# Health campaign digitization Guidance:
# A toolkit for efficient end-to-end campaign management and delivery

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# Objective

To provide an overview of **toolkit of guidance documents** that are being developed by the World Health Organization in the African region (WHO-AFRO) in collaboration with key partners to inform and guide the digitization of health campaigns.

The toolkit is designed to **guide ministries of health and their partners to design and implement locally-owned campaign digitization** tools into their information system ecosystems.

**Raise awareness of the toolkit and solicit feedback** from key experts and stakeholders in the digitization of campaigns.

# Campaign Digitization Use Cases

## Geo-enabled Enumeration

Develop and maintain high-quality denominator estimates for population targets (or other targets) using infrastructure, geographic accessibility, social trends to inform resourcing, budgets and operational plans

**Digitization drivers**
Ensure data completeness and data relevance/recency, Increase accessibility of data, Minimize duplication of effort across campaigns

## Campaign Planning

Create detailed, delivery-level operational plans for reaching target populations by utilizing geo-referenced enumeration data

**Digitization drivers**
Increase efficiency and ensure plans are accessible to stakeholders

## Supply Chain

Ensure availability of adequate campaigns commodities throughout supply chain nodes until the point of use, including handling reverse logistics of surplus commodities.

**Digitization drivers**
Increased inventory visibility, Reduce incidence of adverse events (stockout/overstock)

## Campaign Delivery

Manage and track delivery of campaign services in real-time

**Digitization drivers**
Maximizing campaign coverage of target population, Operational oversight of all campaign activities

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# Campaign Digitization Use Cases

**Training**

Identify and train campaign staff to conduct their roles and responsibilities for registration, distribution, supervision, transport, etc.

**Digitization drivers**
Adequate and accessible training content, Track skill gaps and progress

**Payments**

Ensure timely and accurate payment to the campaign workers commensurate with their roles

**Digitization drivers**
Budgeting accuracy, Fraud control and prevention, Timely payments to campaign workers to ensure motivation

**Demand Generation (SBCC)**

Create and distribute compelling messaging to mobilize and encourage participation of target population in the campaign.

**Digitization drivers**
Track quality and reach of health promotion activities, Evaluate demand generation effectiveness

**Monitor & Respond**

Generate real-time data on campaign operations and campaign coverage to improve decision making, including course correction to meet campaign targets

**Digitization drivers**
Enable data-driven decisions to maximize outcomes; surface gaps in training, supply chain, payment, coverage, supervisions; identify mop-ups, etc.

# Methods &Use – Toolkit Development Process



Landscape and situational analyses

Key stakeholder workshops and meetings

Expert feedback

Shadowing campaigns and gathering insights

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# Toolkit Overview

- The toolkit includes the following for Integrated Campaign Digitization:

  - o Digital Product Selection Framework
  - o Digital Products Comparison
  - o Technology Reference Architecture
  - o Functional Business Requirements Document
  - o Digitization Implementation Guidance
  - o Monitoring, Evaluation, and Learning Framework

# Functional Business Requirements (FBR)

- Provides a reference for designing, developing, and implementing technology solutions for digitizing public health campaigns across programs – integrated campaign digitization (ICD).

- **<u>The document includes:</u>**
  - Template for Use Case Selection
  - Campaign Digitization Categories
    - Core Data Registries
    - Planning
    - Readiness
    - Execution
    - Monitor and Respond
  - Use Cases
  - Workflows

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# FBR Outline- Template for each Use Case & Workflows

## Flow of activities

description of key activities/steps the participant or the system needs to perform sequentially.

## Variants

description of other likely conditions under which the activities/steps may change
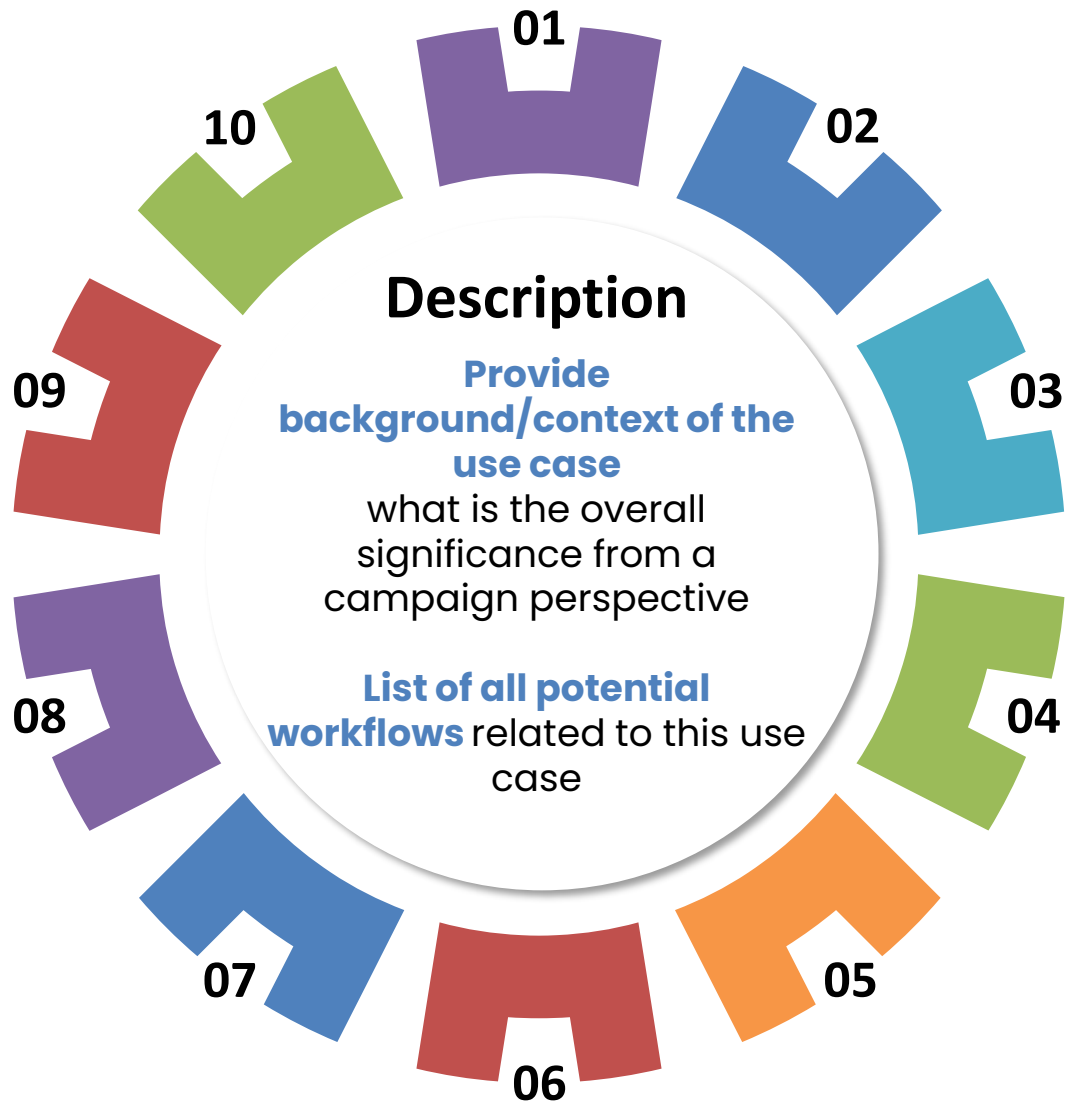
## Exception

list of conditions/steps that can commonly go wrong and explanation of how the participant/system should handle that

## Business Rules

business rules/validation logic that should govern this workflow

## Inputs & outputs

data points that feed into (input) the workflow or are expected as a result (output) from the workflow

### Description

**Provide background/context of the use case**
what is the overall significance from a campaign perspective

**List of all potential workflows** related to this use case

01
02
03
04
05
06
07
08
09
10

## Purpose

short description of what the workflow is about and its objective/purpose

## Participants

list of roles that are involved in this workflow

## Pain-points

list of pain points that the participants face directly

## Mode of interaction

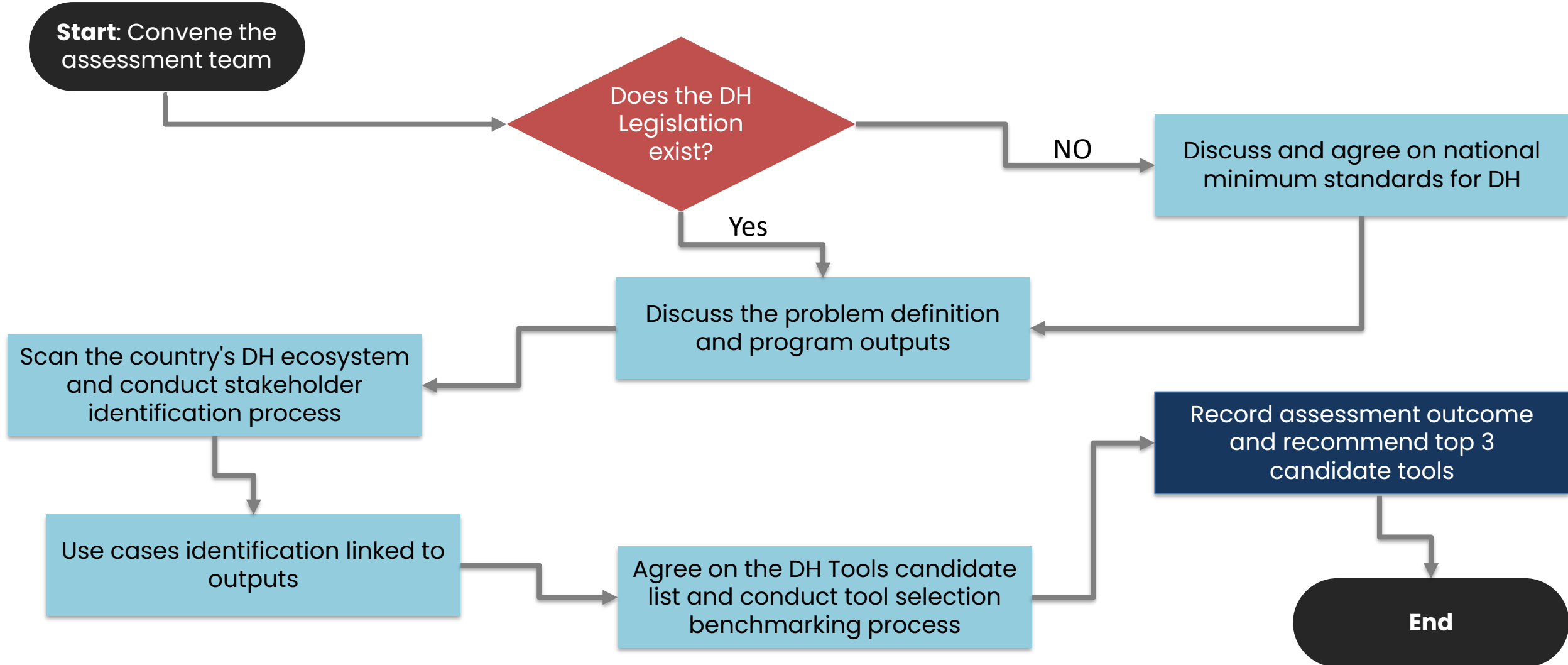list of devices the participant will interact with during the workflow

## Preconditions

description of prerequisites that must be met before the workflow can be initiated

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# Product/Tool(s) Selection Framework

- The framework is made up of nine steps of the tool selection process to thoroughly enhance and execute the selection of an appropriate tool (shown on the next page).

- **<u>The framework components include:</u>**
    - Convening the Assessment Team
    - Establishing National Standards for Digital Health
    - Problem Defining, Landscaping, and Stakeholder Identification
    - Alignment for listing tools
    - Tool Selection Benchmarking Process
        - Consideration for approach in the country
        - Using the Excel Spreadsheet Scorecard
        - Record Assessment outcome and recommending candidate tools

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# Tools Selection Process



**Start**: Convene the assessment team

Does the DH Legislation exist?

NO → Discuss and agree on national minimum standards for DH

Yes → Discuss the problem definition and program outputs

Scan the country's DH ecosystem and conduct stakeholder identification process

Use cases identification linked to outputs

Agree on the DH Tools candidate list and conduct tool selection benchmarking process

Record assessment outcome and recommend top 3 candidate tools

**End**

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# Tools Assessment Categories

| CATEGORY | SUB-CATEGORY |
|---|---|
| **Product functionality versus use cases** | · Assess against listed use cases / Use cases coverage |
| **Product Validation / fit-for-purpose factors** | · Feasibility testing<br>· Usability testing<br>· Value testing |
| **Technology** | · Standards<br>· Interoperability<br>· Open-Source vs Closed source<br>· Device independence<br>· Ease of deployment<br>· Scale of current implementations |
| **Organization Capacity** | · Software development approach<br>· Technical support capacity<br>· Availability of knowledge assets<br>· Relevant experience elsewhere<br>· Invests in capacity building |
| **Process** | · Software development process model<br>· Human-centered design approaches<br>· Customer engagement<br>· Software quality assurance approaches<br>· Communication approaches |

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# Toolkit Development- Next Steps

**Feedback**
- Individual interviews
- Technical working group participation
- Internal and community reviews

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**Dialogue**

Stakeholder participation is highly encouraged (i.e., ministries, partners, funders, etc.)

**Consolidation**

Edit the toolkit gathering feedback from expert engagements – constantly evolving documentation

**Dissemination**

Knowledge sharing of the toolkit across various partner platforms for wider dissemination – **Q2 2024**

# Thank you

# Obrigado

# Merci

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