Agenda
2025 Campaign Digitalization Meeting,
Nairobi, Kenya
April 10 - 11, 2025

Day 1: Thursday, 10 April 2025			Room
08:00 – 09:00	Arrivals, registrations		
09:00 – 09:10	Welcome remarks and introductions	Jason Peat (IFRC/AMP)	Hall of Africa
09:10 – 09:15	Agenda items, objectives, and outcomes of the meeting	Jason Peat (IFRC/AMP)	
09:15 – 09:25	Keynote Address	Sidharth Rupani (Global Fund)	
Theme 1:	**Data for decision making**		
09:25 – 09:30	Introduction to the session	Robert Opoku (IFRC/AMP)	Hall of Africa
09:30 – 09:50	Deploying DIGIT HCM in Kebbi: how interactive dashboards and customized reports transformed data informed decision making and enhanced SMC campaign effectiveness	Dorcas Essien (Malaria Consortium, Nigeria)	Hall of Africa
09:50 – 10:10	From data to impact: how real-time insights improve health campaigns	James Kiarie (NMCP, Kenya)	
10:10 – 10:30	Question/answer and discussion		
10:30 – 11:00	**Coffee/tea break + Exhibition**		
11:00 – 11:20	Impact of digital solution on decision making	Angela Anna De Tommasi (UNDP)	Hall of Africa
11:20 – 11:40	Real-time data validation and analysis in Uganda's decentralized malaria IRS campaign: leveraging ODK and DHIS2 for improved decision-making	Taremwa Arnold (MOH, Uganda)	
11:40 – 12:00	Question/answer and discussion		
Theme 2:	**Outcomes and evidence of digitalization**		
12:00 – 12:20	The role of digitization in improving data quality for ITN distribution campaigns in Mali	Boubacar Sidiki Maiga (Mali, PNLP)	Hall of Africa
12:20 – 12:40	Sierra Leone 2023/2024 digitalized ITN mass distribution campaign	Wani Kumba Lahai (NMCP, Sierra Leone)	
12:40 – 13:00	Question/answer and discussion		
13:00 – 14:00	**Lunch break + Exhibition**		
14:00 – 14:05	Introduction to the session	Fatima Ali Baba (NMEP, Nigeria)	Hall of Africa
14:05 – 14:20	Evaluation of digitizing multiple malaria campaigns with a common MOH platform - impact, costs, and lessons	Mariana da Silva (PNLP, Mozambique)	
14:20 – 14:40	Integrated digitization of neglected drug diseases mass drug administration in Nigeria	Dr Sharif Yahaya Musa (NTD, Nigeria)	
14:40 – 15:00	Question/answer and discussion		
15:00 – 15:30	**Coffee/tea break + Exhibition**		
15:30 – 15:50	Embracing technology: digitalization of mass ITNs replacement campaign in Zanzibar	Salim Faki Salim (NMCP, Zanzibar)	Hall of Africa
15:50 – 16:10	Using digital platform for effective ITN distribution in Liberia	Joseph O. Alade (NMCP, Liberia)	
16:10 – 16:30	Question/answer and discussion		
16:00 – 18:00	Bilateral meetings and networking		
18:00 +	**Innovation exchange/Happiest Hour**		

Day 2: Friday, 11 April 2025			Room
08:00 – 09:00	Welcome day 2 + Exhibition		
Theme 2:	Outcomes and evidence of digitalization		
09:00 – 09:10	Recap of Day 1 and introduction to the session	Anita Kamara (Sierra Leone, NMCP)	Almasi
09:10 – 09:30	Beyond vouchers: evaluating alternative strategies for ITN distribution in Ghana	Justice Boakye (NMEP, Ghana)	
09:30 – 09:50	Use of E-tokens for ITN ass campaign: Case study of the 2024 Ogun State ITN mass campaign implementation	Chinonso Chime (CRS, Nigeria)	
09:50 – 10:10	Question/answer and discussion		
10:30 – 11:00	Coffee/tea break + Exhibition		
Theme 3:	Governance, ownership, and sustainability		
11:00 – 11:05	Introduction to the session	Dr. Joris Losimba Likwela (SANRU ASBL, Congo)	Almasi
11:05 – 11:20	Governance, ownership, and sustainability of digital approaches for public health campaigns	Andrew Wamari (Kenya, MOH)	
11:20 – 11:40	Transforming community health and campaign management in Benin	Rodrigue Kahoun, Rock AIKPON, Fatou Sow (Benin, PNLP)	
11:40 – 12:00	Question/answer and discussion		
12:00 – 12:20	Lessons learned and challenges from digitalization of the LLINs distribution campaigns in South Sudan	Aweno Norman (Malaria Consortium, South Sudan)	
12:20 – 12:40	Strengthening integrated campaign digitalization: WHO and UNICEF guidance for navigating digitalization and tool selection	Lauren Thesis (CHAI) Chipo Ngongoni (WHO) Cristina Lussiana (UNICEF)	
12:20 – 12:40	Question/answer and discussion		
13:00 – 14:00	Lunch break + Exhibition		
Session 5:			
14:00 – 14:10	Workshop introduction		Almasi
14:10 – 16:00	Workshpp 1 – Use of Bring Your Own Device (BYOD) for ITN campaigns	Robert Opoku (IFRC/AMP) / Dorcas Essien (MC)	Almasi 1
14:10 – 16:00	Workshop 2 - Integrated campaigns and cross-program digitalization	Bradley Didier (CHAI)/ Cristina Lussiana (UNICEF)	Almasi 2
14:10 – 16:00	Workshop 3 – Optimizing Campaign Data Reuse: Establishing a Framework for Leveraging Malaria ITN Distribution Data Across Health Campaigns and Multi-Purpose Health Initiatives	Elijah Egwu (CRS)	Baobab 1
14:10 – 16:00	Workshop 4 – Enhancing payment efficiency through the use of digital tools	Jama Idil Hussein (WHO)	Zambezi 1
Session 6	Closing session		
16:10 – 16:20	Closing remarks	Satish Choudhury (The Gates Foundation)	Almasi
16:20 – 16:30	Meeting evaluation and announcement	Jason Peat (IFRC/AMP)	
16:30	End of day and close of meeting + bilateral meetings and networking		
16:30	Coffee/tea break + Exhibition		