Ministry of Health

National Malaria Control Programme

Governance, Ownership, and Sustainability of Digital Approaches for Public Health Campaigns: The Case of Digimal-ke
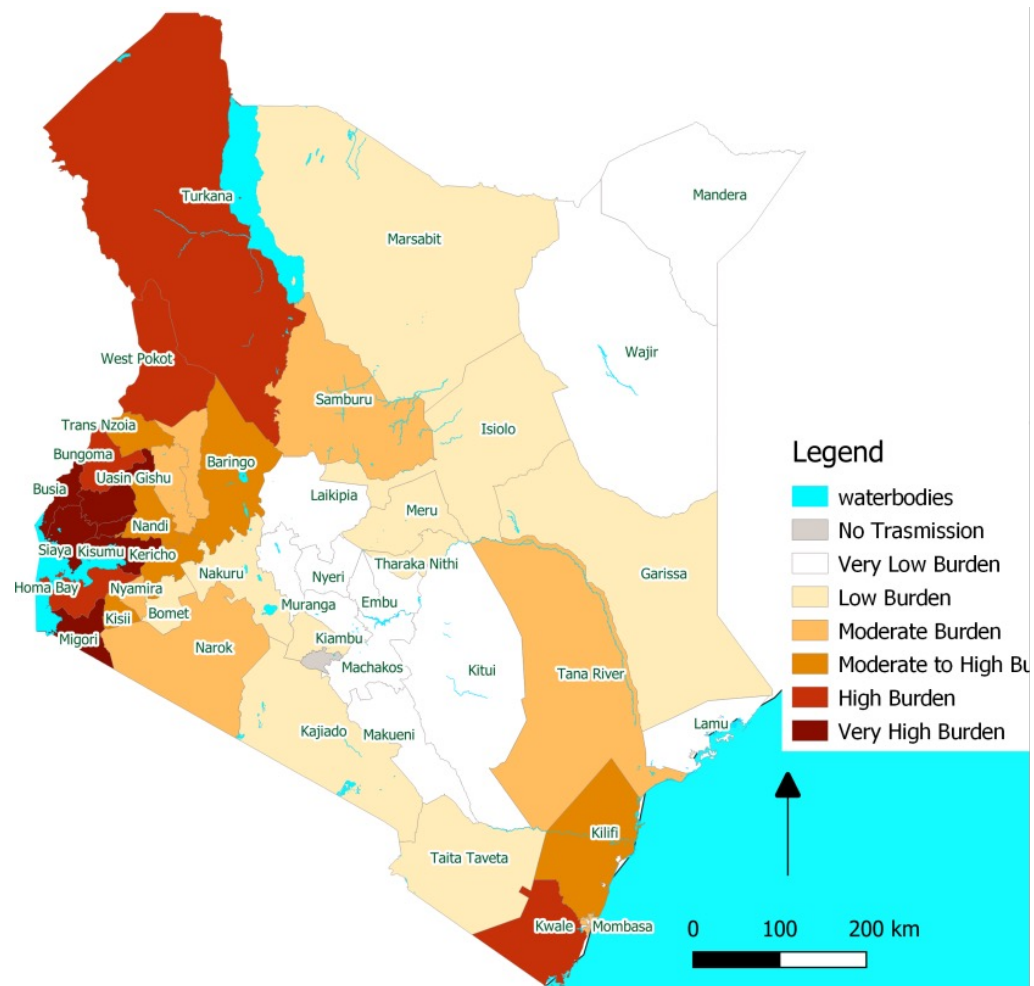
Alliance for Malaria Prevention Meeting

April 2025

National Malaria Control Programme – Komesha Malaria, Okoa Maisha

Malaria burden

Introduction

Digital Transformation in Health in Kenya

- Legal and policy guidance within the Health Act 2017 and Health Policy 2016 – 2030.

Overview of digital transformation in public health campaigns

- Massnet Distribution Campaign 2023/24 digimal-ke.
- Mass Drug Administration in 2024 for NTDs on eCHIS

Importance of governance, ownership, and sustainability

- Regulations and Coordination
- Accountability, compliance and efficiencies
- Global guidance and all-inclusive country-led processes
- Technology adaptability and resilience

2. Governance & Policy Alignment

Compliance with Kenya's Digital Superhighway principles

leveraging digital technologies

Improve service delivery

Achieve UHC and support attainment of SDGs

Alignment with national data protection regulations

Internal and External Data protection assessment

Role-based access controls

Continuous platform monitoring.

Stewardship by the Malaria Program and Ministry of Health

Plan of Action Steering committee Regular reviews and escalation.

01
Personnel Registration and Mgt

02
Engagement Mgmt

03
Mapping and Alignment

04
Registration

All persons involved in Campaign
- Data capture and validation
- Aligning and roles assignment
- SMS/USSD and Web platforms

Activities and Events
- Persons, roles, location and date
- Informs payroll

Administrative, Drop-off and Distribution
- Provides specific visualization
- Links to LMIS
- Informs performance

Beneficiary Registration (on-line and off-line)
- Contact details
- Household population
- Collection point
- Real-time Visibility

05

Commodity Mgmt

06

Distribution

07

Reverse Logistics

08

User and Payroll Mgmt

Needs and Location

- Requirement at local levels
- Order processing and fulfillment

Distribution

- Fixed points
- Beneficiary identification
- Real-time visualization

Mop-up

- Accountability and re-allocation

Campaign personnel

- User Profile and Account
- Multiple-level approvals
- Linkage to mobile money platform

Overall, View

Digimal Stats

Registered Users	164,894
Active Activities	4,826
Active Events	4,714

Households

Total Registered	4,881,896
Total Served	4,568,576
Total Remaining	313,320
% of Households Served	93.58%

Nets

Total Required	15,495,596
Total Delivered	15,363,362
Total Distributed	14,627,269
Total Remaining	736,093
% of Nets Distributed	95.21%

Household Population

Total Registered	29,764,513
Total Served	28,099,563
Total Remaining	1,664,950
% of Population Served	94.41%

Country Ownership & Sustainability

Locally developed with university-based developers

Built on open-source technology for reusability and integration

Low device requirements (BYOD model) for wider accessibility

Developed training Materials on virtual academy.

Integration & Scalability

Campaign Execution

- Beneficiary registration
- Service delivery tracking and reporting
- Inventory management and distribution oversight
- Notifications

Coordination and Management

- Real-time dashboards for monitoring and evaluation
- Data warehousing for comprehensive reporting
- Human Resource data capture including referencing other system for HR information
- Payroll for payment of campaign staff using integration with mobile payment platform (various wallets)

Technology

- Open-source and API ready
- Link to the ERPs used for logistics (Kemsa and Meds)
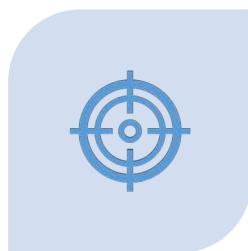- Expenditure reporting (Microsoft Dynamics 365)
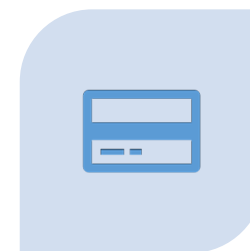
5. Impact on Governance & Decision-Making

Real-time dashboards at all campaign levels

Transparent tracking of personnel, performance and commodities

Time-stamped records ensuring accountability

Prompt Payment system with multi-level approvals and built-in validation.

Lessons Learned & Future Recommendations

Scalability: Larger pilots needed to reduce deployment issues

Data Readiness: Pre-collection, validation, and cleaning before upload

Interoperability: Leveraging existing datasets for validation (e.g eCHIS)

Scope Management: Sticking to defined features while staging enhancements

Adaption: Other delivery programs and pathways (SMC, ITN-CCND, IRS)

Conclusion

Committed Leadership
Ensures that digital initiatives align with national health priorities, secure policy backing, and receive continuous investment for sustainability.

Resilient and adaptive Technology Platforms
The backbone for real-time data collection, secure and transparent decision-making, and seamless integration platforms like Digimal-ke can evolve to meet emerging public health needs.
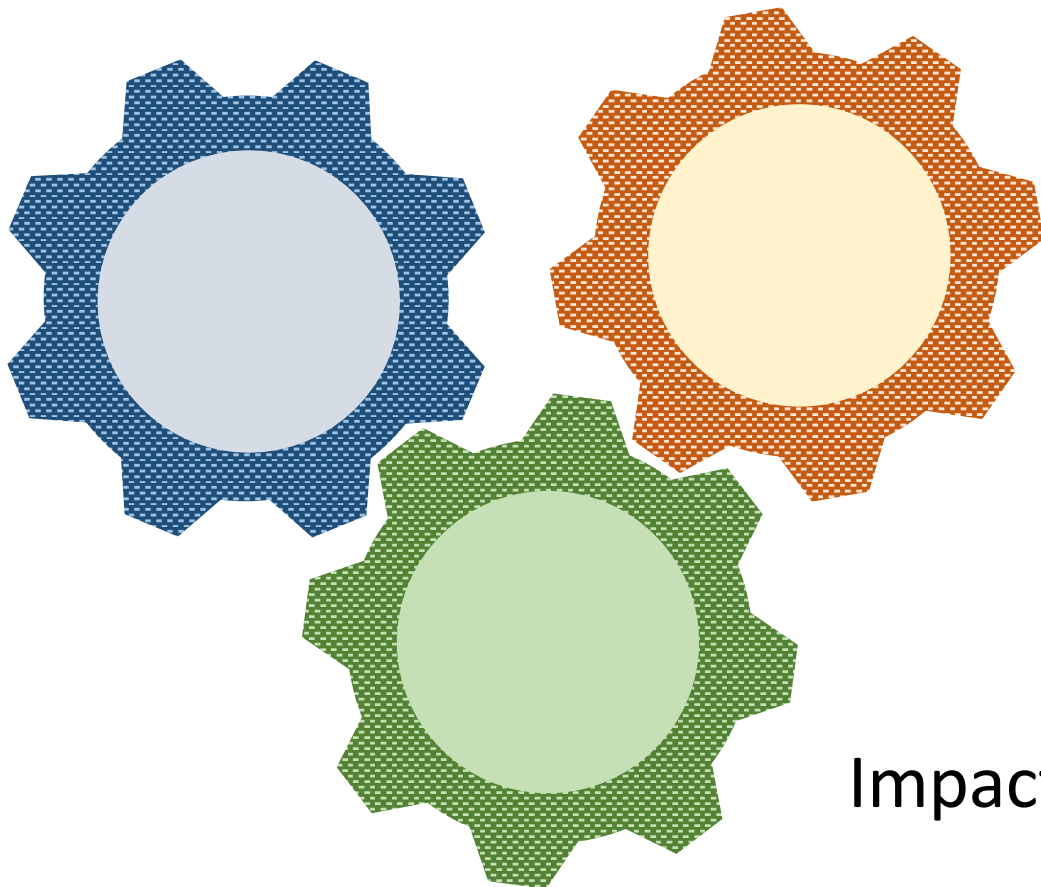
Community Acceptance
Engaging local stakeholders, ensuring ease of use, and addressing digital literacy barriers enhance trust, adoption, and reliability.

Sustainable

Scalable

Impactful

> **Every once in a while, a new technology, an old problem, and a big idea turn into an innovation.**
>
> - Dean Kamen

The National Malaria Control Programme (NMCP)
P.O. Box 19982 – 00202
Nairobi, KENYA
Website: www.nmcp.or.ke
Facebook: www.facebook.com/nmcpkenya
Twitter: @nmcpkenya