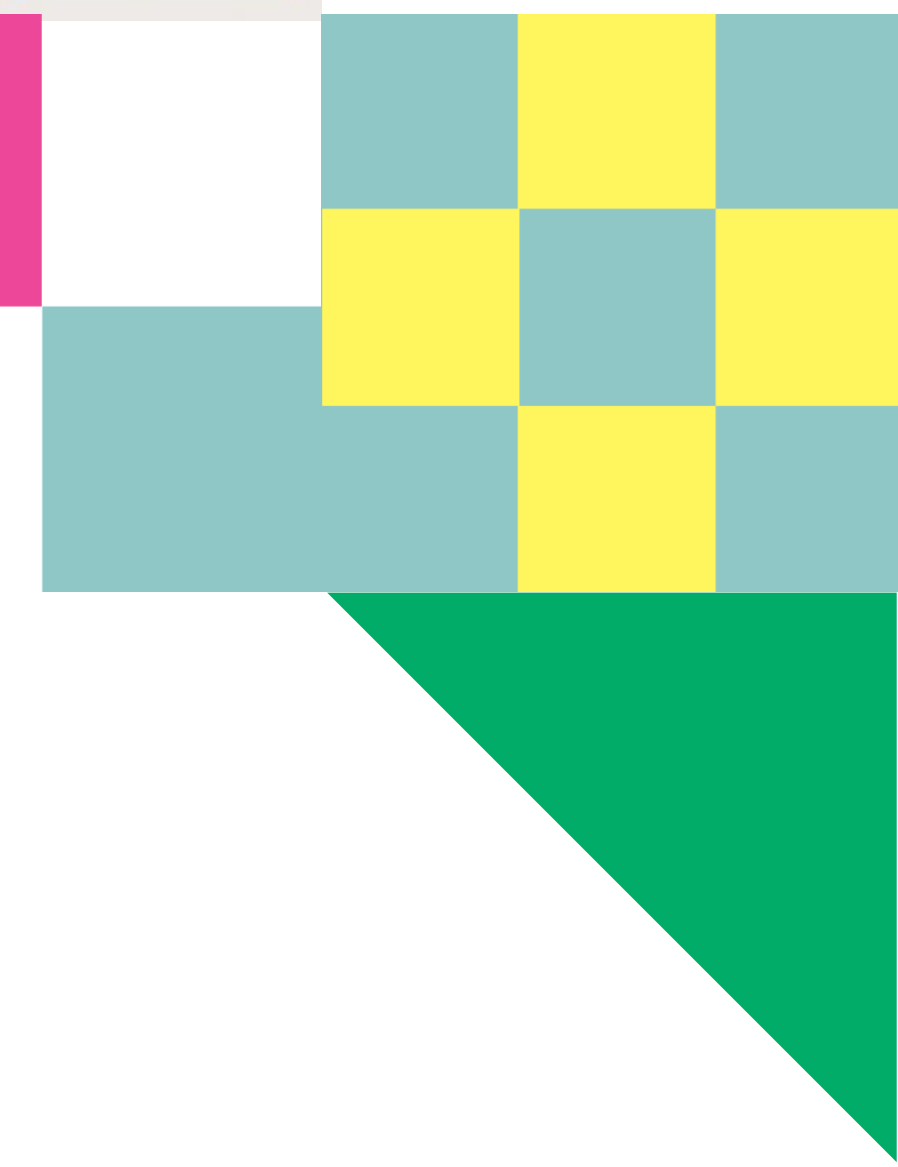


Maximizing Private Sector Impact: UNITEL's Role in Digitizing PMI-funded Mass Net Distribution in Angola

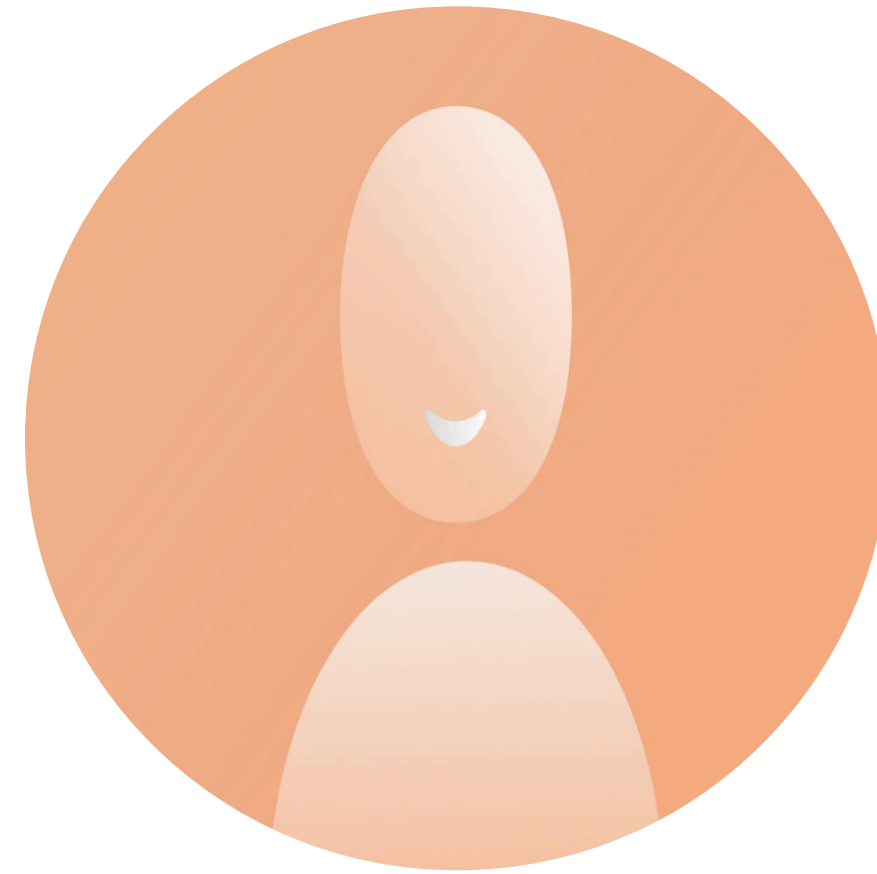
NAIROBI, KENYA

FEBRUARY 2024

Mass ITN Campaign Angola 2022 – 2023



THE ITN DISTRIBUTION CAMPAIGN IN ANGOLA



4M

ITNs distributed

297K

Pregnant
Women

7.6M

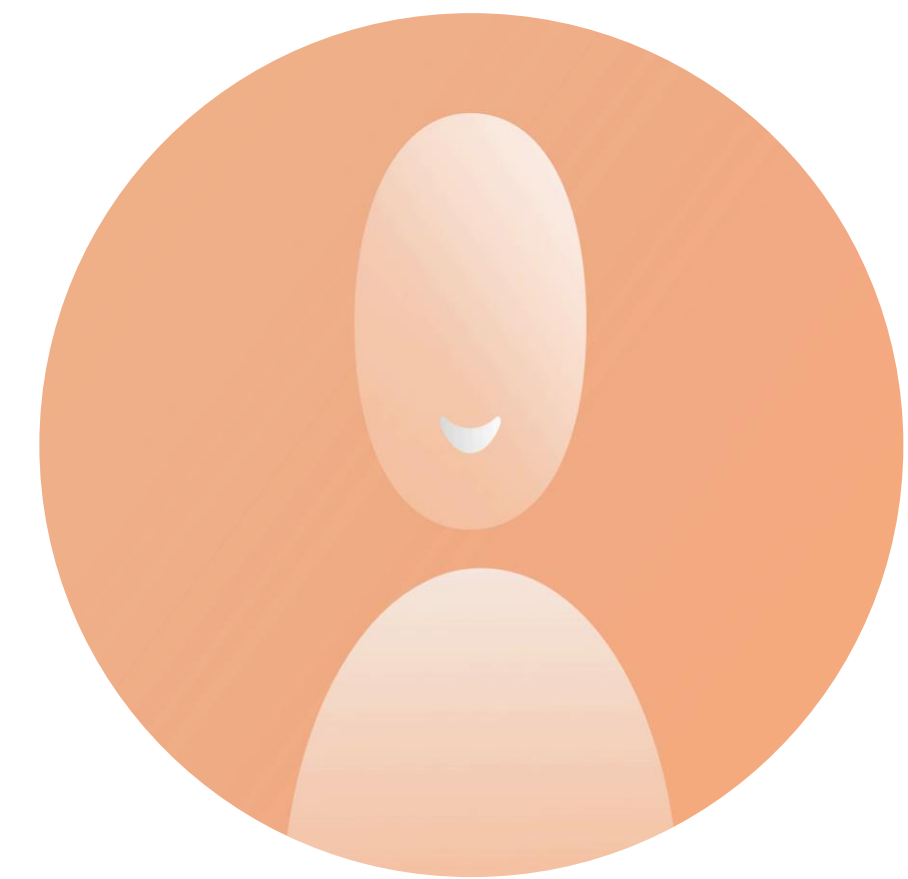
People
Protected

1.2M

Children under
five



IMPROVING DATA MANAGEMENT



1

Data Synchronization

Revolutionized data synchronization protocols cut processing times to a brisk 48-hour window, signaling leaps in operational agility.

2

Error Reduction

A vivid reduction in data-centric errors, enhancing reliability and instilling trust in campaign statistics.

3

Streamlined Processes

Entrusted data journey from field to framework streamlined, ensuring accuracy and empowering decision-makers.



REPÚBLICA DE ANGOLA
MINISTÉRIO DA SAÚDE



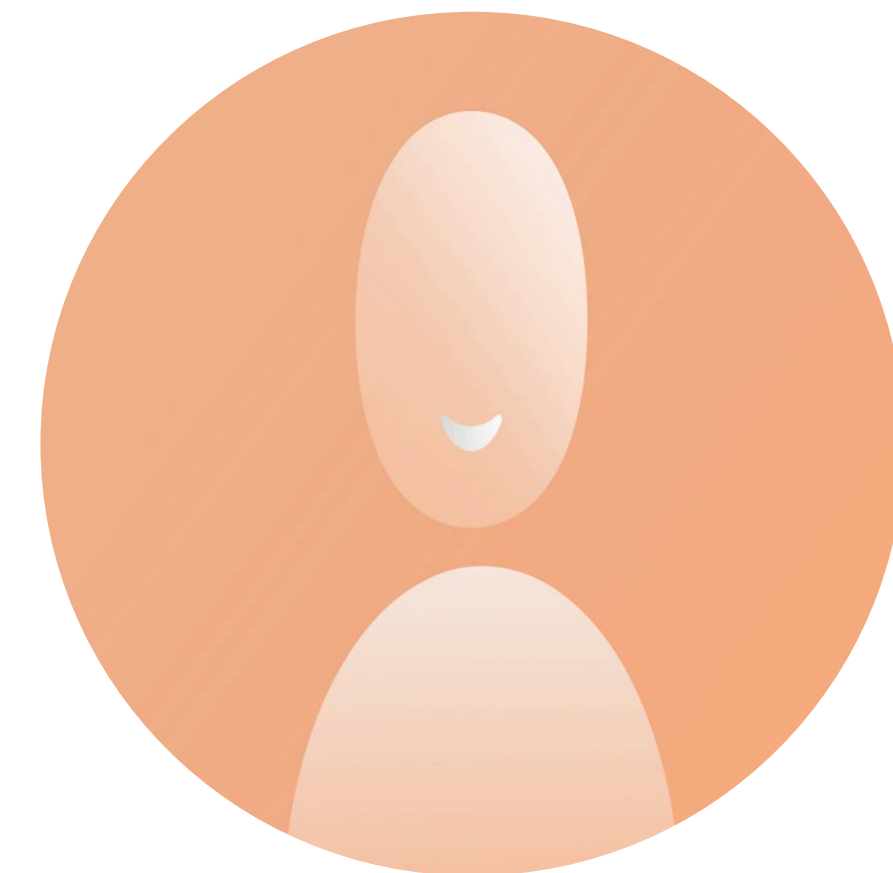
USAID
DO POVO DOS ESTADOS UNIDOS



Iniciativa do Presidente dos EUA Contra a Malária



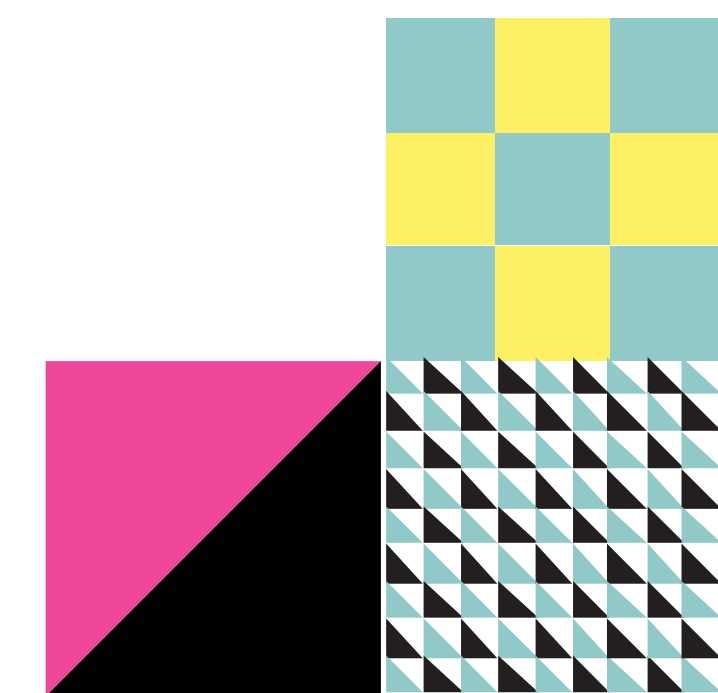
Zero
malária
começa
comigo



CHALLENGES

- OUR ASSUMPTION: PENETRATION OF SMARTPHONES IS LOW IN RURAL DISTRICTS OF ANGOLA AND THE EXISTING ONES ARE NOT UPDATED AND ARE NOT COMPATIBLE WITH DATA SYSTEM
- POTENTIAL MISUSE OF DATA PLANS: HOW DO YOU PROVIDE DATA FOR MORE THAN 300 PEOPLE IN THE FIELD TO USE DATA SYNC APP AND NOT SPEND THE CREDITS ON OTHER THINGS LIKE SOCIAL MEDIA?
- LOGISTICALLY IT IS VERY DIFFICULT TO TOP UP DATA PLANS FOR A LOT OF PEOPLE IF THEY RUN OUT OF THE CREDITS.

HOW UNITEL HELPED US TO OVERCOME THESE CHALLENGES

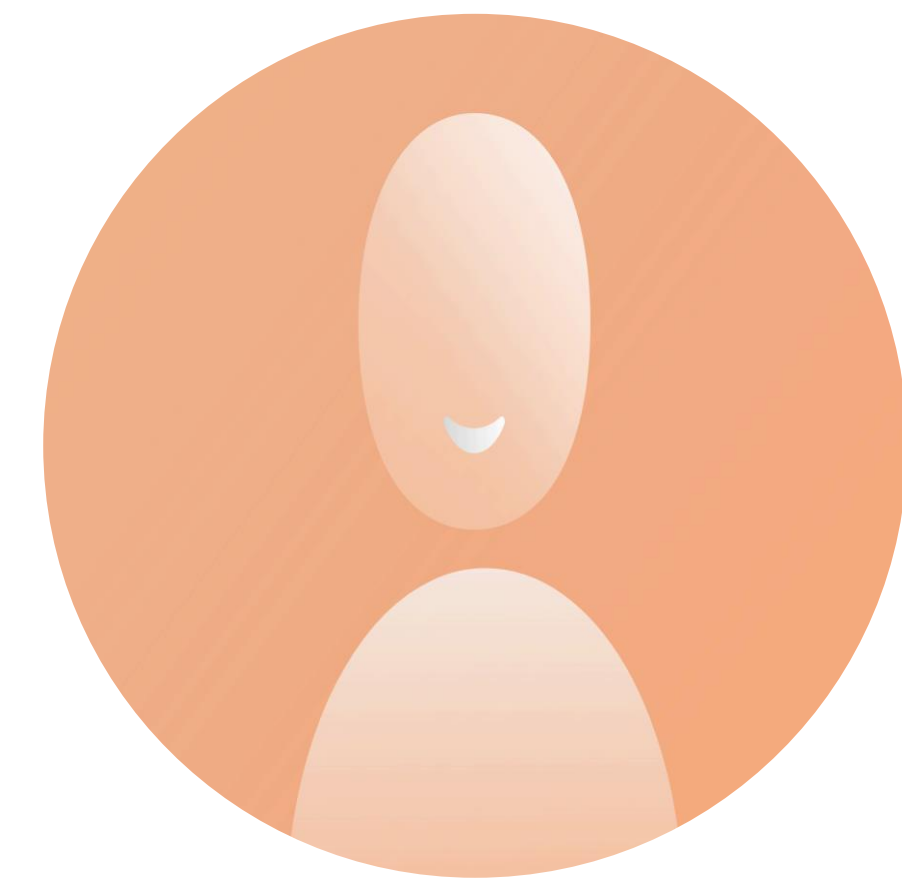


UNITEL'S CONTRIBUTIONS

- 1 Smartphone Donation**
Donation of 100 smartphones for digitalization

- 2 Free URL for Mass Campaign Data Reporting**
Free URL services granted by UNITEL to seamless data synchronization, enhancing campaign momentum.

- 3 Education via SMS**
Leveraging mass communication, SMS campaigns launched to diffuse net usage education, thus entrenching preventative habits.



THE ROLE OF PRIVATE SECTOR: UNITEL'S EXAMPLE



Technology Leverage

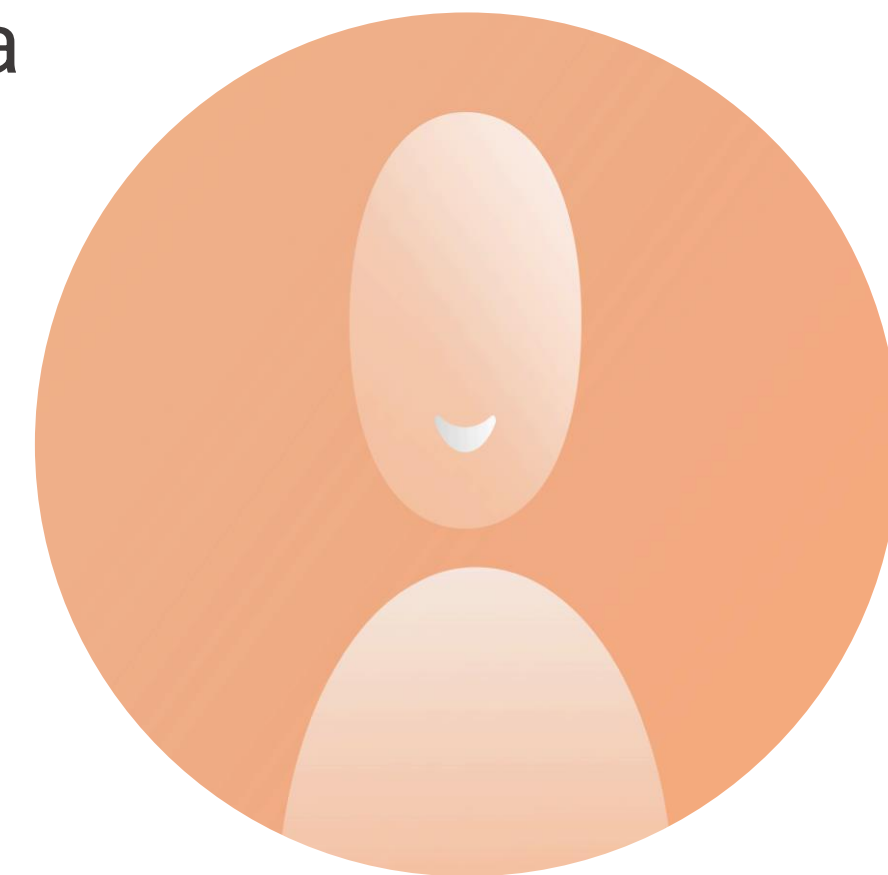
A harmonious synthesis of UNITEL's technological prowess with its unfaltering resource allocation amplifies campaign efficacy.

Efficiency & Responsibility

The enhancement of campaign efficiency mirrors UNITEL's corporate social responsibility, illustrating a paradigm of impactful engagement.

Blueprint for Others

UNITEL's paradigm serves as a testament to private sector involvement, potentially sparking a chain of health-centric collaborations.





PSI'S APPROACH TO ENGAGE PRIVATE SECTOR

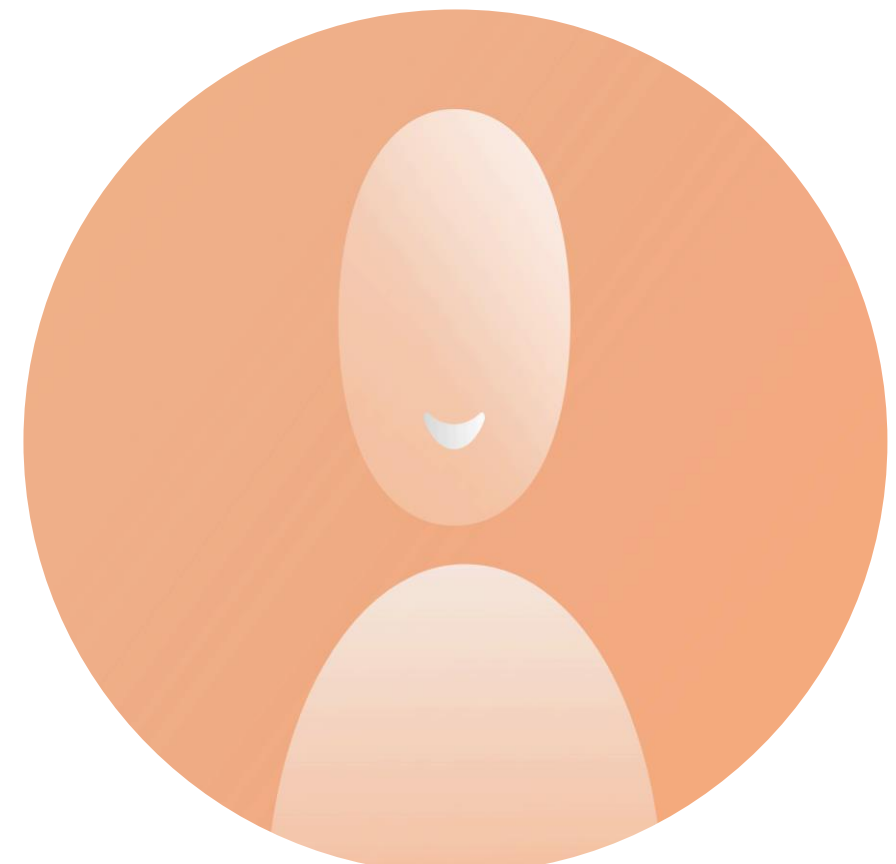
SHARED VALUES

LONG-TERM RELATIONSHIP

NOT OPPORTUNISTIC

VISIBILITY IN MEANINGFUL SOCIAL RESPONSIBILITY

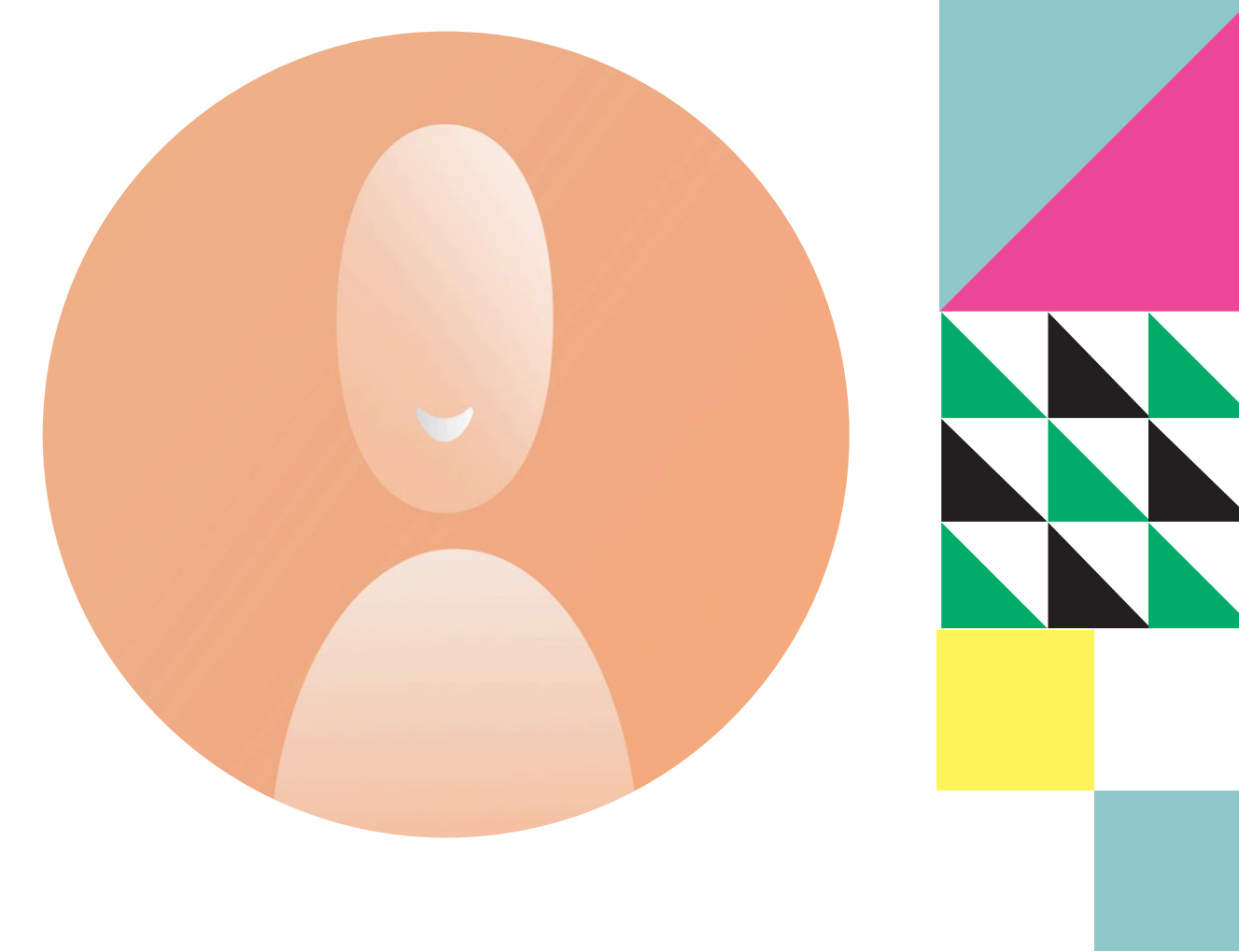
TANGIBLE IMPACT

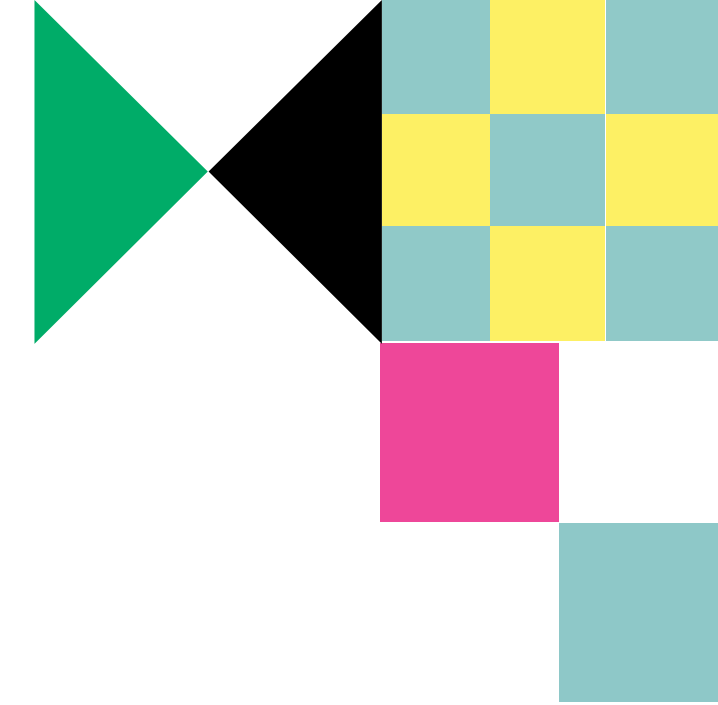


SOCIAL MEDIA CAMPAIGN

Facebook and Instagram [@zeromalariaangola](https://www.instagram.com/zeromalariaangola)

- Flash news from the field, posted 3 times/week during the campaign, drove local engagement on Facebook and Instagram while raising awareness of the complexity of the ongoing operation.
- Over 2,464,706 social media users reached with malaria prevention messages in 2022. 134,670 reached through Instagram. (Angola has nearly 3.5 million social media users).
- 1,540 interactions/day on average – benchmark for Angolan social media pages is of 164 interactions/day.

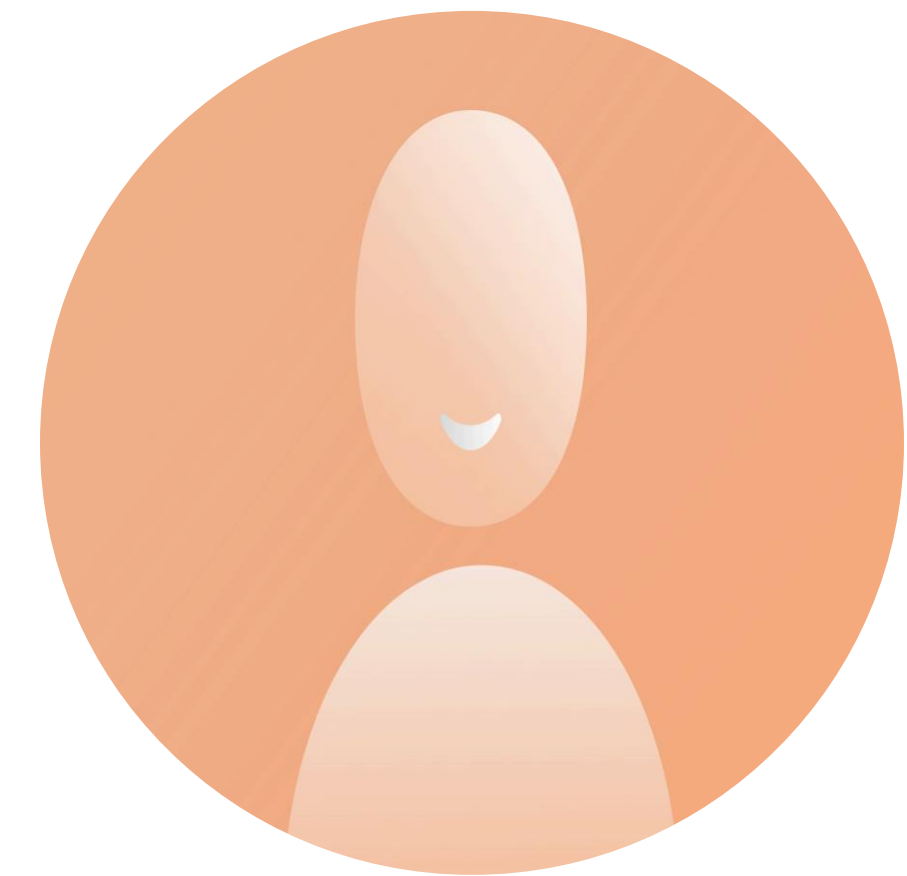




UNITEL'S CONTRIBUTION TO SBC CAMPAIGN

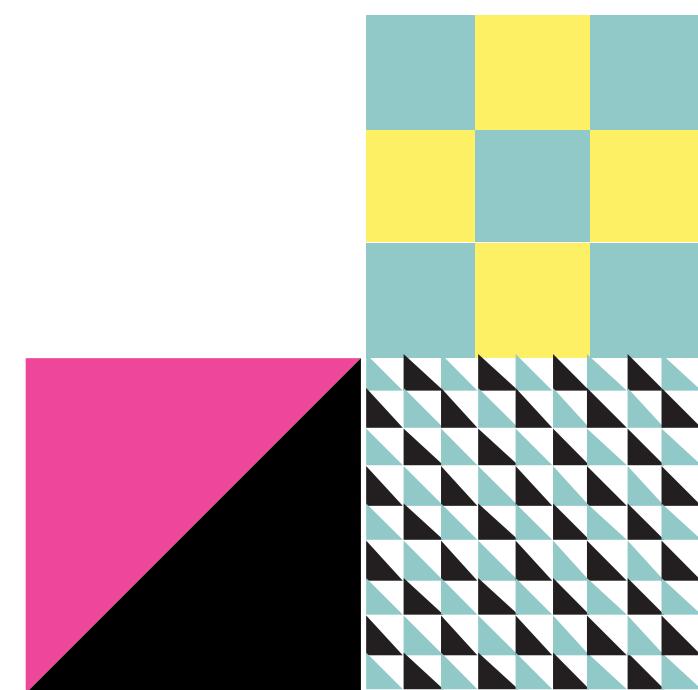
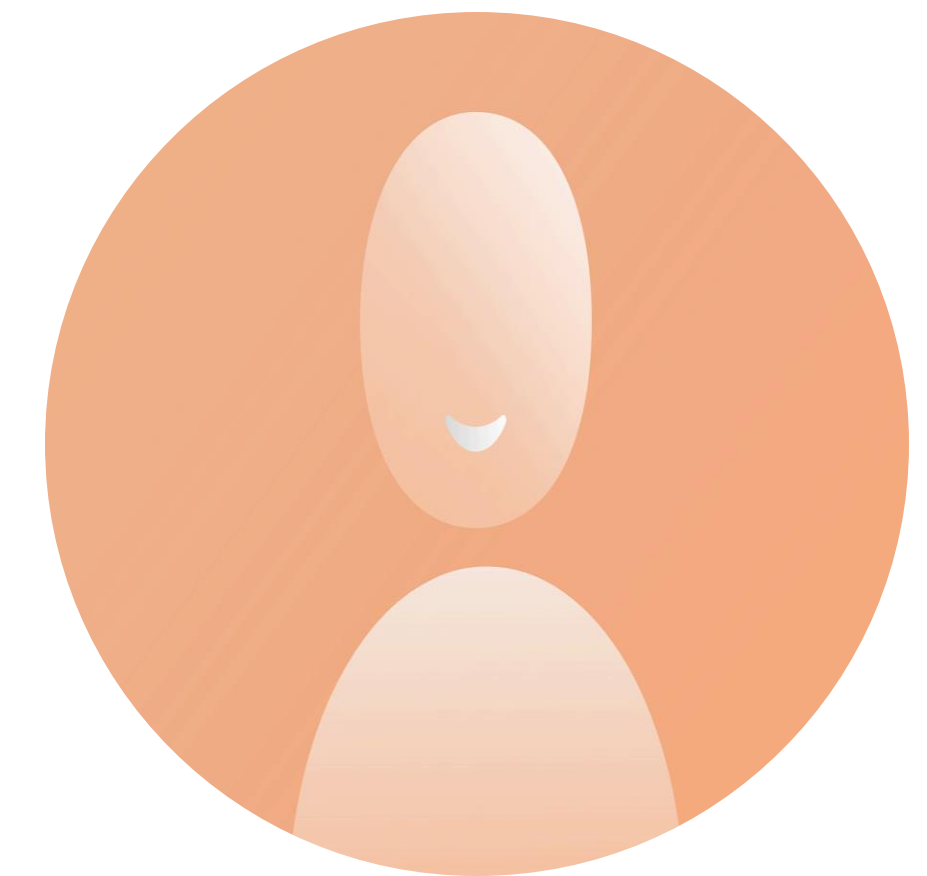
UNITEL's proactive engagement through free SMS campaigns informed and educated the target population about net usage **before, during, and after** the campaign, contributing to social and behavior change communication and enhancing net utilization.

~1.500.000 SMS



CAMPAIGN OUTCOMES

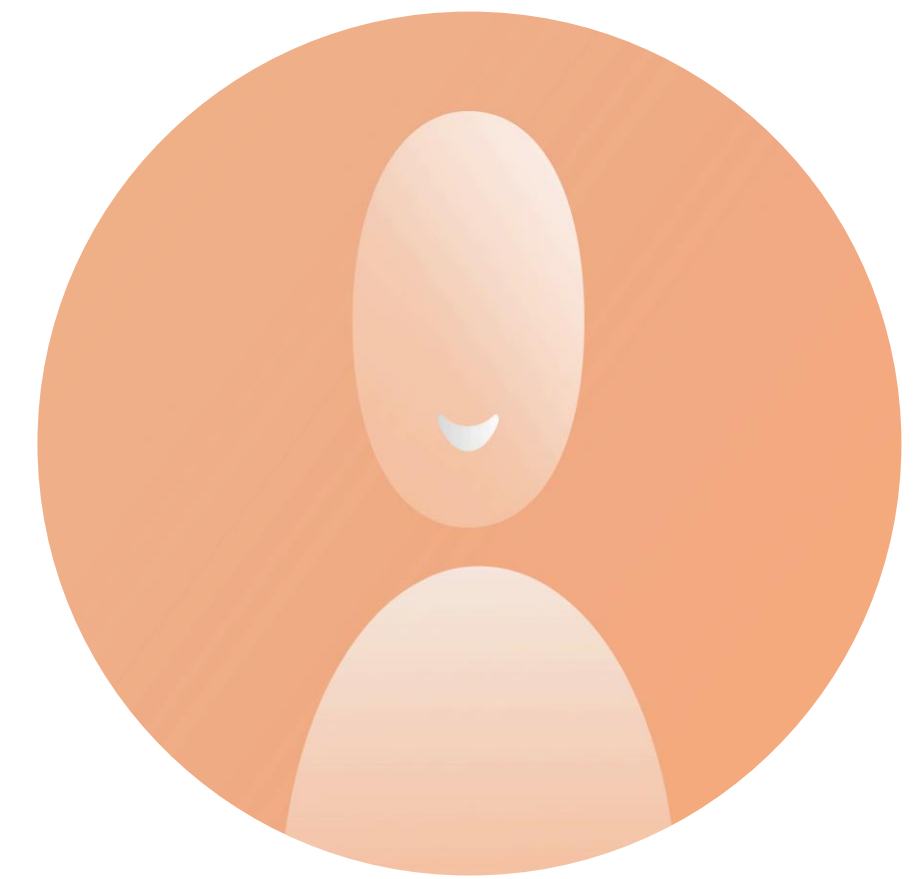
Over 4 million nets distributed
Direct impact on 7.6 million people
Successful incorporation of digital tools
Private Sector engagement



LESSONS LEARNED

INSIGHTS FROM THE CAMPAIGN

- Efficacy of public-private partnerships
- Value of digital tools in health interventions
- Proof of concept for Angola that it digital is possible – efficiency and efficacy



UNITEL'S CONTINUED COMMITMENT

- Ongoing support for public health
- Continued provision of technology and resources
- Long-term corporate social responsibility



THANK YOU!

Questions?

