Strengthening integrated campaign digitalization:
WHO and UNICEF guidance for navigating digitalization and tool selection

AMP Campaign Digitalization Meeting
April 2025

World Health Organization

African Region

unicef

CLINTON HEALTH ACCESS INITIATIVE

Health campaign digitization toolkit

AMP Campaign Digitization Meeting Nairobi, Kenya: April 10–11, 2025
Chipo N Ngongoni, PhD

World Health Organization
REGIONAL OFFICE FOR Africa

ICD Toolkit Relevance

- An end-to-end comprehensive approach to digitization vs. piecemeal digitization

- Integrated platforms for multiple disease areas to reduce fragmentation and drive sustainability

- Reuse of digital assets across campaigns

- Enable more government control and ownership

- Data interoperability with other health intervention areas e.g. case management and surveillance

- Strengthening of national digital health infrastructure

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ICD Toolkit Overview

https://iris.who.int/handle/10665/380775

OPERATIONAL

Governance: Digitalization Implementation Guidance

Monitoring, Evaluation, and Learning Framework

TECHNOLOGY

Campaign Digitalization Reference Architecture

Product Selection Framework

Functional Business Requirements

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ICD Toolkit – In progress

- **Hardware management guidance**

  - Approaches to device acquisition, including centralized management, "bring your own device" (BYOD), and integration with existing digitized community health systems

  - Governance, coordination frameworks, and plans tailored to device management for integrated campaigns

  - Processes for device quantification, mapping, and acquisition aligned with the selected approach(es)

- **Campaign digitization costing guidance and tool**

  - ICD-specific costing resources, building on established tools such as the Digital Square Total Cost of Ownership tool

  - Includes specific considerations for integrated campaign calendars and device acquisition strategies

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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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Input Request– Toolkit Development Cocreation

01 **What's missing**? Are there tools or guidance that would make integrated campaigns easier to plan and implement?

02 **Do you have any success stories or lessons learned** from campaign digitization that should be included in future updates?

03 Which dissemination strategies would **ensure this guidance reaches and benefits the right stakeholders**?

04 How can we **better tailor these learnings and recommendations to diverse country contexts**?

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Thank you   Obrigado

Merci

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Digital Tool Selection Guidebook for Health Campaigns

AMP Campaign Digitalization Meeting
Nairobi Apr 10-11, 2025

Cristina Lussiana

Health Specialist, Digital Health and Information Systems

UNICEF HQ

Digital Tool Selection Guidebook for Health Campaigns

What is it? A structured resource designed to help governments and partners select digital tools to optimize health campaigns.

Why use this Guidebook? The Guidebook supports decision-making during the planning phase of digitized campaigns, helping stakeholders identify the most appropriate solutions to enhance campaign effectiveness. It complements the WHO Integrated Campaign Digitization (ICD) Toolkit, providing clear criteria for selecting digital tools based on campaign needs and technical capabilities.

Who should use this Guidebook? It is intended for stakeholders involved in planning and executing health campaigns, particularly at the country level, including decision-makers from national governments, UNICEF, WHO country offices, and implementing organizations.

3 user needs:

"I want to **understand the digitization of health campaign phases**."

"I want to **compare digital tools within a campaign phase**."

"I want to view the **functionality of a digital tool across all campaign phases**."

Tool selection criteria

Digital tools were selected that meet the following criteria:

- **Free and open-source**: Free and open-source tools should have an open-source license to ensure that countries can freely access, modify, and implement them without significant licensing fees,
- **Digital Public Goods**: tools must meet the criteria to be classified as DPGs or Global Goods for Health which ensures they promote inclusive access, sustainability, and cross-sectoral use, particularly for public health needs.

Tools included in the Guidebook have been validated by their respective product owners or implementing organizations to ensure accurate and up-to-date information. Outreach was conducted to confirm technical features, use cases, and implementation details aligned with the selection matrix indicators. Tools for which no response was received will be reconsidered for future Guidebook updates.

Campaign digitization use cases and workflows

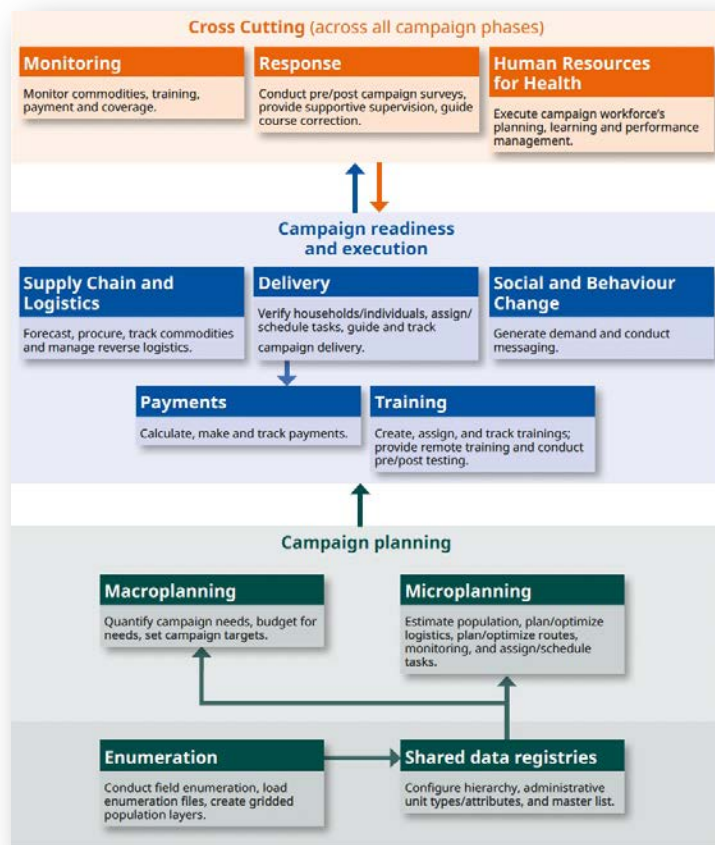https://iris.who.int/handle/10665/380775

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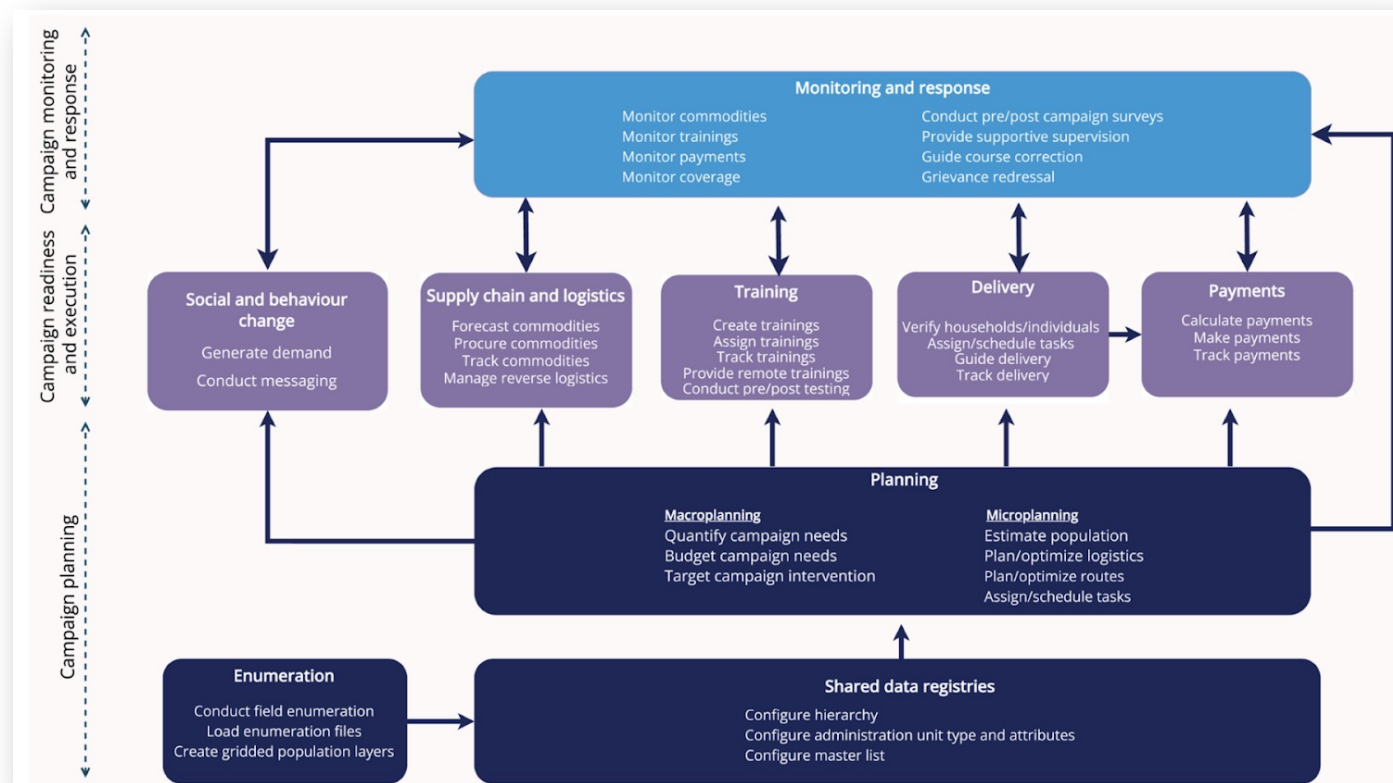
How to select digital tools for health campaigns?

Campaign phases

For each phase: Goal, Use case, Essential workflows and Opportunities for digitization

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Cross Cutting (across all campaign phases)

Monitoring
Monitor commodities, training, payment and coverage.

Response
Conduct pre/post campaign surveys, provide supportive supervision, guide course correction.

Human Resources for Health
Execute campaign workforce's planning, learning and performance management.

Campaign readiness and execution

Supply Chain and Logistics
Forecast, procure, track commodities and manage reverse logistics.

Delivery
Verify households/individuals, assign/schedule tasks, guide and track campaign delivery.

Social and Behaviour Change
Generate demand and conduct messaging.

Payments
Calculate, make and track payments.

Training
Create, assign, and track trainings; provide remote training and conduct pre/post testing.

Campaign planning

Macroplanning
Quantify campaign needs, budget for needs, set campaign targets.

Microplanning
Estimate population, plan/optimize logistics, plan/optimize routes, monitoring, and assign/schedule tasks.

Enumeration
Conduct field enumeration, load enumeration files, create gridded population layers.

Shared data registries
Configure hierarchy, administrative unit types/attributes, and master list.

Enumeration

Goal

Systematically count and record target populations and key objects such as households, household members, buildings, and other relevant entities to generate accurate data for effective campaign planning and delivery.

Use case

Digital enumeration tools capture and organize data on target populations and key objects, linking them to defined campaign delivery areas. These tools support downstream activities including microplanning, resource allocation, and monitoring, and can incorporate existing datasets or gridded population layers where needed.

Essential workflows

Conduct field enumeration: Register new enumeration objects (e.g., households, facilities, health workers), update existing records, and remove duplicates or ineligible entries as needed.

Opportunities for digitization

Standardize and streamline the registration, updating, and deletion of (geo-located or non-geolocated) enumeration objects.

Enable efficient import, validation, and integration of existing enumeration data (e.g., shapefile, JSON, CSV).

Integrate gridded population layers to support population estimation, particularly in areas where field enumeration is impractical or detailed data is unavailable.

Implement approval workflows to review and authorize creation, updates, and deletions of enumeration objects and their attributes.

How to select digital tools for health campaigns?

Campaign phase

Overview of digital functionalities vs tool performance

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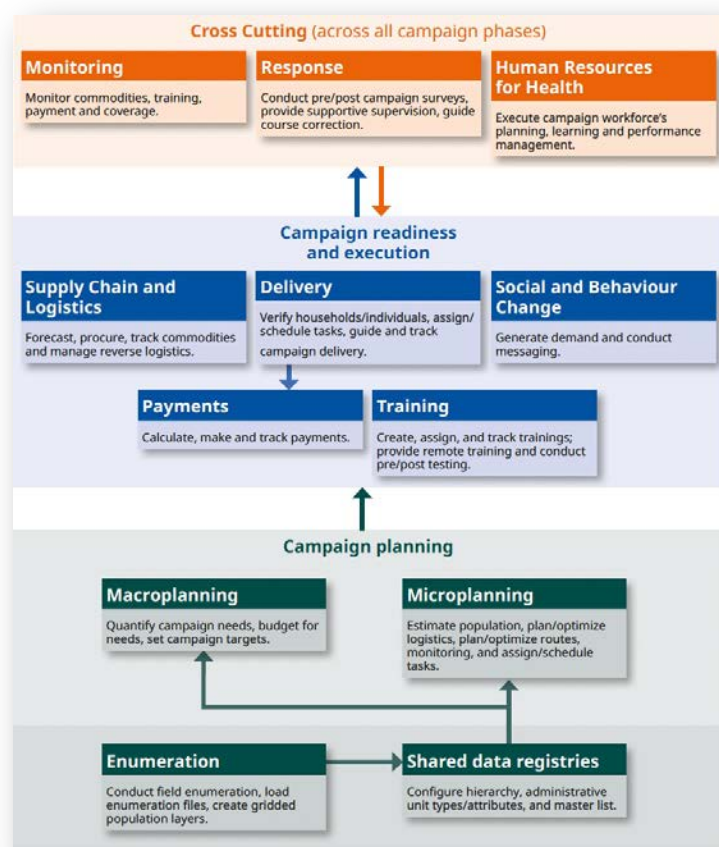

Enumeration

	CHT	CommCare	CrossCut	DHIS2	DIGIT	IASO	mSupply	ODK	Reveal	SORMAS
Conduct Field Enumeration of Non-geo-located objects *The tool allows full field enumeration workflows, enabling enumerators to register, update, or delete non-geo-located objects supporting multi-devices seamlessly.*	●	●	○	●	●	●	●	●	●	●
Conduct Field Enumeration of Geo-located Objects *The tool allows full field enumeration workflows, enabling enumerators to register, update, or delete geo-located objects supporting multi-devices seamlessly.*	●	●	○	●	●	●	●	●	●	●
Load Enumeration Files *The tool supports the seamless import of all standard file formats (shapefile, GeoJSON, CSV) and handles large datasets efficiently.*	●	●	●	●	●	●	●	●	●	●
Load Gridded Population Layers *The tool supports advanced integration and visualization of gridded population layers, offering robust population estimation and insights where enumeration data is lacking.*	●	●	●	●	●	●	●	●	●	○

● Fully supported   ● Partially supported   ○ Not supported
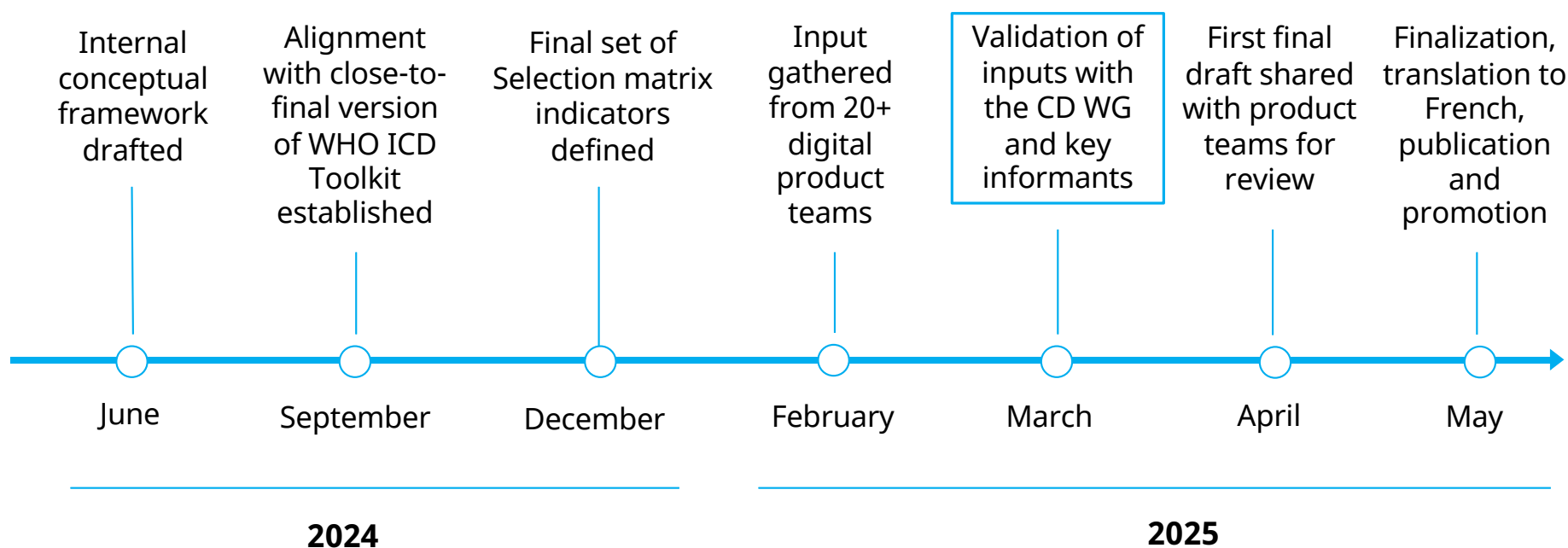
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Campaign phases

Tool functionality across phases

Timeline

Internal conceptual framework drafted

Alignment with close-to-final version of WHO ICD Toolkit established

Final set of Selection matrix indicators defined

Input gathered from 20+ digital product teams

Validation of inputs with the CD WG and key informants

First final draft shared with product teams for review

Finalization, translation to French, publication and promotion

June

September

December

February

March

April

May

2024

2025

Your inputs and feedback matter!

Scan the QR code or go to [this link](#) to review the most up-to-date version of the Selection Guidebook and provide your inputs and feedback by **Apr 25th**.

Thank you.

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