



# 2025

## CAMPAIGN DIGITALIZATION MEETING REPORT

10—11 April 2025  
Movenpick Hotel  
Nairobi, Kenya

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



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**Cover Photo:** Ethiopia 2009  
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## INTRODUCTION

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The Alliance for Malaria Prevention (AMP) brings together global partners involved in insecticide-treated net (ITN) programme implementation, research and development each year to share knowledge and best practices to improve ITN distribution effectiveness and efficiency and identify common challenges. Since 2023, following the AMP Annual Partners' Meeting, AMP has introduced a two-day Campaign Digitalization Meeting, organized with contributions from partners such as Catholic Relief Services (CRS), the Clinton Health Access Initiative (CHAI), the Gates Foundation, the Malaria Consortium, UNICEF and the World Health Organization (WHO). The 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 2025 Campaign Digitalization Meeting was held from 10—11 April at the Movenpick Hotel and Residences in Nairobi, Kenya. The focus of this year's meeting was cross-programme learning, including malaria campaign digitalization and examples from neglected tropical diseases (NTDs), immunization, etc., and provided an opportunity to learn more about common problems and best practices across health campaign interventions.

# PURPOSE AND OBJECTIVES OF THE MEETING

The main objective of the 2025 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:

- Share different experiences of digitalization of health campaigns, including lessons learned and recommendations for future scaling up and optimization
- Identify key health campaign digitalization priorities, challenges and bottlenecks across countries and different disease programmes

Discussions centred on three themes:

1. Data for decision-making
2. Outcomes and evidence of impact of digitalization
3. Governance, ownership and sustainability of digitalization efforts

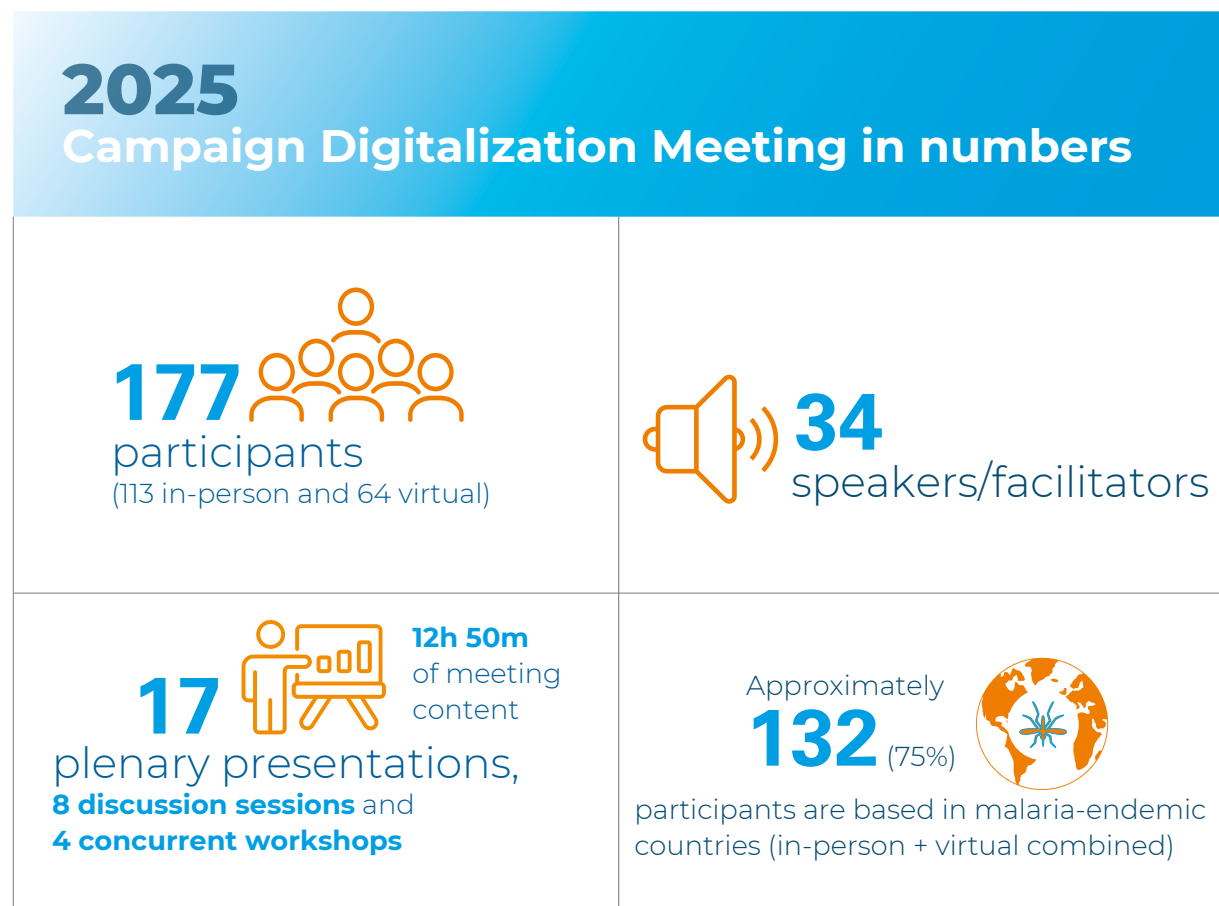
The meeting materials (agenda, presentations, list of participants and recordings) are available on the [AMP website](#).



## MEETING OVERVIEW

The two-day Campaign Digitalization Meeting brought together 177 participants, including staff from ministries of health and national disease programmes, global donor and implementing partner organizations, product solution partners, educational institutions, etc. Participant profiles are detailed below in Figure 3. The meeting was held in a hybrid

format, with 113 attendees in person and 64 participating online (Zoom). The meeting agenda included presentations on specific topics, plenary discussions and themed workshop sessions. A networking reception was also organized to foster interaction among participants and facilitate networking.







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# MEETING SUMMARY AND HIGHLIGHTS

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## Opening and keynote

### Welcome and agenda overview – Jason Peat (IFRC/AMP)

The 2025 Campaign Digitalization Meeting opened with remarks from Jason Peat, who thanked the Ministry of Health (MoH)/National Malaria Control Programme (NMCP) of Kenya, participating national malaria programmes, and partner organizations for their collaboration in convening the meeting. He reviewed the agenda for the two-day meeting and set the tone for a practical, country-driven discussion on scaling digital tools for malaria and other disease intervention campaigns. He

emphasized the focus on three linked themes: (1) data for decision-making, i.e. using digitalized data to inform decisions and improve campaign outcomes; (2) outcomes and evidence of impact of digitalization—assessing costs, effectiveness and return on investment; and (3) governance, ownership and sustainability—aligning platforms with national systems and strengthening country leadership and financing.

### Keynote: Digitalizing ITN distribution: shaping the future amid resource constraints

**Presenter:** *Sidharth Rupani (Global Fund)*

During the opening address, the speaker argued that digitalization is not a luxury but a necessity for protecting programme quality when resources are declining. He underscored that digital investments only translate to impact when digitalization is used across multiple interventions and is interoperable within national systems (District Health Information Software 2/Health Information Systems [DHIS2/HIS], electronic Logistics Management Information System [eLMIS]). He also outlined that digital tools should be selected to match

the programme design (priority geographies/groups and channel mix), focusing on the minimum modules that drive accountability and speed. Programmes should digitalize what is needed and explore cost-effective options such as the use of Bring Your Own Device (BYOD) and sharing of data across programmes (e.g. Expanded Programme on Immunization [EPI], Seasonal Malaria Chemoprevention [SMC], NTDs).









### Deploying DIGIT HCM in Kebbi, Nigeria: How interactive dashboards and customized reports transformed data-informed decision-making and improved key SMC campaign processes

**Presenter:** Dorcas Essien (Malaria Consortium)

The presentation on Deploying DIGIT HCM in Kebbi, Nigeria for SMC showcased the first global BYOD-enabled roll-out of the DIGIT HCM platform and demonstrated how interactive dashboards and customized reporting can strengthen supervision, improve data quality and accelerate decision-making at scale. Anchored by strong government leadership, close partner coordination and robust training, the campaign instituted daily data review routines and deliberate data reuse across SMC campaign rounds, improving reporting accuracy and enabling rapid issue escalation. Results showed that more than 1.3 million children were reached and 91.1 per cent administrative coverage was achieved. Lessons highlighted the value of pre-deployment network assessments, deeper hands-on training (dashboards, geospatial interpretation, customized reports), and clearer feedback mechanisms, alongside continuous platform enhancements between cycles.

### Promoting people-centred digital health transformation

**Presenters:** Dr Manish Pant, Angela Anna De Tommasi, Aïcha Mohamed Ali, Angela Marques (United Nations Development Programme [UNDP])

The UNDP team shared some of the practical challenges and learnings of implementing campaign digitalization across many countries where UNDP is supporting malaria campaigns. The team highlighted recurring challenges including limited internet connectivity, end-user skill gaps and data quality issues. Key lessons were to ensure campaign workers were aware of their roles and responsibilities and were provided with Standard Operating Procedures (SOPs); leverage existing digital solutions where possible such as offline solutions and cloud-based dashboards; ensure local technical support, use multiple support channels and prioritize stakeholder ownership to drive sustained use and continuous improvement.

### From data to impact: how real-time insights improve health campaigns

**Presenter:** James Kiarie (NMCP, Kenya)

This presentation described Kenya's end-to-end digitalization of the mass ITN campaign using the DIGIMAL platform. The team tackled key challenges (network gaps, digital literacy, onboarding complexity, ID constraints) by simplifying master-list generation and user onboarding, deploying an Android app offline capture with later synchronization and USSD codes for offline/low-tech contexts, and producing short task-based video guides to improve digital literacy among community health workers.



### The role of digitalization in improving data quality for ITN distribution campaigns in Mali

**Presenter:** Boubacar Sidiki Maiga (PNLP, Mali)

This presentation highlighted how Mali's shift from a paper-based approach to a digital tool addressed key issues including data errors, real-time stock visibility, slow registration and limited data visibility from hard-to-reach areas during the 2023 ITN campaign. Challenges were connectivity and DHIS2/server performance informing recommendations on server capacity and improved offline synchronization. The shift to digitalization resulted in high performance with approximately 98 per cent household, population and distribution coverage and close alignment between planned and distributed nets (6.55 million planned vs. 6.48 million distributed). Lessons included pre-campaign tool testing, local capacity-building and the adoption of alternatives to physical coupons.

### Sierra Leone's 2023/2024 fully digitalized ITN mass distribution: results and lessons learned

**Presenter:** Wani Kumba Lahai (NMCP, Sierra Leone)

This presentation described Sierra Leone's first fully digitalized ITN campaign, using a customized RedRose platform to support real-time dashboards to strengthen visibility, supervision and data-driven decision-making. The team reported cost efficiencies by reducing paper, printing and logistics, and highlighted positive user acceptance in that 93 per cent of respondents in an end-process survey agreed digitalization is the way forward. Operational challenges centred on device synchronization in low-network chiefdoms which were addressed through designated synchronization points and buffer devices for swaps. Recommendations included integration with national systems (DHIS2 and mSupply) to sustain data flows and accountability, alongside continued attention to connectivity workarounds and field support to keep real-time monitoring reliable at the last mile.





### Findings from the digitalization of multiple malaria campaigns with a common MoH platform (Mozambique)

**Presenter:** Mariana da Silva (PNLP, Mozambique)

Mozambique consolidated ITNs/Indoor Residual Spraying (IRS)/SMC/mass drug administration (MDA) onto a ministry-owned platform (SALAMA), standardizing mobile data capture, dashboards, helpdesk and DHIS2 integration to drive near-real-time decisions. User acceptance was high and the digitalization supported improvement of population ITN coverage from around 79 per cent to closer to 90 per cent. Information system cost was approximately USD 0.065 per net while the inflation-adjusted overall cost per net fell by around 5.6 per cent compared to earlier paper-based campaigns. Gaps in denominators, downstream supply chain tracking (only 21–44 per cent of net movements recorded), and need for child tracking for SMC (only seven per cent successfully tracked) point to the need for stronger master datasets, better offline reuse/down-synchronization and tighter logistics reporting.

### Integrated digitalization of neglected tropical diseases mass drug administration in Nigeria

**Presenter:** Gambo Yakubu (NTD, Nigeria)

Gambo Yakubu presented on Nigeria's integrated platform for NTDs MDA and highlighted its role in transforming campaign performance through real-time data use. Key points included establishing an operations room with live dashboards that replaced paper-based reporting (previously a 60-day lag) with same-day visibility on coverage and team productivity, enabling proactive reallocations. Although initial cost per person treated appeared higher than paper workflows, savings from avoided extra rounds and mistimed surveys made overall costs comparable or lower. Recommendations for improvement included institutionalizing daily data use routines, expanding integration with national information systems, and refining cost tracking to strengthen decision-making.

### Digitalization of Zanzibar's mass ITN replacement campaign

**Presenter:** Salim Faki Salim (NMCP, Zanzibar)

Zanzibar moved from paper to a smartphone-based campaign using an Android app, ODK offline capture, a real-time dashboard, SMS reminders and mobile-money payments for field teams. The approach improved quantification, reduced fraud (duplicate registrations cleared before issuance), and enabled same-day operational corrective actions.

### Leveraging a digital platform for effective ITN distribution in Liberia

**Presenter:** Joseph O. Alade (NMCP, Liberia)

The presentation on Liberia's DIGIT Health Campaign Management platform highlighted its role in advancing digitalization of ITN distribution. Key points included end-to-end digitalization of household registration, supply chain and bale tracking, distribution, monitoring and supervision, and training attendance. Notable improvements to the campaign were real-time visibility from county to national levels, stronger accountability of campaign resources, and over 90 per cent of ITNs distributed. Future enhancements aim at seamless interoperability with DHIS2, improved down-synchronization and data collection workflows, and the addition of microplanning and related modules to further streamline operations.



### **Beyond vouchers: evaluating alternative strategies for ITN distribution in Ghana**

**Presenter:** Justice Boakye (NMEP, Ghana)

Ghana tested and then scaled up a redesigned digital process that removes printed code cards or vouchers, offering two alternatives (national ID cards and contact number of households) to redeem ITNs without vouchers. Making the shift highlighted requirement-gathering with stakeholders, end-user training, and social and behaviour change (SBC) to explain the new system thoroughly before national roll-out. Reported benefits included faster registration and redemption, significant cost savings from eliminating printing/logistics, easier roll-out of existing systems and reduced paper waste. Recommendations included using SMS codes as an option in future campaigns and biometric verification via national IDs.

### **Use of e-tokens for ITN mass campaigns: case study of the 2024 Ogun State ITN mass campaign implementation**

**Presenter:** Chinonso Chime (CRS, Nigeria)

Nigeria piloted e-tokens across three local government authorities – Odeda, Ikenne, Ijebu-Ode - in Ogun state, replacing printed net cards with unique tokens generated during household mobilization and verified at distribution points. The approach cut printing costs by more than 90 per cent from USD 6,630 (net cards/vouchers) to USD 647.40 (token slips) while streamlining distribution workflows. Implementation challenges centred on transcription/legibility errors, incomplete mobilization and documentation gaps. Recommendations included restricting token writing to device handlers, using numbers-only tokens, merging e-tokens with recipient IDs, and scaling up e-tokens in 2025 campaigns.





### Governance, ownership and sustainability of digital approaches for public health campaigns

**Presenter:** Andrew Wamari (Ministry of Health, Kenya)

The presentation from Kenya shed more light on how the MoH digitalization approach aligns with national policy (Health Act 2017/Health Policy 2016–2030), data-protection compliance, role-based access, and MoH stewardship through a plan of action and regular reviews.

### Transforming community health and campaign management in Benin

**Presenters:** Roderigue Kahoun, Rock Aikpon, Fatou Sow (NMCP, Benin)

This presentation showcased Benin's effort to standardize digital processes across community health and campaign delivery of different health programmes (e.g. malaria, immunization, MDA, NTDs, nutrition), enabling districts to manage activities on a single platform and reuse existing data from the community health initiative. Advantages included harmonized tools, consolidated data, mobilization of community health workers already trained on the platform for campaign tasks, lower total costs and higher data quality. Building on this success, the national malaria programme plans to ensure interoperability with DHIS2 and expand functionality to include payments/finance, geolocation, and AI applications/smart dashboards to sustain integrated delivery.

### Lessons learned and challenges from digitalization of ITN distribution campaigns in South Sudan

**Presenter:** Aweno Norman (NMCP, South Sudan)

This presentation detailed South Sudan's ITN campaign digitalization experience, highlighting a phased transition from paper to DHIS2-supported workflows designed for low-bandwidth, high-risk settings (offline-first forms, and pre-planned synchronization points). Approximately 2.7 million nets were delivered during the campaign to more than 4.5 million people. A total of 3,111 volunteers were trained which resulted in improved operational visibility in hard-to-reach areas. Challenges included device loss and power access for charging and intermittent networks. Mitigation measures included spare device kits, solar charging, simplified forms, regional support hubs and security partnerships. The presentation emphasized early planning, government leadership, partner collaboration (MoH/HISP Tanzania [software company]), local capacity-building, and clear scale-up plans to sustain DHIS2 interoperability and routine data use.

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

**Presenters:** Lauren Theis (CHAI), Chipso Ngongoni (WHO), Cristina Lussiana (UNICEF)

UNICEF introduced the [Digital Tool Selection Guidebook for Health Campaigns](#), a structured resource that complements the WHO Integrated Campaign Digitalization (ICD) Toolkit to help disease programmes choose appropriate tools by campaign phase and use case. The guide prioritizes free/open-source Digital Public Goods, feature inventories and cross-phase functionality mapping. Intended users of the guidance include disease programmes, UNICEF/WHO country teams and implementers planning digitalized campaigns.



# WORKSHOPS

The afternoon agenda brought participants into four parallel, hands-on, interactive workshops, each with a facilitator and lead speaker. Following brief instructions, participants worked through practical checklists, case studies and peer problem-solving. The four key priority topics included the following:

- **Working group 1 — BYOD for ITN and SMC campaigns**

Chaired by Robert Opoku (IFRC/AMP) and Dorcas Essien (Malaria Consortium), the session covered the practicalities of implementing a BYOD model for campaign digitalization, including device specifications and connectivity planning, data management and field-support tiers, and cost/risk controls, all illustrated with practical examples from Ghana and Nigeria.

- **Working group 2 — Integrated campaigns and cross-programme digitalization**

Chaired by Bradley Didier (CHAI) and Olajumoke Arinola (UNICEF), the discussions focused on governance and technical requirements for shared platforms across malaria, NTDs and other health campaigns: roles, data standards, DHIS2 interoperability, sequencing roll-outs and co-financing models.

- **Working group 3 — Optimizing campaign data reuse**

Chaired by Elijah Egwu (CRS), the group discussed a framework to leverage ITN campaign data for other health initiatives, addressing unique IDs, consent and privacy, metadata and data dictionaries, data interoperability and reusable dashboards for ongoing analysis.

- **Working group 4 — Digital payments**

Chaired by Jama Idil Hussein (WHO) and supported by a team from Dimagi, participants discussed how to design faster, safer payments with the use of digital tools to facilitate provider selection, verification, end-to-end payment workflows, reconciliation dashboards, and robust audit trails to strengthen accountability and reduce leakage.

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### 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 set-up attracted significant interest and provided an effective platform for showcasing the various solutions. Four product partners set up booths to showcase their campaign digital platform and engaged participants for discussions.

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### Networking activities

A networking reception was organized after the first day's activities. The reception provided a unique opportunity for participants to engage informally with peers, solution partners and stakeholders. This session was designed to foster relationships, exchange ideas, and explore potential collaborations in a relaxed and convivial atmosphere.



# POST MEETING EVALUATION AND PARTICIPANT FEEDBACK

Participant feedback is important to identify strengths and areas for improvement in future meetings. Information for this section was collected in two ways. A questionnaire was completed during registration on the CVENT platform<sup>1</sup>, and a post-meeting online survey was distributed to all attendees to collect feedback<sup>2</sup>.

- Figures 1 to 5 are based on data gathered from the questionnaire completed during online registration. These questions focused on gathering basic background information about the participants—for instance, whether this was their first time attending the meeting, how they heard about it, and similar demographic or contextual details. The related figures and analysis are therefore based on responses from 177 (in-country and online) participants.
- The analyses from Figure 6 onwards are derived from the post-event survey, which was distributed to attendees after the meeting took place. This second survey aimed to gather actual feedback and evaluations about the event itself, including participants' satisfaction, impressions and suggestions. A total of 20 responses to the post-meeting evaluation survey were received, representing 24 per cent of the 177 participants. While this response rate is relatively typical for voluntary surveys, it still provides valuable insights into participant satisfaction and areas for improvement.

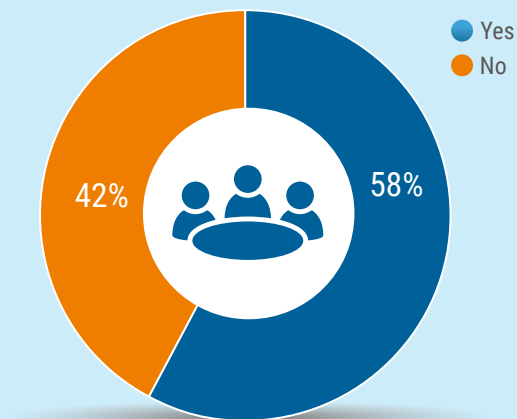


1. For the purpose of presenting the results below, we will refer to them as the participants.  
2. For the purpose of presenting the results below, we will refer to them as the respondents.

## Background information

Forty-two percent of participants were first-time attendees, while 58 per cent were returning (Figure 1). 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 to AMP Annual Campaign Digitalization Meeting



Participants joined from both malaria-endemic and non-endemic countries. In 2025, 75.1 per cent of all attendees (in-person + virtual) were based in malaria-endemic countries. See the map below for countries represented. This

continued strong presence from malaria-affected countries underscores the relevance of the meeting and the importance of ensuring those most affected by the disease are well represented (Figure 2).

**Figure 2:** Participants' geographic origin

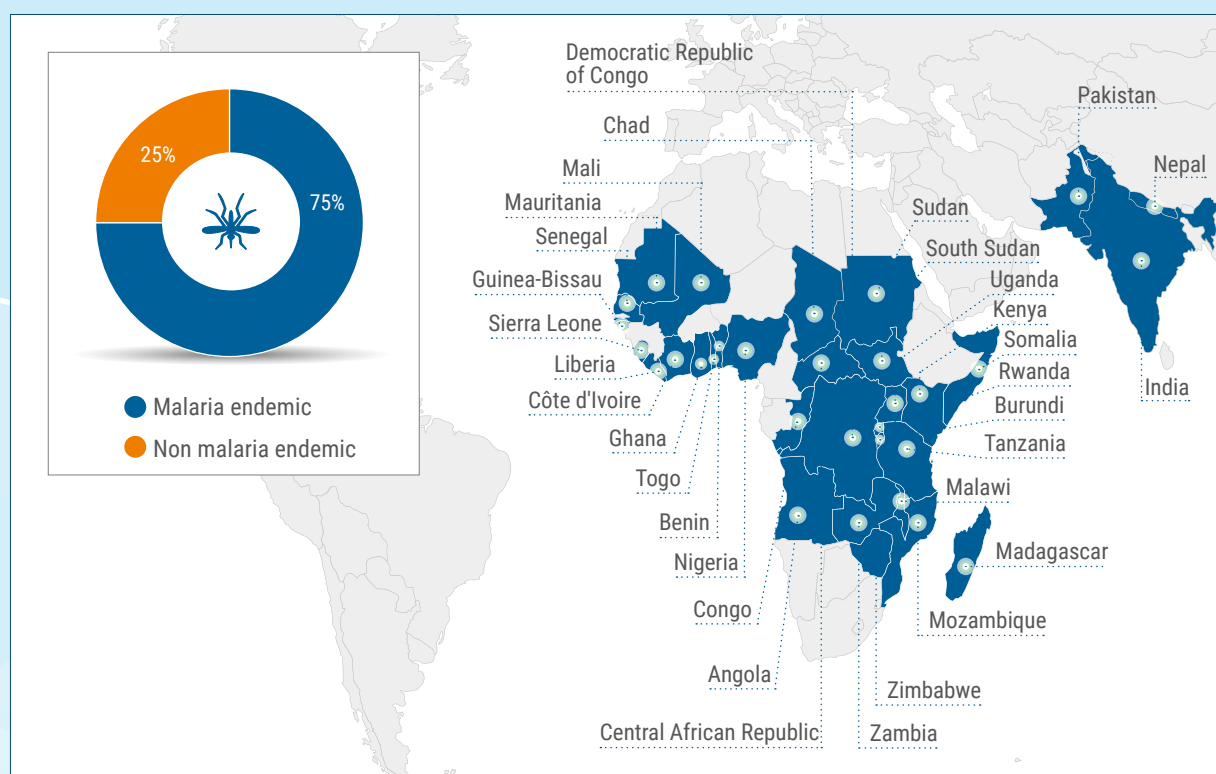
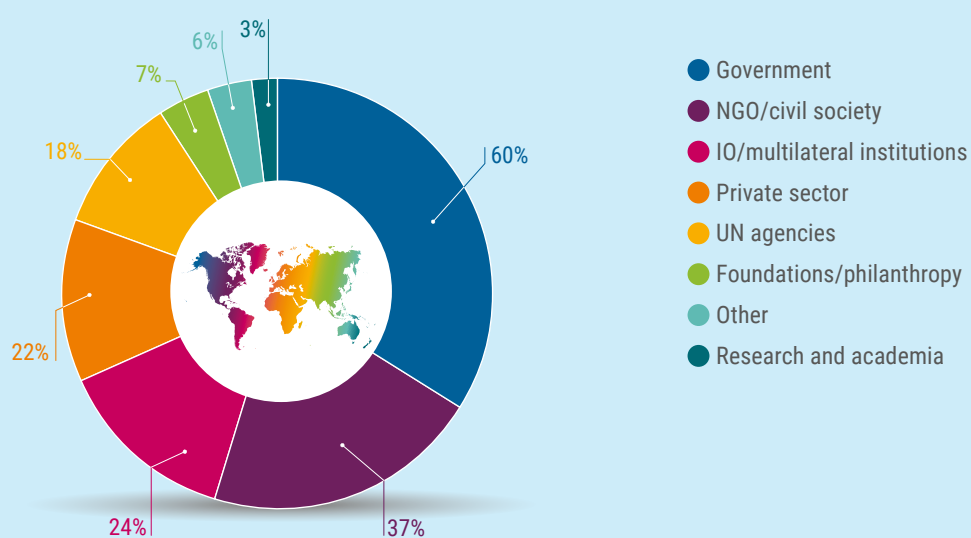




Figure 3 shows that participants came from a broad mix of entities, with the largest share from national malaria programmes/government (34 per cent) and non-governmental organizations (NGO)/civil society implementers (21 per cent), followed by a strong contingent from UN agencies and other multilateral partners (14 per cent) and private sector (12 per cent). Smaller but important groups included the

private sector, foundations/philanthropy, and research/academia, plus a few listed as other. This balance reflects the meeting's multi-stakeholder character, combining country leadership, operational implementers, technical partners and funders to drive coordinated digitalization efforts.

**Figure 3:** Participants by organization type





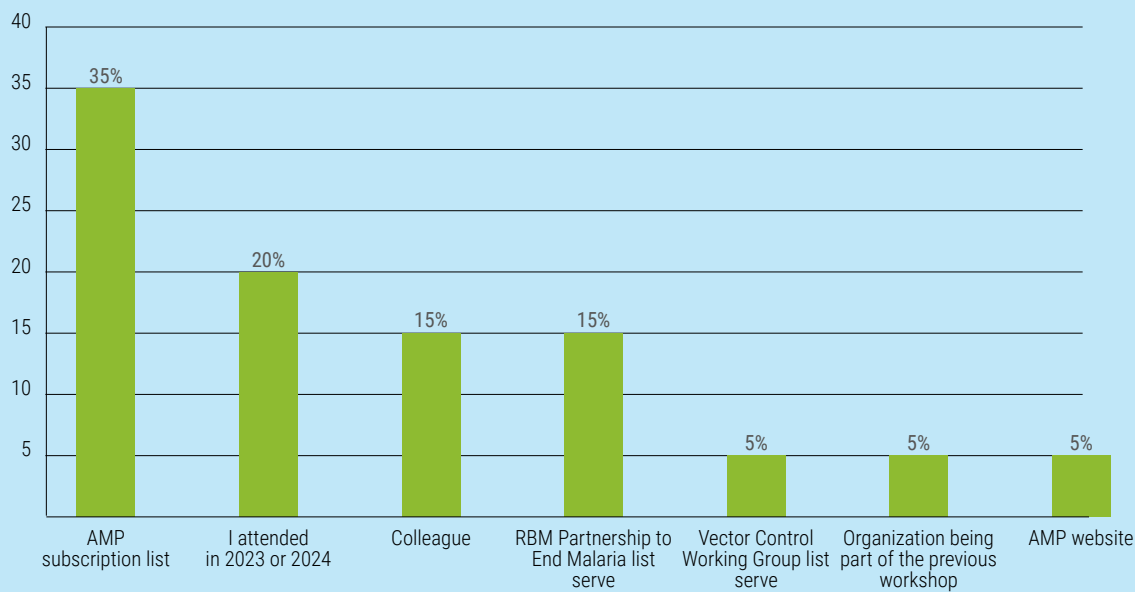




Participants’ sources of information on the Campaign Digitalization Meeting

Participants in the 2025 Campaign Digitalization Meeting received information about the meeting registration through various channels (Figure 4). The majority of attendees were informed through the AMP subscription list (35 per cent), followed by colleagues (15 per cent) and the RBM Partnership to End Malaria list serve (15 per cent). Other sources included the AMP website (5 per cent), and the Vector Control Working Group list serve (5 per cent).

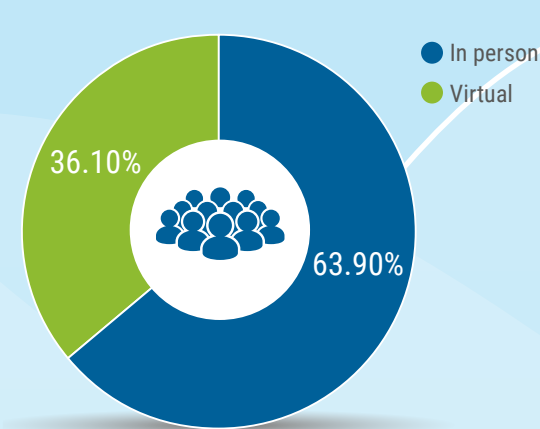
Figure 4: Sources of awareness for the 2024 Campaign Digitalization Meeting



Attendance mix — 2025 Campaign Digitalization Meeting

The 2025 Campaign Digitalization Meeting engaged 177 participants in a hybrid format, with 113 attending in person (63.9 per cent) and 64 joining online (36.1 per cent). This mix underscores strong demand for face-to-face networking and hands-on exchanges, while the virtual option broadened access for country and partner teams constrained by travel or budgets. Overall, the participation profile indicates that a hybrid approach remains effective for maximizing inclusion without sacrificing the quality of technical discussions and collaboration.

Figure 5: Percentage of participants online vs. in-person

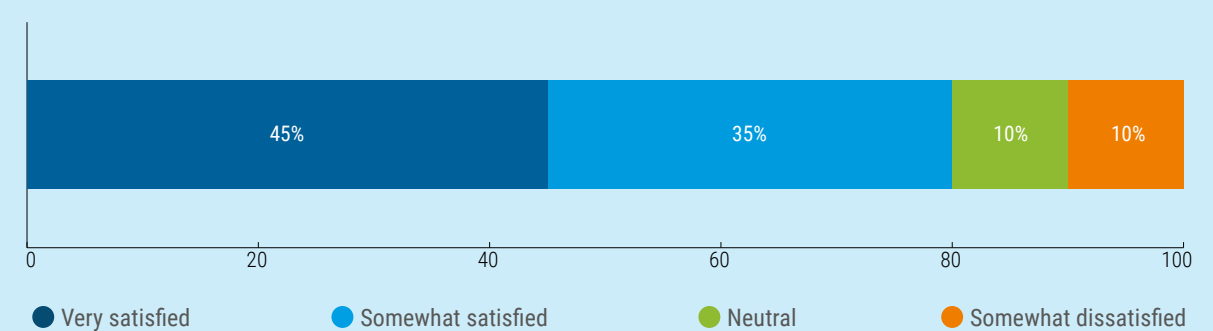


Overall satisfaction

Figure 6 shows that respondent feedback was overwhelmingly positive: 88 per cent reported being satisfied or very satisfied with the 2025 Campaign Digitalization Meeting (34 per cent satisfied; 54 per cent very satisfied), while 7 per cent were neutral and 5 per cent not satisfied. This distribution indicates strong alignment

between the meeting’s objectives and attendees’ expectations, with clear appreciation for the content and delivery. The small neutral and dissatisfied segments highlight opportunities to refine session pacing, deepen practical take-aways, and enhance support for attendees with specific technical or contextual needs.

Figure 6: Overall level of satisfaction



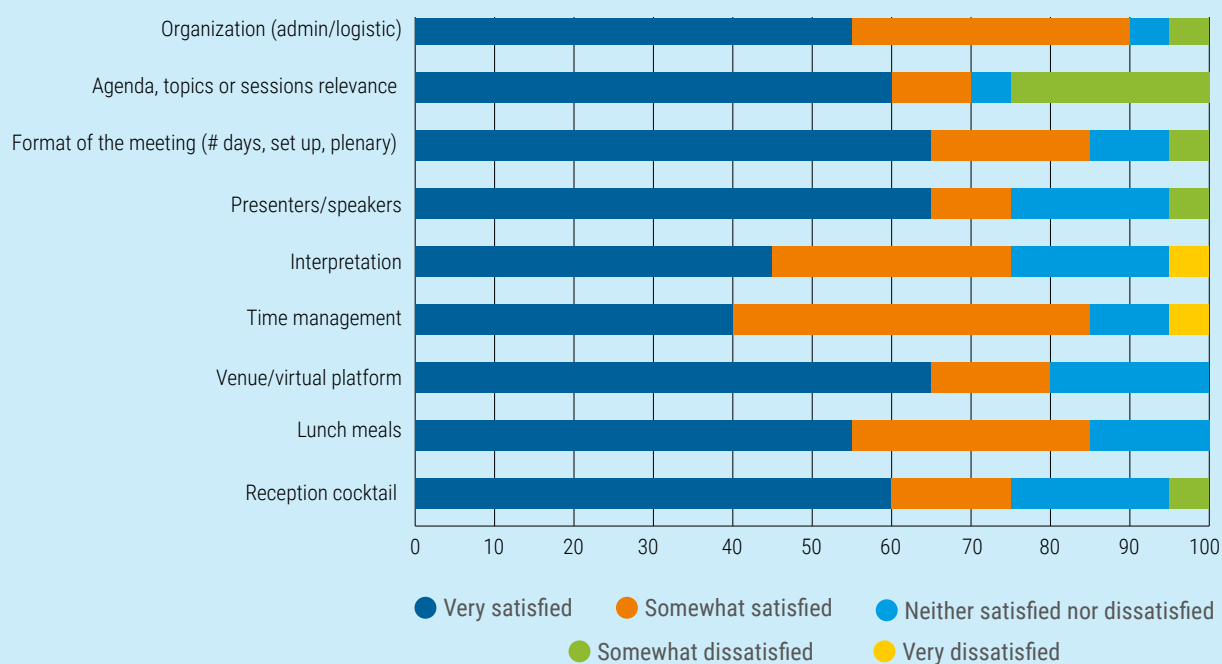
Meeting activities rating

Overall satisfaction with meeting activities was high, with “very satisfied” and “somewhat satisfied” responses forming the clear majority across all dimensions. Registration process and website, organization (administration and logistics), agenda and session relevance, overall format of the meeting, venue/virtual platform and lunch meals attracted the strongest ratings, with most respondents reporting that they were very satisfied and only a small neutral or dissatisfied minority. Presenters/speakers also scored positively, though with a larger share of neutral views. The most mixed feed-

back concerned interpretation and time management, which registered the highest proportions of “somewhat dissatisfied” and very dissatisfied responses, and the reception cocktail, which also showed more neutral and negative scores than other logistical aspects. Taken together, the results point to the success of robust logistics, user experience and session design, while signalling the need to strengthen interpretation quality, enforce tighter time management and refine the social/reception component (Figure 7).



**Figure 7: Meeting activities satisfaction distribution (% of responses)**

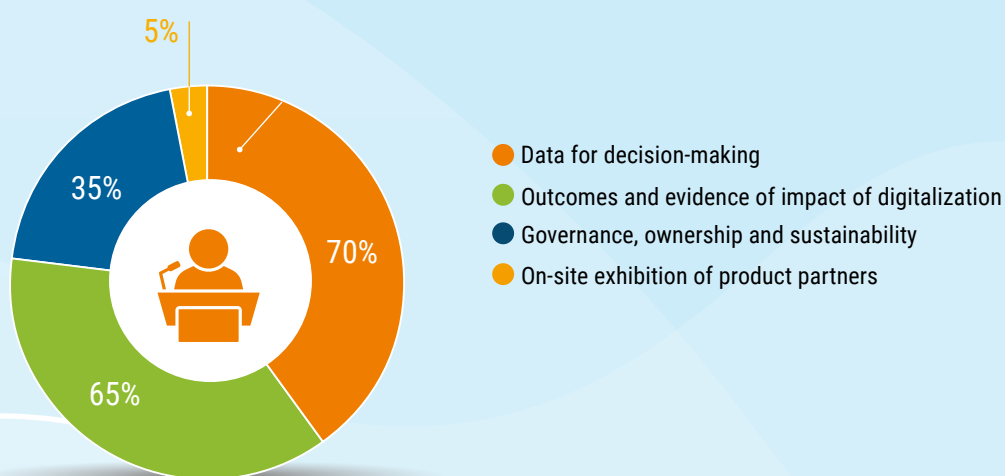


## Relevance of meeting sessions

Based on n=20 survey responses, the sessions most often marked as “most relevant” were “Data for decision making” (70 per cent) and “Outcomes and evidence of impact of digitalization” (65 per cent), followed by “Governance, ownership, and sustainability” (35 per cent), with limited mentions

of the on-site exhibition (5 per cent). Percentages represent the share of respondents who selected each session (multiple selections were allowed), so totals exceed 100 per cent. In short, interest clustered around data use and evidence, with governance a secondary priority.

**Figure 8: summary of most relevant sessions**





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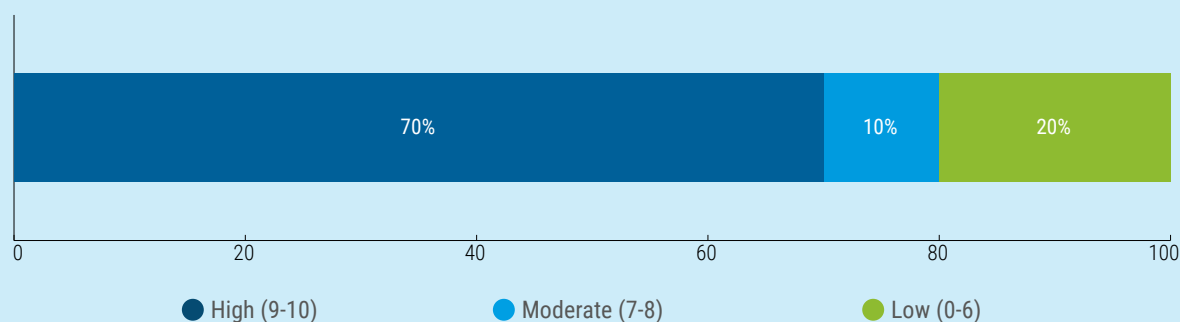


## Likelihood of future attendance and recommendations

Respondents expressed strong intent to return: 70 per cent rated their likelihood to attend another meeting as 9–10 (high), 10 per cent as 7–8 (moderate), and 20 per cent as 0–6 (low), based on n=20 responses. The single most common rating was 10/10 (60 per cent of all

responses), followed by 9/10 (10 per cent). This indicates a solid core of highly engaged attendees, with a small segment citing reservations useful for targeted follow-up to convert more into the high-likelihood group next year.

**Figure 9:** Likelihood of attempting future meetings

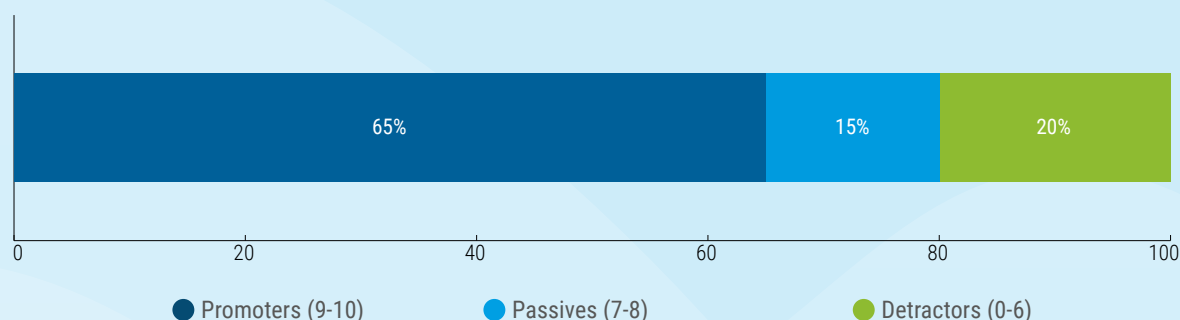


## Recommending meeting to others

Respondents showed strong advocacy for the event: 80 per cent rated their likelihood to recommend at 8–10, including 65 per cent promoters (9–10), while 15 per cent were passives (7–8) and 20 per cent detractors (0–6). The score indicates high satisfaction and word-

of-mouth potential, with a small detractor segment pointing to targeted improvements (e.g. improving a few organizational or content elements) to push more attendees into the promoter range next year.

**Figure 10:** Likelihood of recommending meeting to others





## Respondents' top likes about the Campaign Digitalization Meeting

Respondents most valued the peer networking and collaboration, the country-led case studies, and the hands-on workshops (BYOD, integrated campaign data reuse, digital payments) that showed exactly how to operationalize the topics in the field. On logistics, the

registration process and overall organization worked well, and simultaneous interpretation improved accessibility. This feedback suggests keeping the hybrid, practice-oriented design; expanding workshop sessions; and country-to-country sharing.

# Feedback quotes

“Country case studies that showed real-world implementation—very practical and transferable.”

“The dashboards and real-time data demonstrations—seeing issues flagged and acted on quickly.”

“Strong organization and smooth registration; logistics were well handled.”

“The mix of plenary and group work kept the pace and allowed deeper discussion.”

“Practical tips on device management, connectivity planning, and helpdesk workflows.”

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

“Networking opportunity.”

“The opportunity to network and exchange ideas with peers working on similar challenges.”

“Hands-on workshops, especially the BYOD session, made it clear how to operationalize digital tools.”

“Clear alignment with national systems like DHIS2; helpful for thinking about sustainability.”

“Good interpretation—helped me follow sessions outside my working language.”

“Seeing how other NMPs structured supervision and data quality checks.”

“The content was directly relevant to our 2025 campaign planning.”





## Respondents' least likes about the Campaign Digitalization Meeting

Respondent feedback on “least liked” aspects clustered around a few fixable issues: time management and overruns that squeezed the question-and-answer sessions (Q&A), insufficient interaction versus too many presentations, intermittent interpretation/audio quality, and some venue comfort concerns (temperature/acoustics/seating). A smaller share mentioned

catering timing/variety, agenda overlap/repetition, occasional virtual streaming/connectivity hiccups, and isolated registration/check-in delays. For next year, the takeaways are to tighten chairing and session timings, improve AV/interpretation checks, adjust room set-up, streamline the agenda to reduce duplication, strengthen the virtual sessions, etc.

# Feedback quotes

“Sessions often ran over time, which cut into discussion.”

“Audio was inconsistent; at times I struggled to hear the speakers.”

“The room was quite cold and the acoustics made it hard to follow.”

“Too many presentations, not enough Q&A.”

“I would have preferred more variety and better timing for the breaks.”

“Streaming dropped a few times; the online feed lagged during Q&A.”

“Some topics felt repetitive—could be streamlined.”

“Registration desk was slow at peak times; badge reprints took a while.”



## Suggestions for future meeting topics

Respondents provided a variety of suggestions for topics and themes to be considered for the 2026 Campaign Digitalization Meeting. Key suggestions include:

- Increasing the number of product demonstrations 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 immunization.
- Cost-benefit analysis of digitalization of campaigns.
- BYOD experiences.
- Experiences on mobile money payments to field staff.
- Discuss 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.





## Suggestions for improving the meeting:

Respondents highlighted several areas for improving the meeting, including:

- Longer sessions or additional days and more dedicated time for Q&A sessions.
- Shorter individual sessions to allow more time for questions.
- Ensuring product demonstrations do not happen at the end of the day to keep participants engaged.
- Include energizers between sessions to break up the many presentations.
- Creating more opportunities for interactive and hands-on sessions.
- Expanding the time allotted for product solution discussions.
- Improving the quality and consistency of interpretation services.
- Enhancing the learning experience by ensuring follow-up on all questions and facilitating meet-ups and breakouts.
- Providing dedicated demonstrations for online attendees separate from in-person demos.
- Providing a list of other possible accommodations close to the venue.
- Giving more speaking opportunities to delegations from the most malaria-affected countries.







## 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/88935481892?pwd=h3cuJ3x5LOsR58YXcEaub8ULqu5LMj.1>

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

<https://zoom.us/u/acyOjklJj4>

To be added to the AMP mailing list visit:

<https://allianceformalariaprevention.com/join-us>

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

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For further information please go to the AMP website:

<https://allianceformalariaprevention.com>