

K4Health Malawi

August/September 2011



Summary:

- *Filming begins for the K4Health Malawi documentary*
- *K4Health presents at the MSH Dissemination Conference*
- *Article accepted for publishing in Journal of Health Communications*
- *Meeting with GIZ about transferring project to MOH*
- *Finalizing End-Line Evaluation report*
- *Finalizing Net-Mapping report*

Video Documentary

In August, the team began work on a video documentary in coordination with videographer, Elliott Ruga. The documentary focuses on the work of K4Health and Ministry of Health Malawi in improving information flows for family planning, reproductive health, and HIV/AIDS. The video will combine the elements of on-location interviews, still photography, animated and still graphics, music and voice-over narration. The 8 minute video documentary will capture the successful K4Health program in enabling communities and institutions to respond to the critical health challenges in the areas of family planning, reproductive health and HIV/AIDS in Malawi.

In August, the team drafted the storyboard with input from MSH home office, JHU/CCP/Baltimore and USAID/Washington. In country, the team reached out to national level stakeholders and potential interviewees in districts including: District Hospital Management, District Coordinators, Community Health Workers, and the Nkhonkhotakota Hospital Band.



The on location video shoot was conducted from September 1st through 13th. Three interviews were conducted at national level: Henry Chimbali, Public



relations Officer for the Ministry of Health, Beth Deutsch of USAID and Josephine Mkandawire of JHU-CCP Malawi Bridge. The national level interviews captured the national level experiences from the design and implementation of the project, the need for knowledge management in Malawi, the potential demonstrated by the K4Health project and recommendations for the future.

At district level the interviews involved senior members of the District Health Management Teams, Program Coordinators and DLC users. These interviews captured the experiences of the various district based people in the project design and implementation, benefits realized, sustaining the



interventions and recommendations for those who would want to replicate the initiatives. At district level there was more emphasis on the District Learning Centers and the mHealth interventions.

At community level the interviews covered how mHealth has helped solve the problem of communication and access to information as well as reduce costs and travel time. At community level the video captured perspectives of Health Surveillance Assistants and CBDAs involved in Family Planning, Child Health and HIV Testing and Counseling activities.

MSH Results Dissemination Conference

On September 13th, the MSH Malawi office held an end of project dissemination conference. As several of the MSH Malawi projects concluded September 30th, K4Health took the opportunity to present project results and share promotional materials. 200 participants from all districts of Malawi and the national level attended. Among the 200 participants who attended were Ministry of Health Officials, INGOs, local NGOs, donor community, District Health Offices and many more.

The K4Health team helped organize the “Knowledge Village” which was a replica of a rural Malawian traditional village and health facility constructed in the car park of the hotel. The village included various service providers in the context of where they provide their services (Nurses at health facility, CBDAs and HSAs at households). Conference participants could interact with these service providers and learn what happens at the service delivery points. HTC and FP services were also provided at the village. The project interventions depicted in this village were: K4Health, BASICS, Community Based Family Planning and HIV&AIDS and TBCap. K4Health interventions were demonstrated

by the HSAs and CBDAs who sent SMS messages to the hub from the knowledge village outside. The hub was located inside a conference room where participants could view the messages as they were received by the hub.

During the event Mr. F. Mawilinga, Health Education Officer for Nkhotakota District Health Office gave a presentation titled, “Promotion of Knowledge Information Exchange Using Mobile Technology.” In this presentation, he demonstrated the steps and uses of Frontline SMS in the K4Health project. Additionally, the team put together a booth that highlighted the K4Health website and showed a pre recorded web site/toolkit navigation video on a loop throughout the day.



Meeting with German Funding Agency: GIZ

On September 20th, the K4Health team met at the request of GIZ to discuss a knowledge management project proposal for the uptake of some aspects of the K4Health interventions by the Ministry of Health. The meeting participants agreed that the Ministry, with support from the K4Health team, would develop a proposal, to be presented to GIZ, outlining the technical support required to ably continue implementation of the toolkit initiative.

Meeting with the National KM Committee

September 22nd, 2011, the K4Health team held a meeting with the National Knowledge Management Committee at the Health Education Unit. The purpose of the meeting was to start a proposal development process based on recent input from GIZ. The activities to be included in the proposal are:

- Setting up a center within HEU to host a server and computers
- Procurement of equipment to host the website
- Linking with the K4Health team in JHU-CCP to use and upgrade the K4Health website Malawi page in the short term (with the MoH having substantial control)
- Development and maintaining a Malawi specific website to host Information Toolkits covering broader thematic areas (beyond just HIV and RH) which should be made accessible countrywide and linked with other existing Malawi websites that are Health related
- Provide IT skills for the Toolkit Manager from HEU who should have his/her capacity built in managing the toolkits
- Technical support i.e. GIZ to fund Thoko and Brian for a period of 6-12 months so they can build MOH capacity
- GIZ to identify and provide their own Technical assistant Personnel to support the project

Baseline report accepted by Journal of Health Communications for publication

In August, MSH Monitoring and Evaluation Advisors, Brian Jumbe and Nancy LeMay in collaboration with JHU Knowledge Management Director , Tara Sullivan, finalized and submitted a paper on the baseline survey findings to the Journal of Health Communication. The paper “Reaching Remote Health Workers in Malawi: Baseline Assessment of a Pilot mHealth Intervention” has been accepted for publication. The study focused on the impact of FLSMS on Community Health Workers in K4Health intervention districts of Salima and Nkhotakota in delivering health services.

End-line Report Analysis

Prior to end of active K4Health project intervention in Salima and Nkhotakota, an end line study was conducted to evaluate the impact of the project against its targeted or measurable results. In the months of August and September, the K4Health team (Thoko Bema, Natalie Campbell, Brian Jumbe and Carry Perry) analyzed end of project data on social network analysis and community health worker quantitative and qualitative data. The final draft of the report is complete and under internal reviews prior to circulation.

Project Guide

In August and September, the K4Health team worked on drafting a project guide. The document includes a step by step record of the processes involved in the implementation of the K4Health demonstration project and outlines how the project was implemented. It covers areas of: Needs Assessment, Modified Leadership Development Program, Frontline SMS (m-health), District Learning Centers, Malawi electronic Toolkit development, and Monitoring and Evaluating. The document is designed to be a resource to others who would like to implement a similar intervention.

Meeting with C-change

On August 15th, the C-change project, in conjunction with the Health Education Unit, organized a final C-change taskforce meeting. Over the past 18 months, K4Health Malawi has participated on the taskforce developing National Guidelines for Family Planning Communication and production of Information Education and Communications materials for Malawi. As part of the C-Change Project wrap up, the meeting was held to review project progress and hand over remaining activities to the MOH. Participants in the meeting were representatives from Ministry of Health-Health Education Unit, HIV/AIDS Unit, and Banja La Mtsongolo, Bridge Project and PSI. The C-Change Project handed over unfinished activities to the Ministry of Health. Representatives from the Ministry agreed that they will take over and complete remaining activities.

Upcoming Activities for October

- Preparation for the 2011 International Conference on Family Planning in Senegal
- Status check with Districts on progress
- Continuing the conversation with GIZ
- Preparing for the post project sustainability evaluation

See the K4Health Malawi Toolkits at
<http://www.k4health.org/malawi#toolkits>

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