

## BACKGROUND

Livelihoods for Security Technical Assistance II (LIFT II)'s Knowledge Management (KM) strategy is designed to guide activities around the generation, collection, dissemination and application of project learning. To be effective, a KM strategy—just like any other strategy—needs to have a clear business purpose or objective, one that ties in to the program's goals and objectives.

### Program Objective

LIFT II's primary goal is to improve the economic resilience, food security and health of households made vulnerable by HIV towards increasing adherence to antiretroviral therapy (ART) and retention in HIV care as well as reducing loss to follow up by strengthening linkages between clinical and community support services.

### KM Objectives

1. **SHORT-TERM:** To document and disseminate research findings and best practices derived from the integration of economic strengthening, livelihoods and food security (ES/L/FS) interventions to expand the continuum of care for vulnerable populations towards reduced risky sexual behaviors and improved ART adherence and retention in care
2. **MEDIUM-TERM:** To expand the knowledge base around the effective integration of health and nutrition and ES/L/FS service delivery in order to facilitate improved ART adherence and retention in care as well as the role of clinic-community referrals in reducing client loss to follow up
3. **LONG-TERM:** To advance evidence-based, state-of-the-art ES/L/FS delivery for vulnerable populations to improve ART adherence and retention in care through collaboration with global stakeholders, policy makers and local practitioners

LIFT II **strengthens linkages between health care, ES/L/FS support for households infected and affected by HIV.** LIFT II is mandated to build evidence around support services that are linked to clinical care, in particular, Nutrition Assessment, Counseling and Support (NACS). Evidence and learning will focus on both the implementation and maturation of referral networks, as well as the key outcomes of HIV care adherence and retention. LIFT II's approach to strengthening the continuum of care for people living with HIV and AIDS and other vulnerable households involves collaborating with a number of stakeholders including donors, governments, health clinics, providers of ES/L/FS services, providers of health and nutrition services, social/professional networks and the community as a whole. These partnerships form an essential component to successfully leverage LIFT II and others' efforts and resources, which is integral to our program success.

## TARGET AUDIENCES AND STAKEHOLDERS

The next and most important step of the KM strategy is identifying the program's key target audiences to ensure messages, findings, and recommendations are packaged and disseminated through the most effective channels—no message will ever be universal.

The key audience groups for KM efforts are:

- Internal LIFT Team
  - HQ Team
  - Regional Team
  - Country Teams
- USAID
  - Washington (PEPFAR, GH, OVC, BFS, TWGs - gender, key pops, etc.)
  - Missions (HIV/AIDS, OVC, Nutrition, Key Populations)
- Other USG agencies/initiatives
  - Feed the Future/Food for Peace
  - Peace Corps
  - ASSIST
  - FANTA III
- International non-USAID donor community
- Implementing partners
  - Local and national governments
  - External bilateral partners
- Internal/FHI 360 departments and projects
- International practitioner community
  - ES/L/FS practitioners
  - Health/HIV program implementers
  - OVC
  - Key populations
- Local Stakeholders
  - Referral network members

## KM ACTIVITIES AND PRODUCTS

To reach these critical audiences with knowledge generated around the four critical areas, LIFT II will systematically capture and translate experiences and information collected into learning that can be shared and exchanged. This section aims to define the main ways which knowledge will be documented, distilled and synthesized by providing an overview of the key formats.

- **Technical briefs/notes/guidance** that present the program methodology, approach, and learning and can be used by donors and practitioners to replicate the activity model or activities
- **Activity briefs/user guides** that provide the basic background, rationale and description of key program activities and/or tools
- **Process graphics** that provide simplified messaging of our approach
- **Videos** to capture beneficiary testimonials as well as expert interviews
- **Success stories** to present “human interest” stories, narrating the direct impact of the program interventions on the lives of people involved
- **Progress reports**, synthesized quarterly, that demonstrate how referrals are moving forward through various models and country contexts
- **Blog posts** on the LIFT website as well as contributing guest posts on other strategic platforms
- **E-updates** that present a summary of learning products for audiences

- **Presentations at conferences, brown bags and other events** that discuss lessons learned and program successes

LIFT II's work plans will highlight priority activities the project will focus on for that year. The project will continue to be both strategic and opportunistic as the knowledge bases, learning priorities and relationships evolve with the project.

## DISSEMINATION STRATEGY

LIFT II knowledge and learning products will be disseminated using a strategic combination of global and country-specific communication channels to reach the targeted audiences. To optimize the project's learning outcomes, this section outlines the multi-pronged approach to sharing and disseminating information developed around the core knowledge areas. LIFT II will identify and utilize existing networks and communication channels to provide a cost-effective communication and dissemination approach that taps into the many different networks and tools out there already reaching many of the audiences of interest.

### Current dissemination channels

- LIFT project website, [www.theliftproject.org](http://www.theliftproject.org)
- FHI 360 website, [www.fhi360.org](http://www.fhi360.org)
- FHI 360 Degrees blog
- EDL newsletter
- SED newsletter (internal)
- Microlinks
- Twitter: @LIFTproject
- Presentation and participation in key industry events: ICASA/IAS, APHA, SEEP Annual Conference and other events, CORE Group Global Health Practitioners Conference (fall and spring)

### Potential

- SEEP Network – blogs, working groups
- Partner channels – WV, CARE, FANTA, ASSIST
- USAID channels – OHA, Agrilinks, Learning Lab
- Linking to other FHI 360 project networks
- FHI 360 Yammer (internal)
- LinkedIn discussions
- Active engagement of key health/FS networks/listservs: CORE Group, HIPnet, FSN Network, OVC Support, AIDSTAR-One, etc.
- [FHI 360 communities of practice](#) (internal) – HIV Care and Treatment, HIV Prevention, others depending on topic
- Additional Health/HIV and AIDS networks – AIDSTAR-One, Zunia?
- Journals for publication – GHSP, JAIDS