



2024

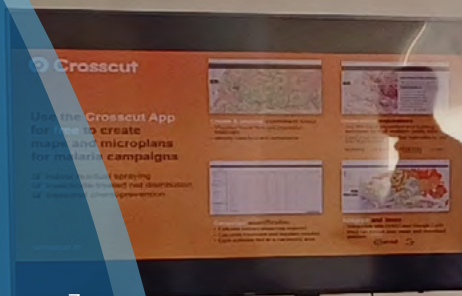
CAMPAIGN DIGITALIZATION MEETING REPORT

21 – 22 February 2024
Movenpick Hotel
Nairobi, Kenya

amp | The Alliance for
Malaria Prevention
Expanding the ownership and use of mosquito nets

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1. INTRODUCTION

The Alliance for Malaria Prevention (AMP) Annual Campaign Digitalization Meeting is a forum for partners involved in the digitalization of health service delivery through campaigns to exchange knowledge, experiences, challenges and best practices in the use of digital tools and digital data for improving health campaigns and optimizing efficiency. The 2024 Campaign Digitalization Meeting was held from 21–22 February at the Movenpick Hotel and Residences in Nairobi, Kenya. Organized with inputs from AMP partners including the Bill and Melinda Gates Foundation (BMGF), Catholic Relief Services (CRS), the Clinton Health Access Initiative (CHAI), International Federation of Red Cross and Red Crescent Societies (IFRC), GAVI The Vaccine Alliance, the Malaria Consortium and the World Health Organization (WHO), the focus of this meeting was on cross-programme learning. The meeting brought together partners involved in malaria, neglected tropical diseases (NTD) and immunization digitalization and product solution partners.



2. PURPOSE AND OBJECTIVES OF THE MEETING

The main objective of the 2024 Campaign Digitalization Meeting was to provide a venue and platform for convening partners to share best practices, challenges and successes of campaign digitalization to better understand the health campaign digitalization landscape, operational issues, and use of digitalized data to optimize future campaign efforts, whether standalone or integrated. The specific objectives of the meeting were to:

- Provide a platform for various countries to share best practices and challenges in insecticide-treated net (ITN) campaign digitalization
- Identify bottlenecks and key digitalization priorities among countries and programmes in health campaign digitalization
- Introduce programmes and partners to a range of product solutions designed to enhance campaign implementation

The 2024 Campaign Digitalization Meeting focused on three key themes:

- Digitalization of health campaigns: challenges and opportunities
- Integration of campaign platforms into national health information system architecture
- Product solutions to address common problems across health campaigns

3. MEETING OVERVIEW

The two-day Campaign Digitalization Meeting brought together 225 participants, including staff from national disease programmes and ministries of health, global donor and implementing partner organizations, product solution partners, education institutions, etc. Participant profiles are detailed in Table 1 below. The meeting was held in a hybrid format, with 175 attendees in person and 50 participating online (via Zoom). The meeting's agenda included presentations on specific topics, plenary discussions, round-robin tool demonstrations, and exhibitions or booths from product solution partners. A networking reception was also organized to foster interaction among participants and facilitate networking

between programmes and various partners and among participants. Representatives from different countries, namely Angola, Congo, Democratic Republic of Congo (DRC), Kenya, Togo, Uganda and Zambia shared insights on successes, challenges and recommendations for using digital tools in various sectors. Presentations were also delivered by partners including Against Malaria Foundation (AMF), DHIS2, Population Services International (PSI), the US President's Malaria Initiative (PMI), UNICEF and WHO. These were complemented by tool demonstrations and exhibits from 10 product solution partners, namely Akros, Bluesquare, CommCare, Crosscut, DHIS2, eGov, Novel-T, ODK, Ona and RedRose.

A detailed agenda for the meeting can be found in Annex 1 and a complete list of participants in Annex 2.



Table 1: Organizational representation at the 2024 Campaign Digitalization Meeting

Organization affiliation	Number of participants
National disease programmes/government/MoH	57
Global financial/donor organization	17
Implementing and technical partner	119
Product solution partners	24
Consultants	4
Other	4
Total	225

4. MEETING SUMMARY AND HIGHLIGHTS

4.1. Opening of the meeting

The 2024 Campaign Digitalization Meeting opened with welcoming remarks from Jason Peat (IFRC), who expressed appreciation of the participants and partners for their contributions to organizing the meeting. He also outlined the objectives and discussed the agenda. This was followed by an opening keynote address from Julian Austin (AMF), which highlighted the role of digital tools in improving efficiencies in ITN distribution. He emphasized that while digitalization is inherently challenging—particularly for those new to it—the benefits, including improving effi-

ciency, reducing costs, increasing coverage, and enhancing the planning of campaigns, are substantial. He noted that although the initial steps of digitalization can be demanding, the process becomes more manageable through fora like this meeting, where shared experiences and lessons learned facilitate smoother transitions. He also outlined the critical roles that digital tools play in campaign planning, logistics, registration, distribution and post-distribution phases, with the aim of improving resource management and data-driven decision-making.

4.2. Digitalization of health campaigns: challenges and opportunities

The objective of this session was to allow national disease programmes that have implemented various campaigns with digital tools to highlight both the challenges and successes encountered in the digitalization of campaign processes. Presentations covered a range of topics, including the application of digital tools for geo-enabled microplanning, traceability of ITNs, the implementation of Bring Your Own Device (BYOD) strategies, and other innovations in campaign digitalization. The presentations were chosen through a selective process from a pool of submissions, with priority topics identified by the planning committee to ensure a diverse representation of experiences from different national disease programmes. Below are the highlights from these presentations:

- Kenya's experience in campaign digitalization for the 2023–2024 ITN campaign, as presented by Kibor K. Keitany (Programme Manager), focused on the country's journey towards digitalization. The presentation highlighted the programme's challenges with using paper-based tools, such as data loss, ineffective human resource management, and manual data entry errors during campaigns, which prompted the programme to transition to the use of digital tools. This transition has facilitated improved campaign management, real-time data accessibility, more accurate net allocations, and enhanced data quality. Challenges included significant training needs, with future recommendations focused on integrating digital solutions within existing health systems.
- Japhet Chiwaula presented Zambia's 2023 ITN campaign digitalization experiences, highlighting the transition to digital tools to address challenges such as data loss and poor data handling with paper registers as well as digitalization being a condition for AMF support. The campaign successfully registered over three million households and distributed over 11.3 million nets, improving data visibility, system performance and operational supervision. Challenges included delays in the campaign timeline due to digitalization, network issues and

device management. The presentation emphasized the importance of early planning for digitalization, political will, partner collaboration, and robust training in digital tools.

- The presentation, delivered by Mariana da Silva, on lessons learned from Mozambique's ITN campaign (2022—2023) digitalization vision for future integration showcased the benefits of digitalization including enhanced data timeliness and transparency, while allowing for real-time decision-making, significantly improving campaign coverage and performance monitoring. Challenges included delays and data synchronization issues, with recommendations focusing on better technical training, pilot testing and robust planning to streamline future campaigns.
- Fazazi Bah Traore's presentation on Togo's ITN campaign (2023) digitalization showcased the integration of community smartphones (Bring Your Own Device). In his presentation, he highlighted the significant benefits of digitalization, such as increased data accuracy and operational efficiency, while the use of the BYOD approach reduced costs and enhanced community ownership of the campaign. Major challenges included the variance in smartphone capabilities and technical support needs. Recommendations focused on improving technical support and providing comprehensive training for campaign personnel.
- Similar presentations were shared by Rukaari Medard on Uganda's ITN campaign digitalization through BYOD, significantly reducing costs. Challenges included delayed data uploads and device compatibility issues, which could be overcome by improving training. Lessons learned underscored BYOD's cost-effectiveness and ease of institutionalization.
- Cristina Lussiana and Nwabundo Dike also shared UNICEF's integrated digital microplanning for immunization, focusing on geospatial data and real-time monitoring to enhance vaccine delivery. Key points included improving service reach and quality, and effective use of data to drive immediate corrective actions during campaigns. Challenges and future strategies centred on improving digital health infrastructure and training.
- Samuel Omara from the WHO GIS Centre also presented on geo-enabled microplanning in Bangladesh, showcasing the integration of geospatial data for immunization planning. Key benefits included enhanced service delivery accuracy, improved campaign efficiency and better reach of underserved populations. Challenges faced included data access and the need for increased stakeholder collaboration, with future focus on expanding geo-enabled microplanning across health campaigns.
- Dyesse Yumba Nduba also presented on the Expanded Special Project for Elimination of Neglected Tropical Diseases (ESPEN) Collect and highlighted its role in advancing digitalization in NTD surveillance and mapping. Key points included the system's support for epidemiological surveys, improvements in data collection consistency, and integration with health management information systems. Notable advances were demonstrated in reducing data duplication and enhancing real-time data validation, with future enhancements aimed at expanding Mass Drug Administration (MDA) campaign support and data integration standardization.

- Chris Warren (PMI) presented on TraceNet, focusing on improving ITN traceability through global data standards. The presentation highlighted that TraceNet facilitates data sharing among stakeholders, enhancing ITN programming efficiency and accuracy. He shared some recommendations including integration into global health contracts and continual feedback enhancement for better ITN tracking.
- Joseph Bienfait Aniniyo presented on the traceability of ITNs in the Republic of Congo's 2022 mass distribution campaign, which highlighted the use of digital tools to scan individual nets during the campaign. This improved stock management and ensured accurate distribution, matching household needs. Challenges included connectivity issues and technical glitches affecting data synchronization and barcode scanning.
- Segolène d'Herlincourt's presentation on Zambia's 2023 ITN campaign also highlighted digitalization of the supply chain in enhancing delivery visibility. Digital tools facilitated real-time tracking, quick discrepancy resolution, and ensured accurate deliveries through electronic Proof of Delivery (POD) systems. Challenges included occasional delays in POD transmissions and some unreadable barcodes. Recommendations focused on improving barcode durability, validating digital records, and leveraging GPS data for enhanced traceability and operational efficiency.
- Suse Emiliano (PSI Angola) also shared an example of a private partnership role in digitalizing Angola's PMI-funded mass ITN distribution campaign. The partnership with UNITEL, a mobile telecommunications agency included the donation of smartphones, providing free URL services for data syncing, and free SMS in support of social and behaviour change (SBC) planned for the campaign. These efforts significantly reduced cost, and improved campaign visibility and efficiency.
- Chipso Ngongoni presented an outline of WHO's draft toolkit for health campaign digitalization. The toolkit is aimed at supporting ministries in integrating digital tools within health systems, improving data management, minimizing duplicated efforts, and facilitating resource allocation.

4.3. Integrating campaign platforms into the architecture of the national health information system

This session focused on integrating campaign digital solutions within the existing ecosystem of in-country digitalization, data sharing, interoperability, cross-programme data reuse and establishing geo repositories. Only two presentations were submitted under this theme, which highlighted that most campaign digitalization is conducted in silos with very little integration with existing systems or other campaigns. The presentations are summarized below:

- Elvis Tshibasu Muanza's presentation detailed the digitalization of polio campaigns in Haut-Lomami, DRC, emphasizing integration into the national health information system for better data management and accessibility. Key strategies included leveraging mobile technology for data collection and real-time tracking, focusing on overcoming challenges like limited internet connectivity and logistical hurdles to ensure efficient campaign execution and broader health impact.

- The DHIS2/HISP team, represented by Sakibou Alassani, shared examples of integrating health campaign platforms into national systems by highlighting unified digital platforms like DHIS2. The presentation emphasized the importance of system integration for data continuity, cross-analysis and

improved health management. Key challenges included maintaining consistent data hierarchies and adapting campaign data to fit routine health system structures. Future steps involve developing universal campaign management features within DHIS2.

4.4. Product solutions demonstrations

During the two-day Campaign Digitalization Meeting, various digital tools for health campaign management were showcased through round-robin demonstrations. Participants had the opportunity to attend the demonstration of a pre-assigned product and also to attend any product demonstration sessions depending on their preference. On day 1, five product solution partners, namely Akros, CommCare, DHIS2, eGov and RedRose were presented to participants. On day 2, an additional five product solution partners, namely BlueSquare, Crosscut, ODK, Ona, and Novel-T also showcased their tools. The product demonstrations provided a detailed over-

view of how these tools have been successfully applied in different health campaign scenarios. Demonstrated features included microplanning, household registration, ITN distribution, supply chain and logistics, training/human resource management, payment systems, and supervision and monitoring. These features illustrated how digital solutions could support the entire spectrum of health campaign activities—from initial planning to delivery. Participants had the opportunity to interact and ask questions on the tools and also to further engage the product partners for detailed discussions.

4.5. Poster/booth session overview

To facilitate greater interaction and learning among programmes and partners, demonstration booths were set up outside the meeting rooms. This allowed participants to visit the booths during refreshment breaks, where they

could engage with interactive displays and informative posters. This setup attracted significant interest and provided an effective platform for showcasing the various solutions.

4.6. Networking activities

A networking reception, designed to foster relationships, exchange ideas, and explore potential collaborations in a relaxed and convivial atmosphere, was also organized

after the first day's activities. The networking reception provided a unique opportunity for participants to engage informally with peers, solution partners, and various stakeholders.

4.7. Key themes emerging from the meeting.

Key discussion points from the meetings were as follows:

- Leveraging mobile technology and digital tools for real-time data collection and tracking was a common theme. The importance of accurate and timely data synchronization to improve decision-making and operational efficiency was discussed.
- Common challenges including late procurement of devices may cause campaign delays. Platform limitations, technical skill gaps, unexpected costs, and usability challenges hinder implementation. Presentations stressed the need for early planning, improved training, and the development of adaptable systems to overcome these challenges.
- The role of private sector involvement in enhancing campaign efficiency and impact was highlighted. Examples included partnerships for technology donations, data services, and educational initiatives to support health campaigns.
- Emphasis was placed on building local capacity for managing and implementing digital health solutions. Training programmes for health workers and supervisors to ensure effective use of digital tools were discussed.
- Lessons learned that are vital for successful digitalization included leadership commitment, partner participation, governance, capacity-building, documentation, pilot tests, training materials, knowledge sharing, budgets, timelines, and the need to address data transmission issues.
- The cost-saving benefits of using existing digital tools and infrastructure, such as the BYOD model, were discussed. However, main issues including security, applicability and confidentiality of data were noted as matters that need more clarity.
- To avoid data fragmentation, recommendations focused on the need for integrating various digital solutions within the existing health information systems.

4.8. Closing session

Seynude Jean-Fortune Dagnon (BMGF) in his closing remarks emphasized the commitment of BMGF in advocating for an open-access, modular digital platform that aligns with government priorities and leverages existing

data. He acknowledged the growing interest in the Campaign Digitalization Meeting, thanked organizers and participants, and expressed optimism for future innovations in digital solutions to enhance campaign service delivery.

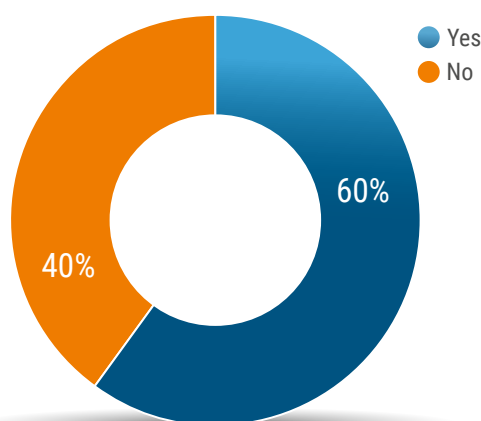


5. POST MEETING EVALUATION AND PARTICIPANT FEEDBACK

The purpose of this section is to present participant feedback to identify strengths and areas for improvement in future meetings. Feedback was collected through an online questionnaire distributed to all attendees, covering aspects such as session content, speaker effectiveness and logistical arrangements. A total of 55 responses to the post-meeting evaluation survey were received, representing

24 per cent of the 225 participants. Figure 1 shows that 60 per cent of the participants were attending the meeting for the first time, while 40 per cent had attended previous meetings. This demonstrates a healthy mix of new and returning attendees, indicating both sustained interest and high engagement in the Campaign Digitalization Meeting.

Figure 1: First time participants at Campaign Digitalization Meeting

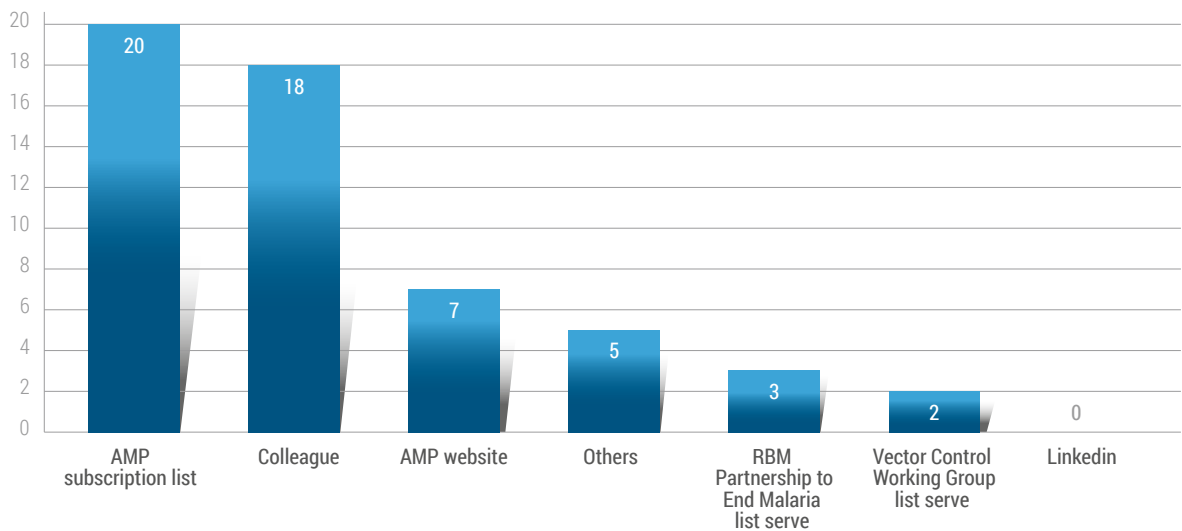


5.1. Participants' sources of information on the Campaign Digitalization Meeting

Participants in the 2024 Campaign Digitalization Meeting had information about the meeting registration through various channels. Figure 2 shows that the majority of attendees were informed through the AMP subscription list (36 per cent), followed closely by colleagues

(33 per cent). Other sources included the AMP website (15 per cent), the RBM Partnership to End Malaria list serve (five per cent), and the Vector Control Working Group list serve (four per cent).

Figure 2: Sources of awareness for the 2024 Annual Partners' Meeting

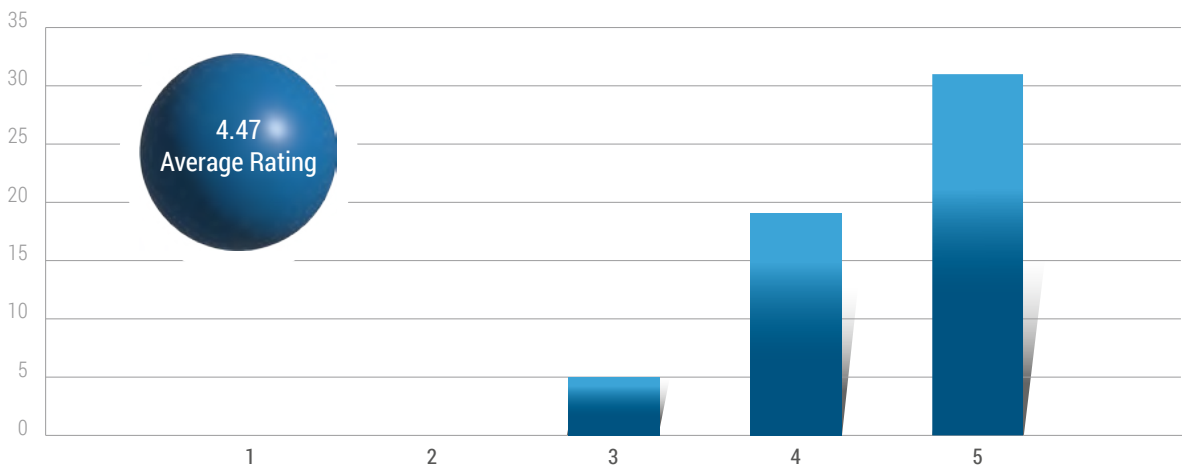


5.2. Overall satisfaction

Figure 3 shows that more than 90 per cent of respondents were 'very satisfied' (5) or 'satisfied' (4) with the Campaign Digitalization Meeting.

This demonstrates a high level of satisfaction among attendees.

Figure 3: Overall level of satisfaction

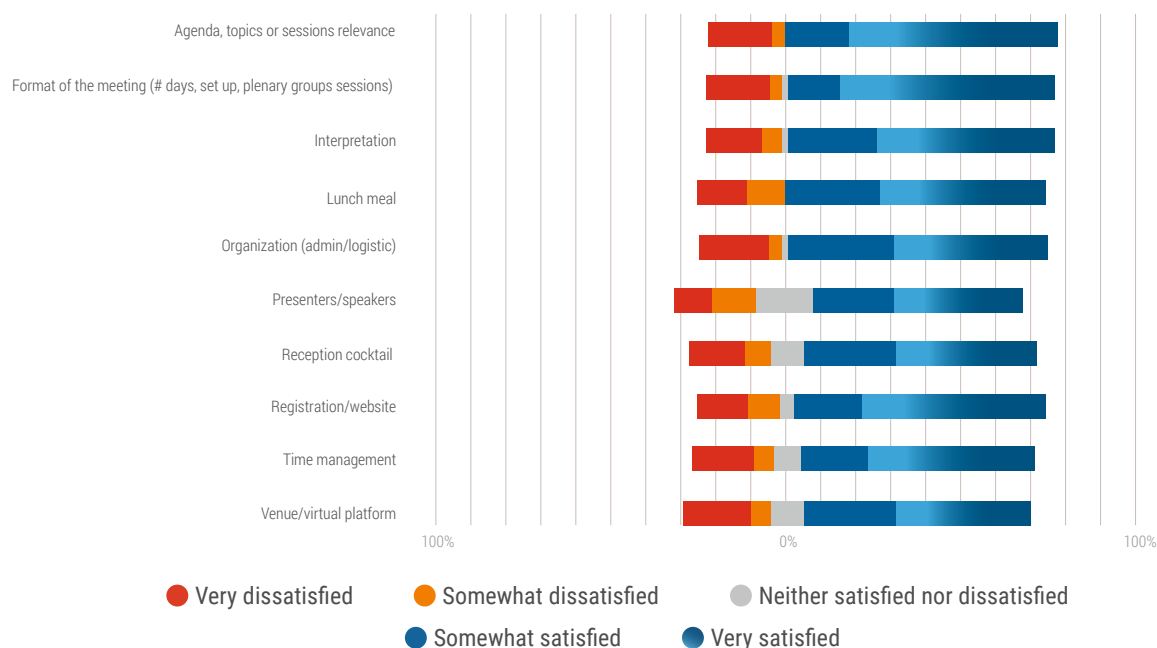


5.3. Meeting activities rating

Figure 4 shows that, overall, most participants were very satisfied with various aspects of the meeting including registration, organization,

agenda relevance and speakers. Key areas for improvement include interpretation and the cocktail reception.

Figure 4: Satisfaction of 55 respondents with various activities



5.4. Relevance of meeting sessions

Figure 5 shows that “Digitalization of health campaigns: challenges and opportunities” was the most relevant session with 38 mentions, followed by “Product solutions to address common problems across health campaigns (tool demo)” with 30 mentions, and “On-site

exhibition of digital tools and innovation” with 13 mentions. This feedback highlights the significant interest in understanding the challenges and opportunities in digitalizing health campaigns and exploring practical solutions and innovations.

Figure 5: summary of most relevant sessions



5.5. Likelihood of future attendance and recommendations

Figure 6 shows that 64 per cent of respondents would attend the Campaign Digitalization Meeting again in the future. Only a small percentage (7.3 per cent) of participants were unlikely to attend this meeting again.

Figure 6: *Likelihood of attending future meetings*

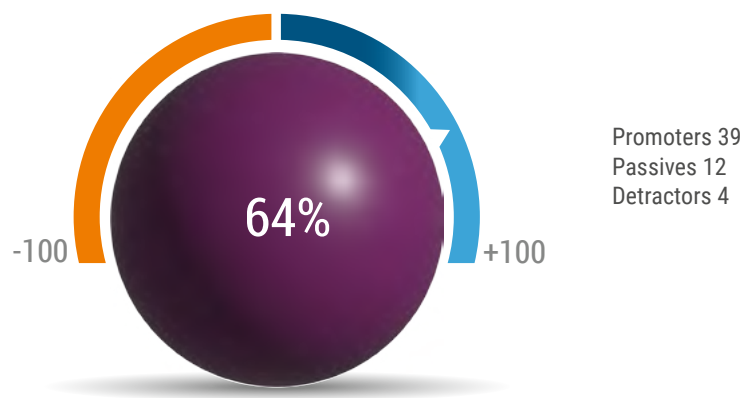
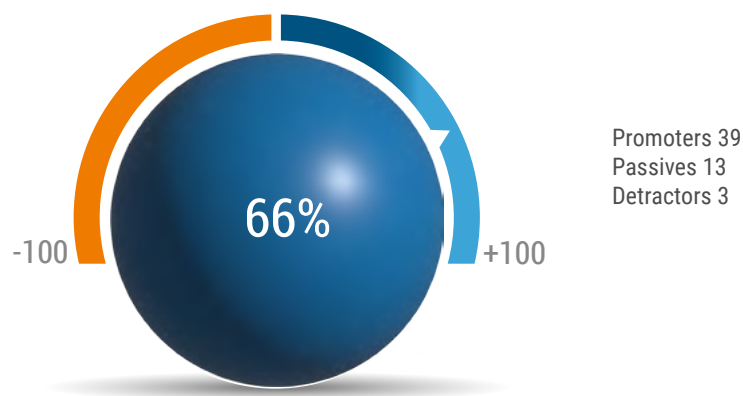


Figure 7 shows that 66 per cent of respondents are likely to recommend this meeting to a friend/colleague. Only three participants (5.5 per cent) indicated some level of dissatisfaction.

Figure 7: *Likelihood of recommending meeting to others*



5.6. Participants' top likes about the Campaign Digitalization Meeting

Participants appreciated several aspects of the meeting, including the informative discussions and presentations, the valuable networking opportunities and the demonstrations of digital tools and innovations. The relevance of the content and the practical experiences shared were particularly noted. Additionally,

the organization and management of the event were appreciated, contributing to a positive overall experience. Specific highlights included the opportunity to learn from the digitalization efforts of different countries, the discussion sessions, and the clear presentations by the speakers.

“Speakers’ selection, experts in the room”

“So nice to talk in person with so many experts and to listen to cutting-edge presentations”

“Demonstration sessions of the platforms”

“It was very well organized with much needed representation across partners and people from the ecosystem”

“Country experiences and sharing of programmatic and operational experience between countries”

5.7. Participants' least likes about the Campaign Digitalization Meeting

Participants expressed dissatisfaction with the time allocation, with many expressing that there was inadequate time for discussions and question and answer sessions. Issues with translation quality, particularly for French inter-

pretation, were also noted. Participants also indicated a need for more in-depth presentations on specific topics and more opportunities for hands-on practice.

“Lack of time allotted for product solutions”

“The only thing I really missed was a track on capacity - investment taken by each country/partner towards capacity-building across recruitment, retention and training would be great to see featured in the future”

“Quality of some of the presentation (repetition, basic)”

“Not enough opportunity to practise or troubleshoot”

“Lack of time allotted for Q&As”

5.8. Suggestions for future meeting topics

Participants provided a variety of suggestions for topics and themes to be considered for the 2025 Campaign Digitalization Meeting. Key suggestions include:

- Increase the number of product demos and live testing sessions
- In-depth presentations on specific topics like microplanning, stock management and integrated campaign digitalization
- Workshops for discussing challenges and solutions for countries with similar issues
- Practical exercises in microplanning and registration
- Digitalization of other health campaigns, such as vaccination
- Cost-benefit analysis of digitalization of campaigns
- Bring Your Own Device experiences
- Experiences on mobile money payments to field staff
- Integration of campaigns and data for efficiency
- Promote common geo-registries for consistent data management
- Organize workshops for sharing solutions among countries
- Build capacity through various training approaches

5.9. Suggestions for improving the meeting

Participants highlighted several areas for improvement in the meeting, including:

- Longer sessions or additional days and more dedicated time for question and answer sessions
- Shorter individual sessions to allow more time for questions
- Ensure product demos do not happen at the end of the day to keep participants engaged
- Include energizers between sessions to break up the many presentations
- Create more opportunities for interactive and hands-on sessions
- Expand the time allotted for product solutions discussions
- Improve the quality and consistency of interpretation services
- Enhance the learning experience by ensuring follow-up on all questions and facilitate meet-ups and breakouts
- Provide dedicated demonstrations for online attendees separate from in-person demos
- Provide a list of other possible accommodation close to the venue
- Give more speaking opportunities to delegates from the most malaria-affected countries

6. ANNEXES

- [2024 Campaign Digitalization Meeting agenda](#)
- [2024 list of participants](#)





AMP CONTACTS

To join the weekly AMP conference call each Wednesday at 10:00 AM Eastern time (16.00 PM CET) use the following Zoom meeting line:

<https://us06web.zoom.us/j/2367777867?pwd=a1lhZk9KQmcxMXNaWnRaN1JCUTQ3dz09>

You can find your local number to join the weekly call:

<https://zoom.us/u/acyOjklJ4>

To be added to the AMP mailing list visit:

<https://allianceformalariaprevention.com/weekly-conference-call/signup-for-our-mailing-list/>

To contact AMP or join an AMP working group please e-mail:

allianceformalariaprevention@gmail.com

For further information please go to the AMP website:

<https://allianceformalariaprevention.com>