

## Agenda – Draft (28032025)

### 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)	
<b>Theme 1:</b>	<b>Data for decision making</b>		
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		
<b>10:30 – 11:00</b>	<b>Coffee/tea break + Exhibition</b>		
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		
<b>Theme 2:</b>	<b>Outcomes and evidence of digitalization</b>		
12:00 – 12:20	The role of digitization in improving data quality for ITN distribution campaigns in Mali	Boubacar Sidiki Maiga (Mali, PNLN)	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		
<b>13:00 – 14:00</b>	<b>Lunch break + Exhibition</b>		
14:00 – 14:05	Introduction to the session	Fatima Ali Baba (NMEP)	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		
<b>15:00 – 15:30</b>	<b>Coffee/tea break + Exhibition</b>		
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		
<b>18:00 +</b>	<b>Innovation exchange/Happiest Hour</b>		

Day 2: Friday, 11 April 2025			Room
08:00 – 09:00	Welcome day 2 + Exhibition		
<b>Theme 2:</b>	<b>Outcomes and evidence of digitalization</b>		
09:00 – 09:10	Recap of Day 1 and introduction to the session		
09:10 – 09:30	Beyond vouchers: evaluating alternative strategies for ITN distribution in Ghana	Justice Boakye (NMEP, Ghana)	Almasi
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		
<b>Theme 3:</b>	<b>Governance, ownership, and sustainability</b>		
11:00 – 11:05	Introduction to the session		
11:05 – 11:20	Governance, ownership, and sustainability of digital approaches for public health campaigns	Andrew Wamari (Kenya, MOH)	Almasi
11:20 – 11:40	Transforming community health and campaign management in Benin	Roderigue 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 (South Sudan, NMCP)	
12:20 – 12:40	Strengthening integrated campaign digitalization: WHO and UNICEF guidance for navigating digitalization and tool selection	Cristina Lussiana (UNICEF)	
12:20 – 12:40	Question/answer and discussion		
13:00 – 14:00	Lunch break + Exhibition		
<b>Session 5:</b>			
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 – Nigeria)	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 – Maximizing digitalization for data driven decisions and multi-purpose use	Elijah Egwu (CRS)/	Boabab 1
14:10 – 16:00	Workshop 4 – Enhancing payment efficiency through the use of digital tools	Jama Idil Hussein (WHO)	Zanzezi 1
<b>Session 6</b>	<b>Closing session</b>		
16:10 – 16:20	Closing remarks	Satish Choudhury (BMGF)	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		