



USAID
FROM THE AMERICAN PEOPLE

K4HealthTM

Knowledge for Health



Year 1

Annual Progress Report

September 23, 2009 - June 30, 2009

Knowledge for Health (K4Health)

www.k4health.org

Leader with Associate Cooperative Agreement Award

GPO-A-OO-08-00006-00

September 30, 2009



JOHNS HOPKINS
BLOOMBERG
SCHOOL of PUBLIC HEALTH

Center for Communication Programs



Family Health
International



Management Sciences for Health

List of Acronyms

CDC	United States Centers for Disease Control and Prevention
CPT	Collaborative Publishing Tool
CIRE	Continuous Identification of Research Evidence
DIY	Do-It-Yourself [Publishing Tool]
FGM/C	Female Genital Mutilation/Cutting
FP	Family Planning
GHeL	Global Health eLearning
HIPNET	Health Information and Publications Network
HRH	Human Resources for Health
IBP	Implementing Best Practices
IT	Information Technology
K4Health	Knowledge for Health
MAQ	Maximizing Access and Quality
M&E	Monitoring and Evaluation
MCH	Maternal and Child Health
NGO	Non-governmental Organization
PEPFAR	President's Emergency Plan for AIDS Relief
PMP	Performance Monitoring Plan
PVO	Private Voluntary Organization
RH	Reproductive Health
UCC	User Created Content
USAID	United States Agency for International Development
WHO	World Health Organization

Table of Contents

I. Summary.....	3
II. Achievements, Status of Activities, and Indicators.....	4
Project Result 1: Knowledge needs of audience.....	4
Project Result 2: Reliable, high-quality information synthesized	6
Project Result 3: Effective and appropriate information delivery systems.....	9
Project Result 4: Information and knowledge exchange forums	10
Promotion and Outreach	12
Monitoring and Evaluation	14
III. Implementing Issues and Program Implications.....	15
Annex 1. Status of Year 1 Deliverables.....	17
Annex 2. K4Health Strategic Objective and Indicators.....	30

I. Summary

The Knowledge for Health (K4Health) project has learned about the knowledge needs and information-sharing preferences of key audiences during its first year by applying a theory-based needs assessment methodology. Three needs assessment activities have yielded useful findings: an Environment Scan of the literature, knowledge networks, and health information projects and programs; a Global Online Survey of over 800 health professionals; and a qualitative needs assessment in Malawi, the first in a series of country studies. Based on the findings, K4Health will support existing networks by inviting them to join the K4Health user community. Findings will also be used to guide the design and implementation of other K4Health products and services.

K4Health has also taken the first step in laying the foundation for a new Internet-based business model of collaborative publications development and delivery by creating an easy-to-use, web-based platform for toolkit development. Another new system, which automatically finds and imports journal records into POPLINE, has extended the coverage of the database while increasing the efficiency of the process. At the same time, Photoshare has increased the diversity of its content and expanded services linking program managers with in-country photojournalists.

The K4Health global web portal will be launched on October 22. The website has been designed to serve as an effective and attractive delivery system for the project's products and services. Among its many features will be a newly developed custom search engine that assures relevant results when users search for family planning and reproductive health (FP/RH) information. K4Health has also continued to support knowledge exchange mechanisms such as online discussion forums, communities of practice, activities of the Health Information and Publications Network (HIPNET), the Global Health eLearning (GHeL) platform, and the PEPFAR (President's Emergency Plan for AIDS Relief) eLearning Center.

The launch event will mark the culmination of Year 1 promotional activities. The project has been branded under the revised name of K4Health, with a complementary logo, tag line, and slogan ("easy to find and easy to use"). A series of fact sheets has been developed to promote each of the project's key products and services. At the same time, K4Health has upgraded and incorporated legacy products from its predecessor, the INFO Project, and will promote its new services and products to INFO's registered users.

Recognizing the challenges of systematically monitoring and evaluating K4Health project activities, the M&E team has developed new data collection tools and instruments, continued to revise the indicators and annual targets in the Performance Management Plan as K4Health strategies evolve, and conducted research on key trends, including Web 2.0 technologies, User Created Content (UCC), success stories, and the collaborative writing process.

While the K4Health project has made significant strides in its first year of operation, it has faced a number of implementation issues. These include: transitioning from INFO to K4Health, staffing for success, allocating appropriate time and resources for information technology (IT) development, responding to audience demand, fulfilling prior commitments related to legacy products and services, and responding to unexpectedly early and strong interest in field programs.

While these issues have had programmatic implications, the K4Health project team has responded to the challenges with creativity to ensure that the appropriate resources are aligned to produce high-quality products and services that address audience needs.

II. Achievements, Status of Activities, and Indicators

Project Result 1:

Knowledge Needs of Audience Identified

Project Achievements

- 1. Developed and implemented a theory-based needs assessment methodology.** To fill the void in health information needs assessments and impact evaluation, K4Health developed a research methodology based on the diffusion of innovations theory and a comprehensive logic model that links health information demand with products, services, and health outcomes. Working together with local partners, K4Health has applied this framework to: (1) an Environment Scan of the literature, existing knowledge networks, and health information projects and programs; (2) a Global Online Survey of health professionals (see achievement 2, below); and (3) a multi-country qualitative study in Africa, Asia, and Latin America and the Caribbean (see achievement 3, below). Findings from the needs assessment will help health information programs make the latest research easy-to-find and easy-to-use, which will inform decision-making and improve program performance.
- 2. Conducted a Global Online Survey that determined information needs and knowledge-sharing preferences of K4Health audiences.** The Global Online Survey, which was conducted from March 25, 2009 to April 24, 2009, drew responses from 808 health professionals working in more than 110 countries. A summary report analyzes results by region, job function, organizational affiliation, education, and gender. According to respondents, the leading barriers to accessing and using health information are: too much information to sort through, too little time, limited access to computers and the Internet, slow and unreliable Internet connections, cost, and lack of access to journals. Preferred print resources include research and journal articles, handbooks, fact sheets, graphs and charts, implementation guides, and reviews and syntheses. Preferred electronic resources are web search engines, online training and eLearning, databases, CD-ROMs, and online forums. Leading FP/RH information needs are adolescent RH, the integration of FP and maternal and child health (MCH), community-based FP, and the integration of FP and HIV services.
- 3. Conducted a qualitative needs assessment in Malawi that identified key communication gaps and challenges.** During Year 1, K4Health conducted a needs assessment in Malawi, which laid the foundation for a series of country-level qualitative needs assessments (Malawi data collection was conducted in July-August, 2009). The Malawi study—which included key informant interviews, focus groups, and stakeholder interviews—was designed and its data collection instruments were pre-tested and developed with the goal of reaching down to the district and community levels. Results show that information management is weak, and relevant knowledge and experience are limited. Local websites are poorly maintained, local

FP/RH networks function more as unions than for knowledge exchange, and national NGOs have limited access to current information. Access to information declines precipitously from the national to the district and community levels. Accessing information at the district level is time-consuming and costly. Health workers at the community level rely largely on District Health Office materials in English. They need more training, better synthesized information, and forms of communication suited to local language and low literacy levels.

4. **Revised the K4Health network strategy in response to the needs assessment.** Based on findings from the Environment Scan and Global Online Survey, K4Health decided there was no need to build a new network. Instead K4Health will identify, engage, nurture, and support the many health networks, communities of practice, and professional working groups that already exist at the global, regional, and national levels. These groups and their members will be invited to join the K4Health community of users and will have access to the resources housed on the K4Health web portal. Users will be invited to register by voluntarily completing a short profile. Registered users will receive the additional benefit of being able to communicate with other professionals and collaborate in a virtual networking space. They will be able to search a directory of registered users by country and area of expertise, send messages and files to other professionals with similar interests and expertise, and create a professional contacts list.

Status of Year 1 Activities (see Annex 1 for status of Year 1 deliverables)

Ongoing

- Activity 1. Design and conduct needs assessment; analyze and disseminate results.
- Activity 2. Design, develop, and launch the K4Health Network.

Pending

- Activity 3. Develop four K4Health user groups.
- Activity 4. Identify two K4Health technology groups.

Performance Monitoring Plan (PMP) and Indicators

PMP Indicator	Year 1 Target	Actual Output	Comments
Number of countries where FP/RH knowledge needs assessments among K4Health primary and intermediary audiences are conducted	1 (global)	1 (global) 1 (field)	<ul style="list-style-type: none"> • Global Online Survey of 808 health professionals • In-depth qualitative needs assessment in Malawi
Number and type of instances where findings on audience knowledge needs are communicated to intermediary audiences	4	4	<ul style="list-style-type: none"> • HIPNET presentation • USAID Brown Bag presentation to USAID/W health officers Forthcoming • Global Health Mini University (10/09) • K4Health Launch (10/09)
Examples of findings on audience knowledge needs being used to inform the design, production, and dissemination of products and services by K4Health and other intermediary audiences	Qualitative	1	Toolkit topics, eLearning courses, and technology choices informed by Global Online Survey.

Note: The PR1 indicators related to the “K4Health Network” have been modified to reflect a change in strategy to support and nurture existing networks.

Project Result 2:

Reliable, High-Quality Information Synthesized and Produced in User-Friendly Formats

Project Achievements

1. **Developed an innovative web-based tool to expedite the development of toolkits—authoritative repositories of relevant and useful information.** The K4Health Toolkit Application is an easy-to-use, web-based platform that allows organizations and individuals with expertise, experience, and interest in a FP/RH topic to construct a toolkit—without the need for any particular information technology (IT) skills. The application streamlines and facilitates the collaborative work process, so that toolkits can move more quickly from conceptualization to publication. The Toolkit Application will help meet the considerable demand among K4Health partners for toolkits and for a way to produce additional toolkits. Four toolkits will go live at the launch of the K4Health website, and collaborators and topics have already been identified for others—many of which relate to USAID priority areas such as community-based family planning and FP/HIV integration.
2. **Automated the process of adding journal articles to the POPLINE database.** POPLINE has streamlined its record creation process using a comprehensive custom search strategy. The new electronic system automatically imports journal articles into the database with minimal human intervention. In addition to being faster, the process also casts a wider net for FP/RH articles and requires less than half as many staff. Over 70% of journal records were automatically imported into POPLINE in Year 1, rather than entered manually. There was an

increase in the amount of contraceptive method information added to the database and in the number of POPLINE records selected by the US Centers for Disease Control and Prevention (CDC) for the Continuous Identification of Research Evidence (CIRE) database (up from an average of 5 to 14 weekly).

- 3. Expanded the diversity of content in Photoshare and facilitated access to in-country photojournalists.** Photoshare added over 125 new contributors—70% percent of them from developing countries—and more than 3,000 new images in Year 1 by leveraging contacts among social networking sites, photography forums, and colleagues working in international health and development. The new content includes over 125 images from the International Foundation for Electoral Systems (IFES) covering electoral issues and over 250 illustrations, including portraits, developed by the World Health Organization (WHO) Art for Health project in support of international FP/RH advocacy. Photoshare fulfilled nearly 750 requests for images from its library in Year 1, sharing around 6,500 photos for nonprofit educational use. In addition, Photoshare expanded services linking program managers with in-country photojournalists, for example, helping the Hib Pneumonia Initiative contract with photographers in Pakistan, India, and Senegal. A platform to facilitate contacts between organizations and in-country photographers is under development.

Status of Year 1 Activities (see Annex 1 for status of Year 1 deliverables)

Complete

K4Health Toolkits and Toolkit Application (Amendment to Year 1)

- Activity 1. Develop K4Health Toolkits.
- Activity 3. Identify K4Health Topics for Year 2.

Ongoing

Collaborative Publishing Tool (CPT)

- Activity 1. Design and develop the CPT platform.
- Activity 2. Identify three priority topics.
- Activity 3. Launch development of three products/resources based on audience needs.

Reference Services

- Activity 1. Design K4Health Help Desk.
- Activity 2. Continue reference services (POPLINE/One Source).
- Activity 3. Explore and implement automation processes.
- Activity 4. Develop incentives for user submissions to POPLINE/One Source.
- Activity 5. Explore topic scope of databases.

Photoshare

- Activity 1. Continue Photoshare services.

Other Online Knowledge Services

- Activity 1. Maintain, host, and promote existing knowledge services and products.

K4Health Toolkits and Toolkit Application (Amendment to Year 1)

- Activity 2. Disseminate K4Health Toolkits.

Pending

Collaborative Publishing Tool (CPT)

- Activity 4. Start gathering feedback about CPT.
- Activity 5. Begin disseminating K4Health products using new mechanisms.

Do-it-Yourself (DIY) Publishing Tool

- Activity 1. Identify test organization(s) to collaborate in design and development of DIY platform.
- Activity 2. Design and develop DIY platform based on input from test organization(s).
- Activity 3. Begin design and development of tutorials and outreach materials.
- Activity 4. Design feedback mechanisms and gather feedback about the DIY tool.

Performance Monitoring Plan (PMP) and Indicators

PMP Indicator	Year 1 Target	Actual Output	Comments
Number of K4Health initiating partners and contributors involved in development and review of toolkits	5	1	Balanced project (Coastal Resources Center, University of Rhode Island) Note: A total of 4 toolkits will be available at the K4Health Launch (see below).
Number of K4Health toolkits (i.e., synthesis of SOTA, evidence-based technical information and knowledge, created by K4Health and others, to meet audience needs) initiated	3	4	<ul style="list-style-type: none"> • IUDs • Injectables • Elements of Family Planning Success • Population, Health, and Environment
Number of times that K4Health links appear on the first page of Google search result	Baseline	63 results	Three searches were performed for each of the 12 USAID priority topics (on the topic, the topic plus “photo,” and the topic plus “database”). A total of 63 links related to the K4Health website appeared on the first page of the Google results in 26 of 36 searches (72%). The same method will be used to track this indicator.

The following PR2 indicators are not applicable for Year 1 activities and will be tracked beginning Year 2:

- Number of times that audiences used the DIY Publishing Tool to produce materials
- Number of K4Health Help Desk requests answered
- Percentage of audience members who perceive K4Health products and services as trustworthy, reputable, accurate, useful, and easy-to-read, use and adapt
- Percentage of audience members who are satisfied with K4Health products and services (topic, format or presentation, content)

- Percentage of audience members who report knowledge gained from a product or service
- Percentage of audience members using information and knowledge gained to inform policy and advocacy or to enhance programs
- Number of missions and other organizations that allocate funds for expansion of K4Health activities, including adaptations and/or translations of K4Health products, also marketing/promotion

Project Result 3

Effective and Appropriate Information Delivery Systems Used

Project Achievements

1. **Designed and built a global web portal (www.k4health.org).** Technical experts at K4Health consulted with in-house subject matter experts for advice on features and usability. The resulting website provides an authoritative source for the latest and best information on FP/RH. It removes technical barriers to knowledge creation and dissemination through the Toolkit Development Platform, which provides an environment for collaboration and facilitates the process of gathering and vetting information (see Project Result 2, achievement 1). K4Health's new website also provides multiple easy-to-use modes of communication, such as commenting on resources, audio-visual chat, text chat, and electronic forums.
2. **Developed a powerful FP/RH search engine that provides swift and focused search results.** Conventional search engines churn up large amounts of low-quality and off-topic content, diluting the usefulness of the search results. To solve this problem, the PR3 team used Google's Enterprise Search Appliance and Business Edition Custom Searches to create the K4Health Custom Search. This application lets users carry out a Google search of K4Health content, including the One Source database and K4Health Toolkits. The user can use the same form to execute the search on the RH Gateway (143 selected sites that specialize in reproductive health), HIV Gateway (210 selected sites that house HIV-prevention information), or the World Wide Web. The K4Health Custom Search is an automated, sustainable solution that does not require information to be entered into a database; instead it crawls through the online content and automatically creates an index.

Status of Year 1 Activities (see Annex 1 for status of Year 1 deliverables)

Ongoing

- Activity 1. Define, develop, and launch the K4Health web portal.
- Activity 2. Explore and develop appropriate, alternative methods of information delivery.
- Activity 4. Develop the Collaborative Publishing Tool (CPT) model.
- Activity 6. Define and develop the Toolkit Development Tool (*Amendment to Year 1*)

Pending

- Activity 3. Develop the K4Health Help Desk service.
- Activity 5. Develop the Do-It-Yourself (DIY) Publishing tool.

Performance Monitoring Plan (PMP) and Indicators

PMP Indicator	Year 1 Target	Actual Output	Comments
Number of visitors and page views on K4Health.org web portal	Baseline	N/A	Pending the launch of the K4Health web portal in fall 2009
Number of file downloads on K4Health.org web portal	Baseline	N/A	Same as above
Number of links to K4Health products from other websites	Baseline	N/A	Same as above

The following PR2 indicators are not applicable for Year 1 activities and will be tracked beginning Year 2:

- Number of regional and country-specific K4Health websites initiated
- Number of K4Health products distributed by intermediary audiences

Project Result 4

Information and Knowledge Exchange Forums Supported and Expanded

Project Achievements

- 1. Supported the exchange of FP/RH information through online forums and communities of practice.** Based on evaluations of 14 online discussion forums conducted under the INFO Project, K4Health has created a standard evaluation form for online forums, begun to document their success, and laid out next steps, including in-depth interviews with online discussion participants, experts, and facilitators. K4Health is continuing to manage communities of practice focused on RH or other areas relevant to the project's mission, but has transitioned the management of other communities to the World Health Organization (WHO). In June 2009 K4Health conducted an online discussion among the FP/HIV Integration Community of Practice; 780 members from 74 countries participated. K4Health has continued to support HIPNET meetings and coordinate HIPNET mailings.
- 2. Expanded eLearning opportunities on multiple platforms.** K4Health has trained many authors to use the Global Health eLearning (GHeL) platform and has helped bring eight courses to completion, making a total of 31 live courses on the GHeL site. Feedback from the author training is being used to revise materials for course authors and to create a Users Guide for course authors. Evaluation feedback from the GHeL courses will also be incorporated into a forthcoming K4Health eLearning strategy document. K4Health is supporting eLearning on two other platforms as well. The project continues to manage the PEPFAR eLearning Center and is creating a short orientation course for visitors to the K4Health website that will explain how to use and create K4Health Toolkits.

Status of Year 1 Activities (see Annex 1 for status of Year 1 deliverables)

Ongoing

Information Exchange Forums

- Activity 1. Continue participation in and management of the Implementing Best Practices (IBP) Knowledge Gateway
- Activity 2. Develop online forum strategy
- Activity 3. Conduct two forums (continue to identify topics for discussion)
- Activity 4. Continue HIPNET participation

eLearning

- Activity 1. Continue to develop strategic plan for expanded eLearning offerings.
- Activity 2. Continue to develop eLearning courses on GHeL platform.
- Activity 3. Continue to develop content for two new K4H eLearning courses that will be posted to the new K4Health Web portal in Year 2.
- Activity 4. Continue to develop eLearning courses on PEPFAR Platform (funded outside USAID Office of Population)

MAQ Activities

- Activity 1. Continue to host and update the MAQ website.
- Activity 2. Continue to support Global Health Mini-University activities.

Performance Monitoring Plan (PMP) and Indicators

PMP Indicator	Year 1 Target	Actual Output	Comments
Number of forums developed and supported	2	1	FP/HIV Integration Community – Forum on “FP and HIV Service Integration: Experiences and Evidence,” June 1-5, 2009
Number of participants in forums	Baseline	<10	While there 783 members in the FP/HIV Integration community, fewer than 10 posted messages during the forum. While few posted messages, it is possible that many “lurked” and still benefited from the forum content.
Number of resources and contributions made by participants	Baseline	3	
Number of face-to-face events and meetings (e.g., Global Health Mini-University, HIPNET) supported per year	2	5	<ul style="list-style-type: none"> • 4 HIPNET meetings (June 17, 2009; February 18, 2009; September 10, 2008; April 2, 2008) • Global Health Mini University
Number of forums in which at least 80% of participants are satisfied with the content of discussion and the amount of information exchange	2	1	1 forum conducted (listed above)

PMP Indicator	Year 1 Target	Actual Output	Comments
Number of eLearning courses (live or developed)	Baseline	31 live at GHeL; 4 developed for PEPFAR	New courses at GHeL: Human Resources for Health Basics, Newborn Sepsis, Tuberculosis (Basics), Tuberculosis (Advanced Concepts), FP Programming – Elements of Success, Female Genital Mutilation/Cutting (FGM/C), Malaria In Pregnancy Updated course: FP Legislative And Policy Requirements
Number of registered learners in eLearning courses	Baseline	38,032	37,900 at Global eLearning, and 132 for PEPFAR during the pilot phase
Examples of audience members using information and knowledge gained to inform decision-making or to enhance programs	Qualitative		Some examples are listed below

Qualitative feedback on eLearning

- “I will sensitize service providers through trainings so as to identify health problems and find solutions to them whereby there will be improvement in health practice.” – *Learner from Uganda, FP Legislative & Policy Requirements.*
- “(I will use the knowledge gained) to ensure that there are adequate supplies of contraceptives in facilities where we are conducting operations research.” – *Learner from Kenya, FP Programming – Elements of Success.*
- “The knowledge gained will enable me to encourage community leaders to understand the consequences of FGM/C.” – *Learner from Nigeria, Female Genital Mutilation/Cutting (FGM/C).*

Promotion and Outreach

Project Achievements

1. **Developed a promotional strategy and long-term branding plan for K4Health.** The first phase of promotional and outreach activities branded the project under the new project name of K4Health (chosen to match the website’s registered URL), designed a matching logo, selected the tag line “Knowledge for Health,” and created the slogan “easy to find and easy to use.” In addition, a series of promotional fact sheets has been developed for each of K4Health’s key products and services, including the needs assessment approach, toolkit application, custom search engine, updated databases, virtual eLearning and knowledge exchange platforms, and knowledge management country model. The fact sheets promote the mission of the project, its brand and image, and the unique characteristics of its products and services. Year 1 promotion activities will be completed and culminate with the launch of the project on October 22, 2009.
2. **Designed the launch event to ensure the participation of senior executives and senior technical staff from a wide range of implementing partner organizations.** The K4Health

launch event, to be held October 22 at the Ronald Reagan building, will feature prominent speakers including the USAID Interim Director, Peace Corps Director, Director of the Global Office of Health, Nutrition and Population, and USAID Science Advisor. Both the venue and the speakers demonstrate strong political and technical support from USAID and will ensure the attendance of high-level representatives from key organizations. Attendees will receive a project folder containing the K4Health fact sheets and a K4Health shoulder bag and mouse pad featuring the address of the project's new website.

3. **Upgraded and incorporated legacy products from the INFO Project.** The legacy products inherited by K4Health from its predecessor, the INFO Project, have been incorporated under the global K4Health umbrella in the form of upgraded databases and toolkits. Promotional efforts for the launch of K4Health and its products and services will be directed to all registered users of the INFO Project.
4. **Created a Knowledge Management (KM) Country Model that can be replicated in different countries and regions.** K4Health has partnered with the South Africa-based NGO, SAfAIDS, to implement KM activities in ten countries in southern Africa. The resulting KM Country Model combines lessons learned from a decade of on-the-ground experience with conventional information dissemination services at SAfAIDS together with best practices and modern ICT solutions culled by K4Health. The model involves a national partnership platform, technical working groups, district learning centers, and community information kiosks—supported by information correspondents, who push and pull information through the system. Other countries and missions, which have shown strong interest in K4Health approaches, may implement the model.

Status of Year 1 Activities (see Annex 1 for status of Year 1 deliverables)

Marketing/Promotion

Complete

- Activity 4. Launch K4Health project.

Ongoing

- Activity 1. Develop marketing strategy templates to guide strategy development.
- Activity 2. Develop marketing strategy for the K4Health project, including a long-term branding plan.
- Activity 3. Develop marketing strategy for individual products and services.

Associate Awards

Complete

- Activity 1. Develop brief on valued added by K4Health project for Missions.
- Activity 2. Develop readiness criteria for countries and identify short list of countries based on key criteria.

Monitoring and Evaluation

Project Achievements

1. **Developed data collection instruments and revised the Performance Management Plan (PMP).** To ensure that K4Health activities are systematically and routinely monitored, various data collection tools and instruments are already in use or under development. These include: (1) the Google Analytics report and data tracking form for web-based products, (2) a quarterly progress reporting template form, and (3) a system to collect and analyze administrative data on the K4Health portal, toolkits, and registered users. The M&E team continues to revise the indicators and annual targets in the PMP to reflect changes in K4Health strategies, especially with respect to networking services and toolkits. The PMP will be finalized for USAID review and approval as part of the Year 3 work plan proposal development process.
2. **Reviewed emerging technologies that may raise M&E challenges for K4Health.** Anticipating challenges in developing a comprehensive evaluation methodology for the K4Health project, the M&E team conducted research in the following four areas:
 - Uses, benefits, and drawbacks of Web 2.0 technologies—including blogs, discussion forums, wikis, social networking websites, RSS feeds, and social bookmarking—for health information-sharing and networking;
 - The “Push-Pull” model of product distribution and User Created Content (UCC), which empower audiences to produce content and customize Internet applications;
 - Institutionalizing the collection, writing, and dissemination of success stories for use, in part, as an evaluation tool; and
 - Collaborative writing tools and software, including the process of how professionals write and edit collaboratively.

Status of Year 1 Activities (see Annex 1 for status of Year 1 deliverables)

Ongoing

- Activity 1. Design methods to monitor key (new) K4Health products and services.
- Activity 2. Refine systems for routine monitoring.
- Activity 3. Design/initiate methodology for impact evaluation.

III. Implementation Issues and Program Implications

While K4Health has made great strides during its first year of implementation, the project team has faced a number of implementation issues that have affected the completion of project deliverables. Key implementation issues and related program implications are described below.

Transitioning from INFO to K4Health

Although K4Health is a follow-on project, it more closely resembles a start-up project due to the funding gap between INFO and K4Health. This has hindered the project's progress in some areas and required that some project targets be adjusted accordingly. To accommodate these changes, K4Health plans to accelerate the rate of innovation and production in the remaining years of the project.

Staffing for success

The staffing plan for K4Health was complicated not only by the funding gap between projects, but also by its Baltimore location, the specialized staff sought, and University salaries and procedures. To address these constraints, K4Health staff members have been working closely with the University to post and upgrade positions as appropriate. The project team is anticipating staffing needs beforehand and starting the necessary procedures with the University well in advance of the project's requirements.

Allocating appropriate time and resources for IT development

As the project has moved forward with the development of various IT components, it has become clear that the amount of time and human resources needed was underestimated, given the importance of developing products, services, and features that meet the needs of target audiences. To date, the project team has compensated by outsourcing work and using creative staffing solutions; these include hiring temporary and full-time employees and contracting out pieces of work as needed. In the future, the project team anticipates changing tactics for software development, including using more "off the shelf" products.

Responding to audience demand

Gauging and meeting audience demand is key to the success of K4Health. While this keeps the project abreast of changing needs and situations among K4Health audiences, it also requires revising and updating the project design and work plan as new data arrive—a challenge that has led to some delays. The project team is learning to re-conceptualize and rapidly re-tool, selecting pragmatic options and optimizing resources.

Fulfilling prior commitments, including legacy products and services

Even as K4Health develops new products and services and shifts to innovative ITs, many legacy products and services continue to require time, attention, and maintenance, for example: the Implementing Best Practices Initiative, the USAID Global Health Mini-University, the Interagency Youth Working Group, Elements of Family Planning Success, and Resources for HIV/AIDS and Sexual and Reproductive Health Integration. To address these ongoing needs, the project has moved to increase efficiency and automate processes. Nonetheless, some tension remains between maintaining the quality that INFO audiences have come to expect and

implementing the new online interventions that are necessary for the K4Health model to work and its vision to be achieved.

Responding to early and strong interest in field programs

While K4Health planned to successfully initiate field programs, the project team did not anticipate it coming so rapidly. Managing the tension between delivering for the field and the project's core responsibilities is a good problem to have, but realistically it has demanded some compromises. K4Health has managed this extra work by leveraging the field office presence of all partners, including the Johns Hopkins Center for Communication Programs (CCP), Family Health International (FHI), and Management Sciences for Health (MSH). Moving forward, the project team plans to ensure that the funding requirements and human resources needed to fulfill field commitments are in place.

Annex 1. Status of Year 1 Deliverables

Project Result 1: Knowledge Needs of Audience Identified

Activity 1. Design and conduct needs assessment; analyze and disseminate results.

Deliverables	Notes	Status
Needs assessment protocol developed, including data collection instruments	The needs assessment scope of work has been developed based on feedback from five countries and includes: Key Informant Interview Guide, Focus Group Discussion Guide, Network Stakeholder Guide, and Key Informant Interview Guide for USAID PHN Officers.	Complete
Preliminary results report written and disseminated	Preliminary results received from the needs assessment in Malawi. Preliminary results from the Global Online Survey have been disseminated. Preliminary results from India, Peru, and Senegal will be available by December 2009.	Ongoing
Final results report written and disseminated	Final Global Online Survey report and Malawi final report completed by the end of September.	Ongoing

Activity 2. Design, develop, and launch the K4Health Network.

Deliverables	Notes	Status
Strategy and protocol for K4Health Network designed	Strategy and protocol has been designed to reflect the new vision (support and nurture existing networks) and will continue to be revised as K4Health works with more networks.	Ongoing
Map of K4Health Network membership (by country and audience type) created	Members will join K4Health after they have voluntarily filled out a user registration page. PR3 is helping develop a searchable directory of members (for those who voluntarily provide profile information).	
Fact sheet about K4Health Network developed	Because the K4Health network strategy has been revised to support existing networks with its products and services, the fact sheet will need to be updated from Year 1 Q3 based on the results of the needs assessments.	
Electronic platform developed (see also PR3, Activity 1)	PR3 is helping to develop this networking space.	
Plan and initial implementation of pilot activity executed	Based on data collected through the Malawi Needs Assessment, pilot activities will be initiated in Year 2.	
Network agreements from current members signed	No longer applicable due to change in network strategy (see Year 2 work plan amendment)	Pending
5-10 "active" K4Health Network members recruited	No longer applicable due to change in network strategy (see Year 2 work plan amendment)	

Activity 3. Develop four K4Health user groups.

Deliverables	Notes	Status
Protocol for employing user groups developed	The protocol will be developed once the K4Health web portal is fully developed, the needs assessment results are analyzed, and pilot country activities are initiated.	Pending
Pilot user group in one country organized and developed	Pending initiation of in-country pilot activities.	
User group workshop planned in one pilot country	Pending initiation of in-country pilot activities.	

Established K4Health products tested with user group	Pending launch of K4Health web portal.	Pending
Feedback on K4Health processes and products collected from pilot user group	Pending launch of K4Health web portal.	
Protocol for employing user groups adjusted	Pending launch of K4Health web portal.	
Formation of user groups in three additional countries initiated	Pending launch of K4Health web portal.	

Activity 4. Identify two K4Health technology groups.

Deliverables	Notes	Status
User-group protocol in Activity 3 supplemented with a technology group component	The protocol will be developed once the K4Health web portal is fully developed, the needs assessment results are analyzed, and pilot country activities are initiated.	Pending
Two pilot technology groups identified from the four user groups mentioned in Activity 3	Pending initiation of in-country pilot activities and launch of K4Health web portal.	
K4Health user-group members interviewed to assess the level of technology present in each geographical location	Data currently being collected through needs assessment. Further data to be collected pending initiation of in-country pilot activities.	
Low technology areas visited to assess the level of technology present and investigate potential modes of information delivery	Data currently being collected through needs assessment. Further data to be collected pending initiation of in-country pilot activities.	
Alternative delivery approaches identified to be pilot tested in Year 2	Pending analysis of needs assessment data and initiation of in-country pilot activities.	

Project Result 2:

Reliable, High-Quality Information Synthesized and Produced in User Friendly Formats

Collaborative Publishing Tool (CPT)

Activity 1. Design and develop the CPT platform.

Deliverables	Notes	Status
Assessment of existing online publishing systems conducted (e.g., desirable features, limitations)	PR2 will revisit the assessment in Year 2 and further develop the assessment with new information.	Complete
Analysis of needs assessment (from PR1) conducted to determine audience's needs for knowledge and formats related to the CPT		Complete
Pilot CPT model developed	PR2 objectives were realigned in Year 1 to focus first on developing an online tool to facilitate the collaborative development, review, and publication of electronic toolkits. There was great demand from various partners, both globally and in-country, for such a tool. Therefore, PR2's focal point in Year 1 was to develop the K4Health Toolkit Application in coordination with PR3. Consequently, development of the	Ongoing
Pilot CPT model launched for testing		

Fact sheet about CPT developed	CPT (and DIY) were put on hold until Year 2, although PR2 continues to gather information and resources to help shape the development of the CPT in the next work plan year. See bottom of page for status updates on activities related to K4Health Toolkits.	
--------------------------------	--	--

Activity 2. Identify three priority topics.

Deliverables	Notes	Status
Three priority topics for Years 1 and 2 identified	Activity adjusted in Year 2 work plan to focus on the identification of Toolkit topics rather than broad priority topics. Will therefore cover more ground in both Year 1 and Year 2 (4 Toolkit topics for Year 1 plus 10 additional for Year 2).	Complete

Activity 3. Launch development of three products/resources based on audience needs.

Deliverables	Notes	Status
HIPNET meeting (physical or virtual) conducted to map out opportunities for collaboration among CA's		Complete
Three products/resources for one priority topic introduced	Activity adjusted in Year 2 work plan to be more specific about what a product entails. The focus is now on developing toolkits. See bottom of page for status updates on toolkit-related activities.	N/A

Activity 4. Start gathering feedback about CPT.

Deliverables	Notes	Status
Online feedback mechanism for CPT developed and tested	Need to develop CPT first.	Pending
Feedback instruments for CPT designed	Need to develop CPT first.	
Feedback on CPT initiated	See comment for "Pilot CPT model developed."	

Activity 5. Begin disseminating K4Health products using new mechanisms.

Deliverables	Notes	Status
Products posted and cross-promoted on CPT and K4Health Website	See comment for "Pilot CPT model developed" and K4Health toolkits and toolkit application (amendment to Year 1) for status updates on new toolkit-related activities that replaced the CPT activities in Year 1.	N/A
New products launched through global videoconference(s)		
Promotion in e-newsletters and other web portals conducted		

Do-it-Yourself (DIY) Publishing Tool

Activity 1. Identify test organization(s) to collaborate in design and development of DIY platform.

Deliverables	Notes	Status
Agreement with in-country test organization(s) established	DIY on hold until Year 2.	Pending

Activity 2. Design and develop DIY platform based on input from test organization(s).

Deliverables	Notes	Status
Pilot DIY model developed	See comment for "Pilot CPT model developed" above.	Ongoing
Pilot DIY model tested	See comment for "Pilot CPT model developed" above.	Pending

Activity 3. Begin design and development of tutorials and outreach materials.

Deliverables	Notes	Status
Selection of test materials completed		Pending
Design and development of tutorials and outreach materials begun	See comment for "Pilot CPT model developed" above.	Pending

Activity 4. Design feedback mechanisms and gather feedback about the DIY tool.

Deliverables	Notes	Status
Online feedback mechanism for DIY developed	See comment for "Pilot CPT model developed" above.	Pending
Feedback instruments for DIY disseminated		

Reference Services

Activity 1. Design K4Health Help Desk.

Deliverables	Notes	Status
Prototype Help Desk designed and developed	PR1 and PR2 developed needs assessment questions for USAID Mission staff in collaboration with several colleagues from the USAID Knowledge Services Center. These questions are part of the standard Key Informant Interview guide that has already been administered in Malawi. Peru and India are in process right now. Senegal is likely to follow this fall. A modified "PEPFAR" version of these questions will also be part of the needs assessment in seven countries in Southern Africa. Together, the results of these needs assessment activities will gauge the demand for this type of Help Desk service. Assuming demand exists, the responses will inform the development of the help desk (features, topics, format, etc.).	Ongoing

Activity 2. Continue reference services (POPLINE/One Source).

Deliverables	Notes	Status
Identification, acquisition and inclusion of FP/RH articles/documents in POPLINE/One Source completed		Ongoing
Review of PR1 needs assessment and reported resources of K4Health Network members completed to identify new sources of African and Indian content		
Free full-text documents to users in developing countries provided primarily via e-mail and via postal mail as necessary		
Retrospective searches(subject searches of the entire database) for developing-country requesters continued		

<p>"Resources for HIV/AIDS & Sexual and Reproductive Health Integration" and Interagency Youth Working Group" community initiatives supported by processing documents selected for these websites</p>		
---	--	--

Activity 3. Explore and implement automation processes.

Deliverables	Notes	Status
<p>Transition to full automation of PubMed records completed, including mapping of MeSH terms to POPLINE/One Source keywords</p>	<p>Working with NLM's automatic indexing team on POPLINE-MeSH mappings. Project stalled while working on other K4Health projects.</p>	<p>Ongoing</p>
<p>Links to PubMed records provided, where users can be directed to full-text access</p>	<p>Waiting for the InMagic software upgrade before making changes to Website functionality.</p>	<p>Pending</p>
<p>POPLINE/One Source Thesaurus and FHI's FamPlan Glossary integrated as a first step in creating an authoritative source of FP/RH terms to be used in future automated categorization efforts</p>		<p>Pending</p>
<p>Use of RSS feeds to acquire journal articles investigated</p>	<p>POPLINE imports the majority of journal articles from PubMed & Scopus. Journals not in those databases don't have RSS services.</p>	<p>Complete</p>
<p>Web-based form to empower and encourage users in developing countries to submit their own information directly to the POPLINE/One Source knowledge base developed</p>	<p>A link to contribute materials was added in a more prominent place on the POPLINE homepage. However, changes to website functionality will not be made until after the InMagic software upgrade.</p>	<p>Pending</p>

Activity 4. Develop incentives for user submission to POPLINE/One Source.

Deliverables	Notes	Status
<p>User-submitted materials and their authors published on various K4Health websites</p>	<p>Dependent on submission functionality not yet in place. K4Health website not developed.</p>	<p>Pending</p>
<p>Journals in developing countries solicited to submit content directly to K4Health</p>		<p>Pending</p>
<p>Large in-country libraries identified and mechanisms for them to send content to K4Health explored</p>	<p>In the process of exploring who and what types of materials would make most sense to K4Health audience.</p>	<p>Ongoing</p>
<p>Automated user feedback reports explored (and if possible, implemented) (e.g., "X number of people downloaded your document" sent to users who submit materials to POPLINE/One Source)</p>		<p>Pending</p>

Activity 5. Explore topic scope of databases.

Deliverables	Notes	Status
Analysis of subject content of database completed (comparison with subject searches and document requests, results of needs assessment)		Pending
Working Group created	Draft list of discussion points developed. More in-house discussion needed before a larger group is included.	Ongoing
Working Group meeting held		Pending
Recommendations for subject scope developed		Pending

Photoshare

Activity 1. Continue Photoshare services.

Deliverables	Notes	Status
Maintenance, hosting, and promotion of Photoshare continued	The Photoshare website was updated with social bookmarking tabs to increase access and improve web traffic. In addition, Photoshare has added topic pages, providing an additional browsing option to help K4Health users. Each Photoshare Topic Page provides K4Health users with preselected content from Photoshare and other similar photo resources.	Ongoing
Images for use in DIY and CPT selected	Initial photo selections were completed for all Year 1 toolkit collaboration topics. Photoshare topic pages have been added for all toolkit topics.	Complete
Guidelines developed for expanding visual resources and preliminary inclusion of illustrations and select media presentations	In Year 1, Photoshare expanded the collection to include over 250 illustrations, including a collection of portraits developed by the WHO Art for Health project, commissioned in support of international family planning and reproductive health advocacy.	Complete
Annual Photoshare Photo Contest planned and launched	Photoshare partnered with HIFA2015 in planning sponsorship of an award in the 2009 Photoshare Photo Contest.	Complete

Other Online Knowledge Services

Activity 1. Maintain, host, and promote existing knowledge services and products.

Deliverables	Notes	Status
Maintenance, hosting, and promotion of above services		Ongoing
Analysis of needs assessment and branding investigation for each of the services under review completed		Ongoing
Decision on whether to continue, incorporate, or drop services made	<ul style="list-style-type: none"> • MAQ website: continue • Implants, Injectables, and IUD Toolkits: migrate to K4Health Toolkits • Elements of FP Success website: migrate content to a toolkit and members to K4Health registered users • RH Gateway: migrate to GSA • Interagency Youth Working Group: redesign under consideration • Post Abortion Care: redesign under consideration • Jim Shelton’s Pearls: migrate to GSA • Population Reports website: integrate eventually • HIPNET: run parallel 	Complete

	<ul style="list-style-type: none"> • FP Global Handbook website: integrate eventually • ENDDVAW: to be decided. 	
--	---	--

K4Health Toolkits and Toolkit Application (Amendment to Year 1)

Activity 1. K4Health Toolkits.

Deliverables	Notes	Status
K4Health Toolkits initiated	4 K4Health Toolkits are in development for Year 1 (IUDs, Injectables, Elements of Family Planning Success, Population, Health and Environment).	Complete

Activity 2. Disseminate K4Health Toolkits.

Deliverables	Notes	Status
Products posted and cross-promoted on the K4Health website	4 Toolkits will go live when the K4Health website is launched.	Ongoing
New products launched through global videoconference	Toolkits will be launched at the K4Health website launch/presentation in Washington, D.C., which will be videotaped and accessible through the K4Health website afterward.	

Activity 3. K4Health Topics for Year 2.

Deliverables	Notes	Status
Toolkit topics for Year 2 identified	Several more toolkit topics have been identified for Year 2, including Implants, Vasectomy, Female Sterilization, Community-Based Family Planning, FP/HIV Integration, 4 S. Africa HIV/AIDS topics, and Advocacy/Repositioning Family Planning.	Complete

Project Result 3:

Effective and Appropriate Information Delivery Systems Used

Activity 1. Define, develop, and launch the K4Health web portal.

Deliverables	Notes	Status
Web designs created in collaboration with graphic designer	Home page and one subpage developed initially. As other content types have been created designs have been applied on the fly, making changes as necessary to ensure usability and accessibility.	Complete
Requirements defined in collaboration with K4Health PR teams	Worked extensively with PR2 team to define requirements. Worked with the managers to make sure that requirements work with project web strategy.	Ongoing
Public facing pages built	Custom K4Health theme built and integrated with the Drupal Web framework.	Ongoing
Appropriate legacy products linked to new portal	Rebranding of Infoforhealth.org has begun. Legacy product migrations planned. Rebranding of INFO is scheduled for K4Health.org launch.	Ongoing
Private section for collaboration among K4Health partners and Network members built	The original plan was modified to emphasize the use of the toolkits for the private virtual space for collaboration. Instead of creating more networks it was decided that networks would form organically around topics in the toolkits. It was decided that the K4Health web portal will facilitate networking but not necessarily try to bring everyone into a new network.	Ongoing
K4Health web portal launched	Year 2 (10/22/2009)	10/22/2009

Activity 2. Explore and develop appropriate, alternative methods of information delivery.

Deliverables	Notes	Status
K4Health web portal registration developed, which collects user cell phone numbers as part of registration process	Will begin with the launch on 10/22/09	In process
SMS delivery of content notifications offered to partners and K4Health Network members	Will begin after launch.	Pending
Open Source software for delivering database content on CD-ROM investigated	Investigating using removable media, including thumb drives to deliver database content.	Ongoing
Software for text messaging to cell phones tested with partners and K4Health Network members	Investigating options like FrontlineSMS.	Pending
Content notification messaging software developed	This is in place for launch.	Ongoing

Activity 3. Develop the K4Health Help Desk service.

Deliverables	Notes	Status
Help desk requirements document written		Pending
Help desk software developed		
Help desk software tested		
Help desk software beta test conducted with USAID		
Help desk software implemented on K4Health web portal		

Activity 4. Develop the Collaborative Publishing Tool (CPT) model.

Deliverables	Notes	Status
Requirements defined	Gathered requirements working with PR2	Ongoing
Plan for integration of necessary software developed	Prototype was developed.	Ongoing
K4Health software connections to Google application programming interfaces (APIs) developed	It was determined that Google apps did not meet the "track changes" requirement.	N/A
Beta test with K4Health Network members conducted	Demonstrated software for K4Health staff.	Ongoing
Connections, workflow, and processes tested		Pending

Activity 5. Develop the Do-It-Yourself (DIY) Publishing tool

Deliverables	Notes	Status
Requirements defined		Pending
Plan for integration of necessary software developed		
K4Health software connections to Google APIs developed		
Connections, workflow, and processes test		
Beta test with K4Health Network members conducted		
DIY tool integrated into the K4Health web portal		

Activity 6. Toolkit Development Tool (newly added – amendment to Year 1)

Deliverables	Notes	Status
Requirements defined		Ongoing
Software developed	Currently being used to create toolkits for launch Oct. 22.	Phase 1 completed
Testing		Ongoing

Project Result 4:

Information and Knowledge Exchange Forums Supported and Expanded

Information Exchange Forums

Activity 1. Continue participation in and management of the IBP Knowledge Gateway.

Deliverables	Notes	Status
Administrative responsibilities of non-FP/RH communities transitioned		Complete
Role as Global Administrator for FP/RH communities continued		Ongoing

Activity 2. Develop online forum strategy

Deliverables	Notes	Status
Evaluations of previous forums on the IBP Knowledge Gateway assessed		Complete
Standard forum evaluation plan created		Complete
Future forums schedule coordinated with MSH		Ongoing
New or existing software and technologies to support discussion forums reviewed and incorporated as appropriate		Ongoing
Topics for future forums from results of needs assessment identified		Ongoing
Evaluation and strategic plan for online forums developed, including future topics and ideal frequency and length of forums	Phase I Assessment of previous evaluation data finished. Beginning Phase II in which K4Health interviews forum participants/experts/facilitators.	Ongoing

Activity 3. Conduct two forums.

Deliverables	Notes	Status
First forum on "elements of family planning success" organized and facilitated	Would like to coordinate with WHO about connecting this forum to the FP Conference in Uganda in November.	Pending
Results of needs assessment reviewed to identify topic for second forum	Will continue to discuss most appropriate topic for second forum with PR2.	Ongoing
Second forum organized		Pending

Activity 4. Continue HIPNet participation.

Deliverables	Notes	Status
---------------------	--------------	---------------

Two HIPNet mailings organized		Complete
Two HIPNet meetings supported	Supported HIPNET meetings on 4/2/2008, 9/10/2008, 2/18/2009, 6/17/2009	Complete

eLearning

Activity 1. Develop strategic plan for expanded eLearning offerings.

Deliverables	Notes	Status
Results from pilot test feedback assessed	The technology survey will be conducted and analyzed in Year 2.	Pending
eLearning technology survey for eLearning audiences created and delivered		
Results from eLearning technology survey assessed		
Standard eLearning evaluation plan created	The standard evaluation plan will be completed in first quarter of Year 2.	Pending
Strategic plan for eLearning developed, including design and presentation of future courses with varying levels of interactivity based on audience needs, and standard evaluations		
Topics for future eLearning courses from results of needs assessments identified	Will continue to discuss most appropriate upcoming eLearning course with PR2.	Ongoing

Activity 2. Continue to develop eLearning courses on GHeL platform.

Deliverables	Notes	Status
Course management for all live courses and courses in development provided		Ongoing
Creation of new courses with course authors supported		
Trainings for new course authors conducted		
Graphics creation for courses managed		
Final quality assurance testing before launch of courses conducted		

Activity 3. Develop content for two new K4Health eLearning courses that will be posted to the new K4Health web portal in Year 2.

Deliverables	Notes	Status
Content for first K4Health eLearning course developed	The first K4Health eLearning course on the toolkits will be finished before K4Health launch in October.	Ongoing
Content for second K4Health eLearning course developed	Development of content for the second K4Health eLearning course will begin in first quarter of Year 2.	Pending

Activity 4. Continue to develop eLearning courses on PEPFAR platform (funded outside USAID/PRH)

Deliverables	Notes	Status
Course management for all live courses provided		Ongoing
Courses for PEPFAR eLearning created and authored		
Graphics creation for courses managed		
Final quality assurance testing before launch of courses conducted		
OGAC/USAID/CDC review process for PEPFAR courses managed		

MAQ Activities

Activity 1. Continue to host and update the MAQ website.

Deliverables	Notes	Status
Content on MAQ website updated		Ongoing

Activity 2. Support Global Health Mini-University activities.

Deliverables	Notes	Status
In coordination with USAID, registration and logistics for the Annual Global Health Mini-University managed		Ongoing

Promotion and Outreach

Marketing/Promotion

Activity 1. Develop marketing strategy templates to guide strategy development.

Deliverables	Notes	Status
K4Health customizable marketing strategy template created	The branding strategy of the project has been finalized, and the products and services fact sheet template is complete. A series of promotional fact sheets for the project and all key products and services are in their last phase of development and will be distributed at the launch on October 22 nd . The collateral promotion activities template will be finalized after the website is launched and products and services are fully developed.	Ongoing

Activity 2. Develop marketing strategy for the K4Health Project, including a long-term branding plan.

Deliverables	Notes	Status
Mission statement and tagline drafted	The project name has been changed from K4H to K4Health to ensure it matches the registered URL, making it easier for users to memorize. The logo has been finalized to reflect that change. The tag line “Knowledge for Health” has been selected to complement the logo and provide the full name of the project. The slogan “easy to find and easy to use” is being used systematically in texts and presentations of the project and its key products and services.	Complete
K4Health marketing strategy including branding plan	The project's initial branding strategy has been completed as detailed above (name, logo, tag line, project one pager,	Complete

developed, using template mentioned above	products and services fact sheets, folder, mouse pad, shoulder bag, launch event). Once launched, the project and its products and services will be supported and promoted by a series of targeted marketing activities to be designed and articulated after the launch and once final results from the needs assessment are in.	
Needs assessment analyzed to ensure branding plan meets field needs	The initial analysis of the online survey is completed and will be complemented once the in-country needs assessments are finalized.	Ongoing
K4Health marketing strategy statement written and shared with partners and USAID	The marketing strategy leading to the launch, Phase 1, is finalized. The second phase of the marketing strategy will be initiated once the website and the key products and services go online and once the results from the needs assessments are fully analyzed (expected to be by the end of this calendar year). The second phase of the marketing strategy will be written and shared in the first quarter of 2010	Ongoing
Web page banner for legacy websites drafted	Most of the legacy websites are in the process of being migrated to “Toolkits” under the K4Health banner. The other legacy sites that need to remain independent for now will be kept as is with the possibility of making small changes (e.g. Youth site).	Complete

Activity 3. Develop marketing strategy for individual products and services.

Deliverables	Notes	Status
Marketing strategies for individual products and services developed, including branding plans, using template mentioned above	Fact sheets for all key products and services are in their final phase of development and will be distributed at the launch on October 22.	Complete
Marketing strategies and statements for individual products and services written and shared with partners and USAID	Key products and services will be supported and promoted by a series of targeted marketing activities to be designed and articulated after the launch, once final results from the needs assessment are in and once the products and services are fine-tuned in response to the initial series of usability tests.	Ongoing

Activity 4. Launch K4Health Project.

Deliverables	Notes	Status
Website promotion conducted		
Fact sheet about the K4H Network developed	Network strategy has been redefined as working with existing networks and building on the INFO Project’s user base. One pager about K4Health is being finalized and will be sent to all registered INFO users.	Complete
DIY and CPT fact sheets developed	DIY and CPT superseded by Toolkit application and fact sheet finalized for the launch.	Complete
Updated fact sheets for legacy products and services developed	Most legacy products and services have migrated to K4Health site and Toolkits. Fact sheets being finalized.	Complete
Virtual project launch event conducted		

Associate Awards

Activity 1. Develop brief on value added by K4H Project for Missions.

Deliverables	Notes	Status
USAID Mission brief created	Missions in South Africa, Lesotho, Swaziland, Botswana, Malawi, Uganda, Senegal, India and Peru have all been visited and/or briefed and have given a green light to initiate	Complete

	KM activities.	
Associate Award mechanism defined	Field support for FY09 has been awarded to K4Health from the Regional Southern Africa Mission and Lesotho Mission. Additional FY10 field support has been confirmed by Lesotho and Swaziland missions.	Complete

Activity 2. Define readiness criteria for countries and identify short list of countries based on key criteria.

Deliverables	Notes	Status
List of readiness criteria	Some countries were identified based on the Office of Population's list of priority countries. Other countries emerged from interest expressed by the Missions.	Complete
Short list of countries for potential Associate Awards identified	FY09 Southern Africa and Lesotho field supports have been received. FY10 Lesotho and Swaziland field supports have been confirmed and strong indication that Southern Africa RHAP FY10 field support will come through. Field support or associate awards from Botswana and Malawi are highly probable.	Complete

Monitoring and Evaluation

Activity 1. Design methods to monitor key (new) K4Health products and services.

Deliverables	Notes	Status
K4Health Project PMP finalized	Year 1 indicators and targets revised further along with Year 2 work plan. With the recent shift in strategies (e.g., networking services), some of the indicators/targets need to be adjusted to reflect the new strategies.	Complete
Indicators and proposed targets for Year 1 and year 2 selected	Web data tracking sheet (Excel), administrative system for the toolkits, shared document via Google Docs, etc.	Complete
Data collection tools and instruments identified and designed	Instruments identified but not yet designed (pending due to the launch of new K4Health products/services).	Ongoing

Activity 2. Refine systems for routine monitoring.

Deliverables	Notes	Status
Specifications and requirements for integrated system designed	Took a simpler approach to improve efficiency (i.e., using Google Docs to organize and compile the entries from multiple PR areas quickly).	Ongoing
Prototype system designed	Will need to reevaluate the need for an integrated system as the project design becomes more complex.	Pending
Functions to compile data and generate reports pilot tested	Pending the launch of new K4Health products/services.	Pending
Areas for upgrading identified		Pending

Activity 3. Design/initiate methodology for impact evaluation.

Deliverables	Notes	Status
Summary report of findings from literature review and expert consultation developed	Literature reviews begun on: collaborating writing process and tools, Web 2.0, ICT for development, user created content (UCC), and writing best practices; need to compile findings from the separate literature reviews.	Ongoing
Impact evaluation plan illustrating proposed methodologies and processes drafted	Research components identified for needs assessment (KII, Network stakeholder interview, FGD) will also inform the design of a comprehensive impact evaluation.	Ongoing

Annex 2. K4Health Strategic Objective and Indicators

Strategic Objective

Highest quality information, knowledge, and best practices for FP/RH and other health programs are synthesized and made accessible to multiple audiences

PMP indicator	Year 1 Target	Actual Output	Comments
Tools, protocols, procedures, systems, methodologies, guides, curricula, indices and/or key actionable findings incorporated into the work of other organizations (<i>USAID PRH IR 1.1</i>)	3	N/A	Pending the launch of the K4Health Web portal in Fall 2009.
Key actionable findings and experiences identified, generated, pooled, summarized and their lessons extracted (<i>USAID PRH IR 2.2</i>) – e.g., number of knowledge tools/priority topic areas	3	4	<ul style="list-style-type: none"> • IUDs • Injectables • Elements of Family Planning Success • Population, Health, and Environment
Audiences reached with tools, protocols, procedures, systems, methodologies, guides, curricula, indices, and/or key actionable findings (<i>USAID PRH IR 2.3</i>)	Baseline	1,047,303	This number includes Web visitors to existing knowledge services (e.g., Popline, Photoshare, various toolkits created during INFO, etc.) and subscribers to IBP/Knowledge Gateway and eLearning.
Contraceptive methods, tools, protocols, procedures, systems, methodologies, guides, curricula, indices, and/or key actionable findings incorporated into mission or country programs (<i>USAID PRH IR 3.1</i>)	Initiate Process	2 processes initiated	<ul style="list-style-type: none"> • K4HSA program • Malawi (FP/RH component)

The following Strategic Objective indicators are not applicable for Year 1 activities and will be tracked starting Year 2:

- Proportion of core/field funds used to produce K4Health products and services
- Proportion of core/field funds used to disseminate K4Health products and services
- K4Health products assessed as “readable” commensurate with audiences’ education level and international standards for public health professionals
- K4Health products and services assessed as strategically using BCC theories and approaches in both written and visual presentations (e.g., topic, content, design, layout, graphics, photographs, etc.)
- K4Health products and services guided by gender analysis tools