegated onboarding portal

- Integration with logistics ERPs (KEMSA & MEDS LMIS)

- The system allows **for data validation and verification** of outliers.

- Delegated services e.g. managing events, assigning posts, users

- Issuing nets to household representative

- Enhanced accountability by staging approval processes for activities implementation and payroll management

- Data on bale verification linked to the inventory system

Internal

Collaborations and partnerships

PMI/USAID :- Facilitated system development and maintenance through local expertise

Global Fund

County governments

PMI implementing partners

Stakeholders within the National Steering Committee

Third party providers for USSD and SMS channels

Improvements in campaign planning and implementation due to digitalization

- Visibility of real time registration and distribution data

- Visibility of inventory data

- Near accurate LLINs allocation to households

- Efficiencies during household registration and post level

Internal

What worked well and what could be improved

- Providing targets for household registration

- Masterlist validation

- Targeted supervision

- Commodity visibility

- Utilization of a training platform

- Development and utilization of training audio visuals

- Training module available in the MOH virtual academy

Internal

Present key lessons from the digitalization process

- Ensure 95% of Masterlist before implementation

- Data validation be done way in advance

- Prepare training materials with images for the respective levels/cadre

- Support supervision is key to the success of the campaign

Internal

Recommendations for future digitalization efforts

- Scope for implementation should be locked

- Masterlist must be near accurate before implementation

- Ensure optimal network availability for USSD services especially for wide scale implementation

- Explore the android version for areas with inadequate network coverage

- Avail uniform mobile devices for system users

- Explore avenues to integrate with existing country systems

Internal

Share any challenges faced during implementation and how they were overcome

Human centric

- Inability to navigate through the system: - addressed through training and provision of audio visual job aid

- Incomplete registration and distribution by some data collectors

- Replacement of campaign staff

Internal
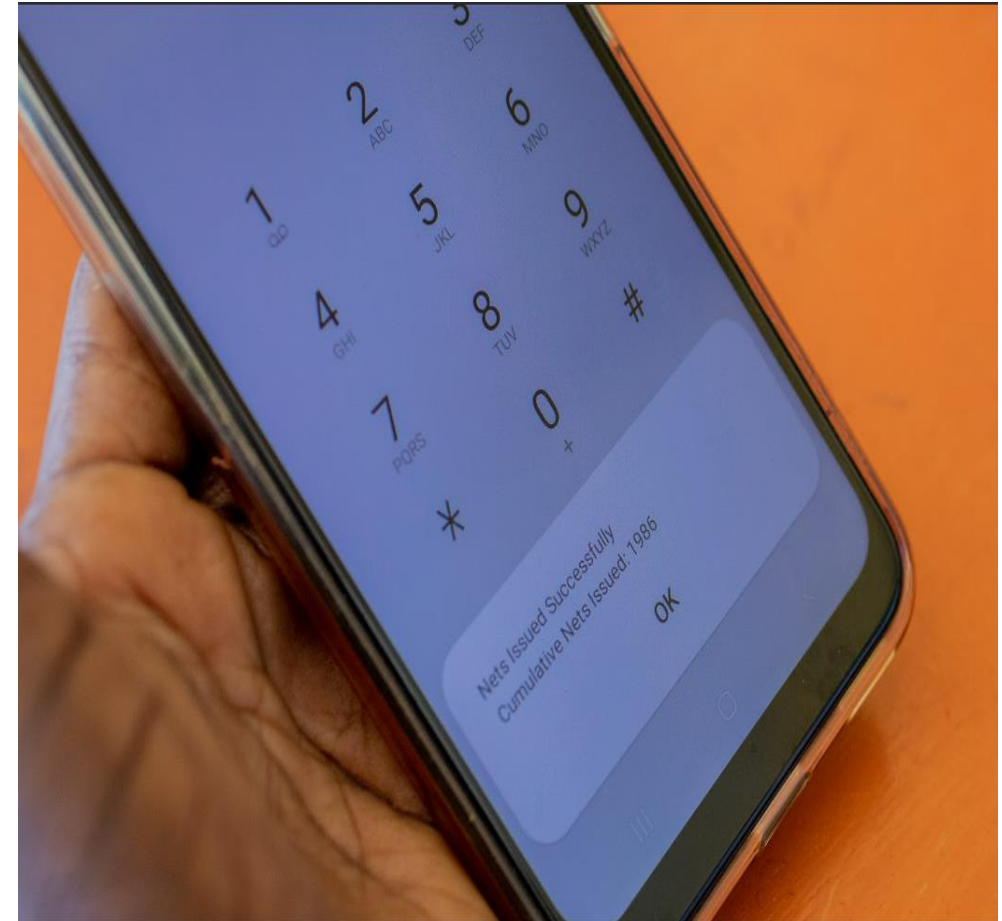
Share any challenges faced during implementation and how they were overcome

System centric

- Network issues- sorted through system enhancement

- Digital divide- CHPs did not have access to data

- Mobile device fragmentation and usability issues

Internal

Asanteni!

Appreciation

Malaria Free KENYA

Case Mgmt

SBC

Vector Control

Elimination

MIP

SMEOR

Prog Mgmt