Concept Note

2024 Campaign Digitalization Meeting,
Movenpick Hotel, Nairobi - Kenya
February 21-22, 2024

Introduction

The Alliance for Malaria Prevention (AMP) brings together global partners in insecticide-treated net (ITN) program implementation, research, and development each year to share knowledge and best practices, improve ITN distribution effectiveness and efficiency, and identify common challenges. In 2023, the AMP Annual Partners Meeting was held in Nairobi and was organized in a hybrid format to facilitate both in-person and virtual participation. This meeting was followed by a two-day Campaign Digitalization Meeting organized in collaboration with the Bill and Melinda Gates Foundation (BMGF), the Clinton Health Access Initiative (CHAI), eGov, and Catholic Relief Services (CRS).

Building on the success of the 2023 meetings, the AMP Partners Meeting and the Campaign Digitalization Meeting will again take place in Nairobi on February 19 - 20 (AMP Partners Meeting) and 21 - 22 (Campaign Digitalization Meeting), 2024.

The purpose of the Campaign Digitalization Meeting is to bring together partners involved in campaign digitalization for delivery of different health services to exchange knowledge, experiences, challenges and best practices in the use of digital tools and digital data for improving health campaigns and optimizing efficiency. The meeting will focus on cross-programme learning, including malaria campaign digitalization and examples from neglected tropical disease (NTD), immunization, etc., and will provide an opportunity to learn more about product solutions to address common problems across health campaign interventions.

Objectives and expected outcomes

● **Overall objective**

The main objective of the 2024 Campaign Digitalization Meeting is to provide a venue and platform for convening of partners to share best practices, challenges and successes of campaign digitalization to better understand the health campaign digitalization landscape, operational issues and use of digitalized data to optimize future campaign efforts, whether standalone or integrated.

● **Specific objectives**

The specific objectives of the meeting are to:
   o Provide a platform for various countries to share best practices and challenges in ITN campaign digitalization
   o Identify bottlenecks and key digitalization priorities among countries and programs in health campaign digitalization
   o Introduce programmes and partners to a range of product solutions designed to enhance campaign implementation

Theme of the meeting

The 2024 campaign digitalization meeting will primarily focus on presentations from national disease programs and partners engaged in digitalization for malaria, neglected tropical diseases, immunization or health areas focused on the following key themes;

Theme 1: Digitalization of health campaigns: challenges and opportunities

Digital tools can significantly improve health campaign efficiency. Despite a rapid increase in the number of programs and partners rolling out digitalization for different campaign processes, planning and implementation is often faced with challenges. At the same time, digitalization opens opportunities for increased efficiency of operations and optimizing coverage with interventions and services. For presentations under this theme, implementers will share their experiences, highlighting challenges, successes, future opportunities and lessons learned through deployment of digital tools. The presentations may focus on innovations in implementation, including "bring your own device," remote monitoring and supervision, adaptability of digital tools for supporting operations and delivery in complex operating environments, how digital tools enhance supply chain visibility, etc.

Theme 2: Integration of campaign platforms into National Health Information System architecture

The use of multiple, distinct digital platforms in health campaigns results in fragmented data across various repositories, presenting a vital challenge to campaign efficiency and effectiveness. Presentations under this theme will focus on the need to integrate these platforms within health campaign frameworks and the broader health information system, the importance of integrating campaign digital solutions within the existing ecosystem of in-country digitalization, data sharing, interoperability, cross-programme data reuse, and establishing geo repositories. Presentations proposed should consider the challenges and best practices in integration and how programs can leverage digitalization for a single intervention for broader, program-wide digitalization.

Theme 3: Product solutions to address common problems across health campaigns

Despite the availability of various platforms, disease programs and partners often lack comprehensive information on digital tools, their functionalities, and how to maximize their benefits. Gaining insights from product solution developers and disease programs that have implemented health campaigns using these tools is essential for enhancing understanding, thereby enabling informed decision-making in tool selection. The theme will focus on various digital platforms and tools, as well as the challenges they aim to solve. It will also include real-world applications in different health campaign scenarios, showcased through presentations by developers and their collaborating partners from various countries.

Meeting participants

All national malaria control programs, especially those in Africa, will be invited to participate in the meetings. Selected programs, including EPI, NTDs, etc., will also receive invitations. Additional participants including funding and implementing partners, and product solution providers, will be invited to participate in the meeting.

Methodology

The methodology of the meeting will include:

- Presentations on specific topics
- Plenary discussions
- Round robin tool demonstration
- Working sessions
- Exhibition/booth from product partners and/or implementers

Agenda:

We are currently collaborating with partners to develop a comprehensive agenda for the meeting. This will be shared as soon as it is finalized.

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