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Implementation of a mass insecticide-treated net campaign using information and communication technology for development through a single-phase distribution approach in Anambra state, Nigeria

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Contents

- Background
- Why digitalise campaigns?
- ITN campaign in Anambra state, Nigeria
- Cash and asset transfer (CAT) strategy: Introduction and components
- ITN campaigns: Sequence, distribution digital workflow and dashboards
- Benefits of the CAT strategy
- Outcomes of ITN campaign digitalization
- Challenges
- Lessons learnt and considerations for the future

About Malaria Consortium

Malaria Consortium is one of the world's leading non-profit organisations specialising in the prevention, control and treatment of malaria and other communicable diseases among vulnerable populations.

Our mission is to save lives and improve health in Africa and Asia through evidence-based programmes that combat targeted diseases and promote universal health coverage.

Background

- The use of insecticide-treated nets (ITNs) is a strategy recommended by the World Health Organization (WHO) for malaria prevention.
- In Nigeria, ITNs have been distributed since 2007.
- Two main approaches are used: paper-based and digital.
- A digital approach using the Red Rose platform was introduced in 2017 to improve the accountability and efficiency of ITN mass campaigns.

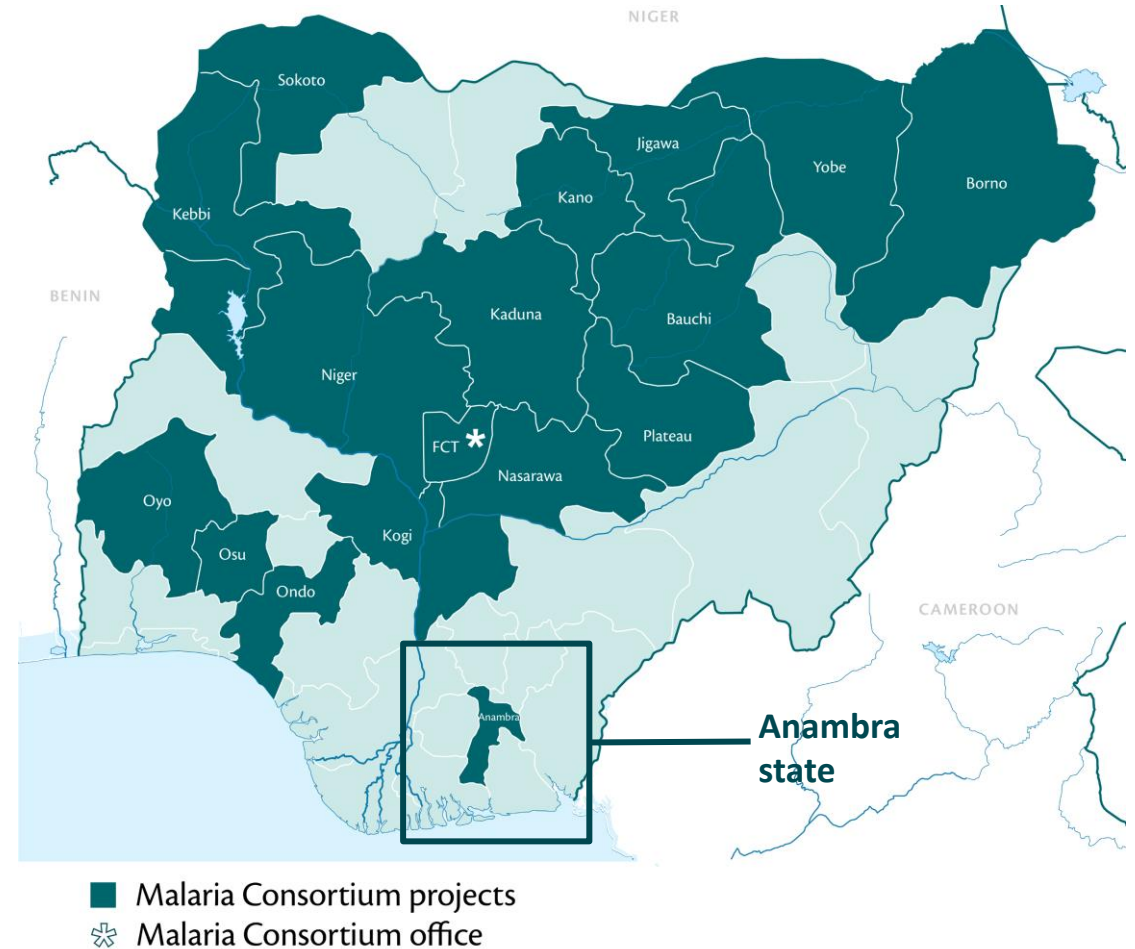
Why digitalise campaigns?

- There is a lack of real-time visibility with the paper-based strategy.
- ITN campaigns are expensive; hence, the need to improve effectiveness, transparency and efficiency of the distribution strategy.
- There is a need to ensure timely availability of information during campaigns to ensure intervention quality, impact and reach.



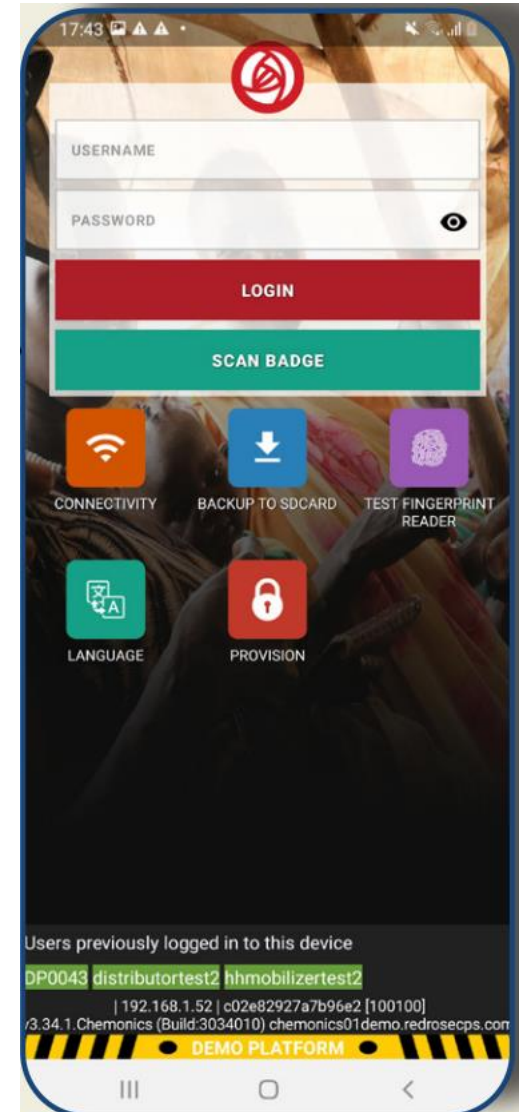
ITN campaign in Anambra State, Nigeria, 2022

- Over 3.85 million ITNs delivered to Anambra state for the 2022 ITN mass campaign
- ITNs allocated to households — 1 net for every 2 people; maximum 4 nets per household
- In the context of COVID-19, single-phase door-to-door approach deployed.



Introduction to the CAT strategy

- **Cash and asset transfer (CAT) model** of the information and communication technology for development (ICT4D)
- Comprises online platform in combination with cloud-based database and android apps
- Provides support for timely collection, analysis and management of data in real time
- Application developed by Red Rose Technology.



CAT strategy core components: ITN campaign implementation

Campaign processes and tools modified into software and online dashboards

1

Digital tracking of campaign personnel attendance during trainings and campaign implementation

2

Real-time recording and tracking of household mobilisation and net distribution

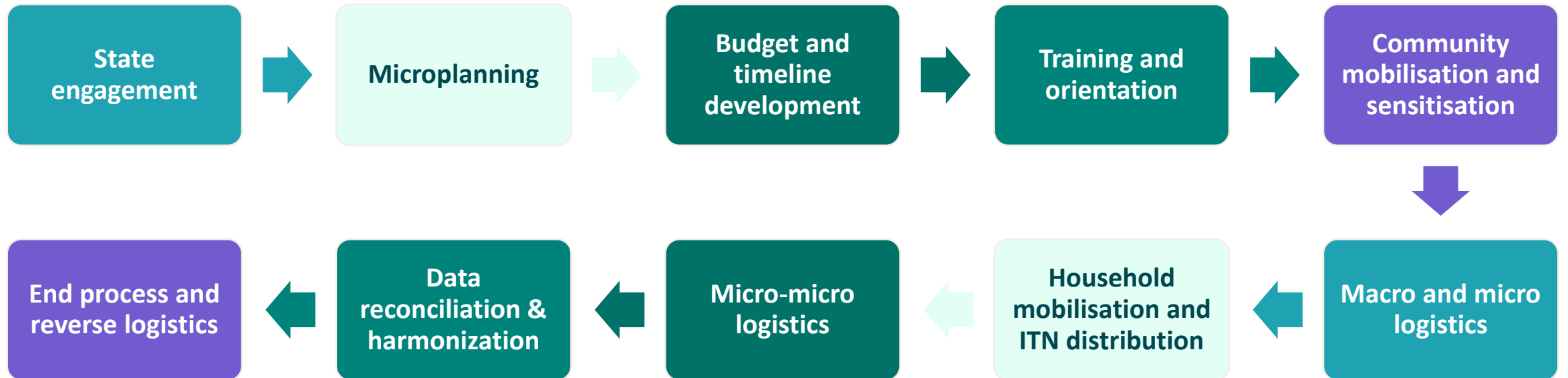
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Integration with financial service provider for campaign personnel bank account verification

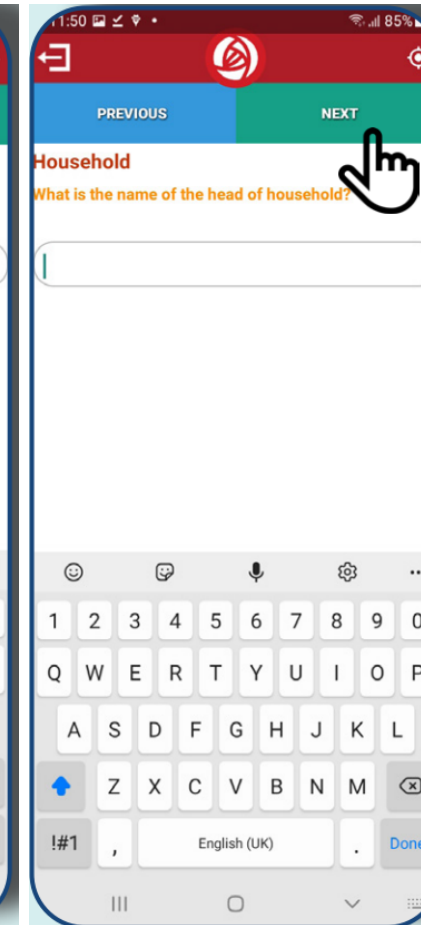
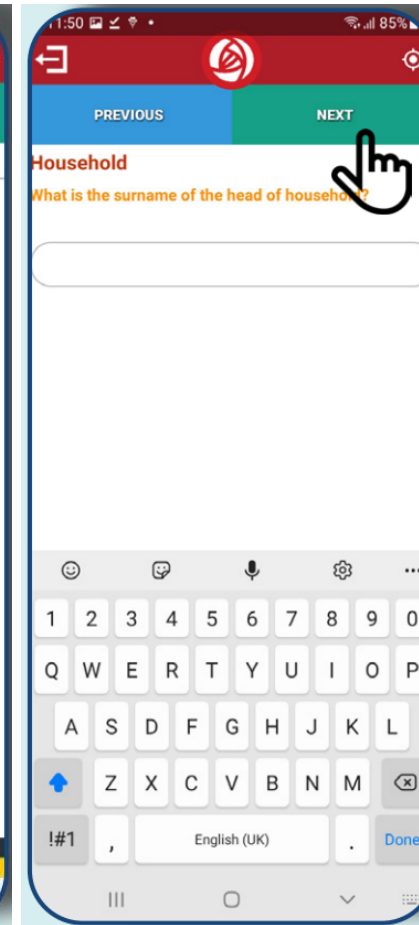
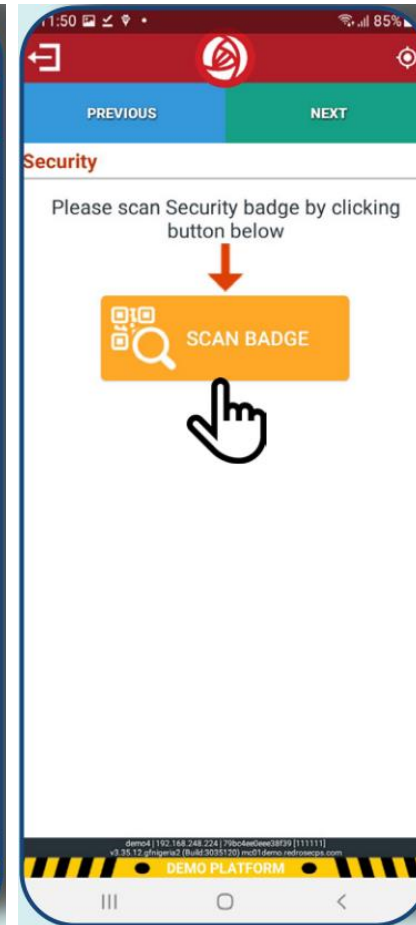
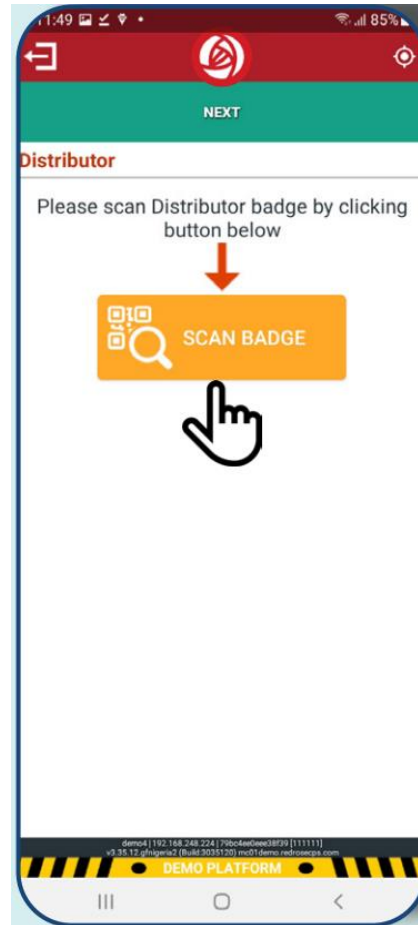
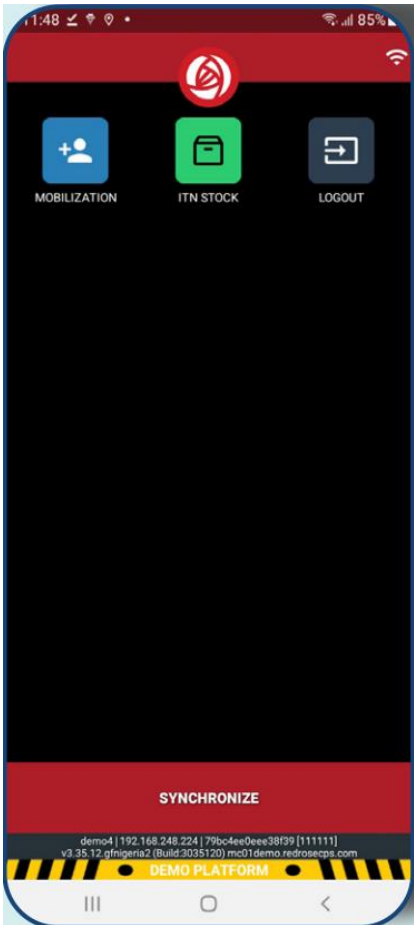
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ITN campaign sequence

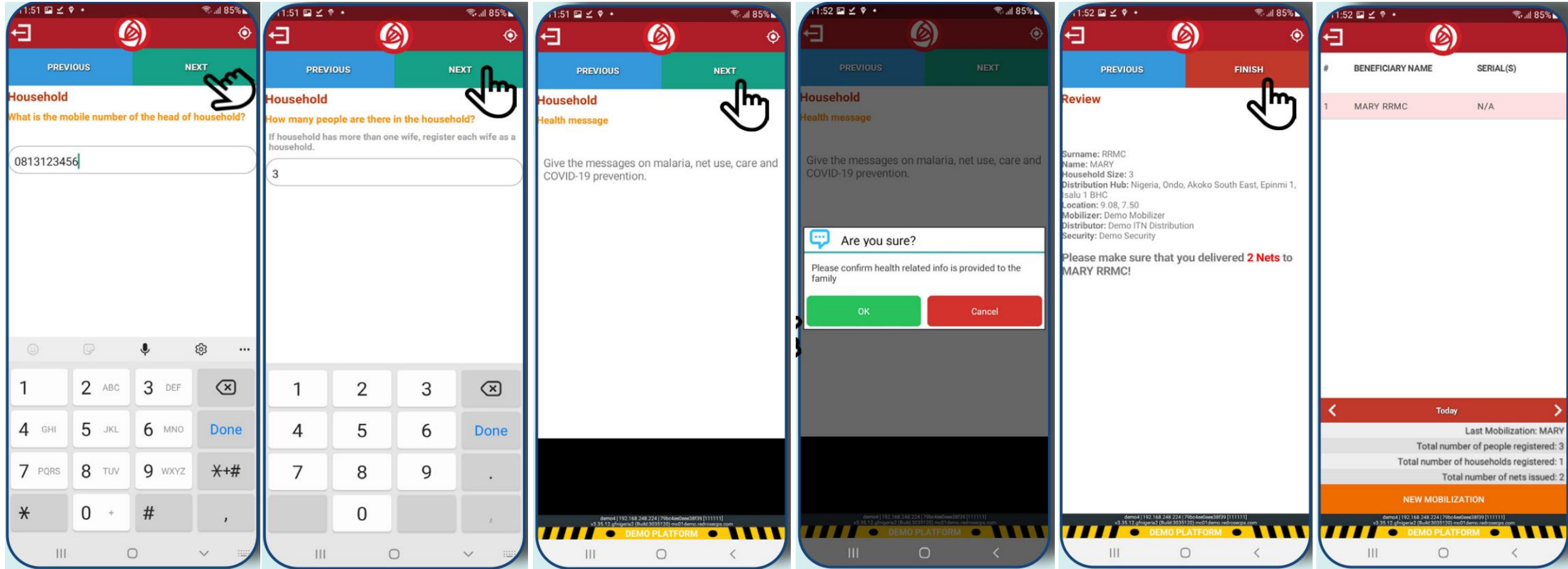
Sequence of activities



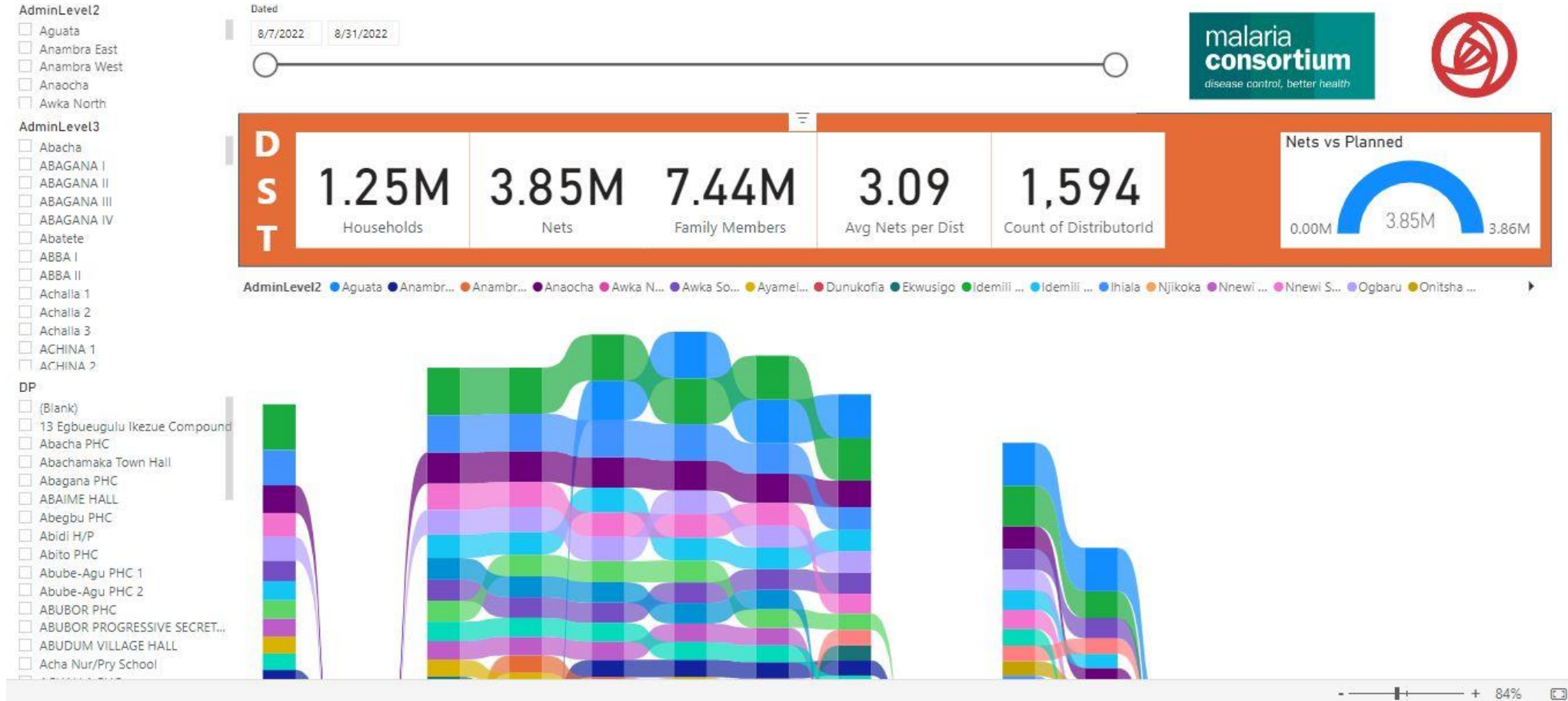
ITN distribution digital workflow



ITN distribution digital workflow



ITN distribution dashboards



Benefits of the CAT strategy

Real-time tracking of household mobilisation/distribution activity

Tracking of ITN issuance

Mobiliser/distributor tracking and fraud mitigation

Tracking of daily distribution coverage

Identification of missed households for targeted visits

Timely payment of campaign personnel

Outcomes of ITN campaign digitalisation

- Improved stock reconciliation through digital stock management module
- Ensured distribution of ITNs to households across the state, including those in hard-to-reach areas
- Real-time tracking of household mobilisation and ITN distribution activities, through digital data, dashboards and reports
- Improved campaign efficiency, accountability and transparency.



Challenges

- Areas of poor mobile data coverage resulted in delayed data synchronisation.
- Infrastructure: areas with limited electricity supply and access made charging mobile devices challenging.
- Data privacy and protection concerns limited the use of biometric information, which could have brought additional benefits to the campaign.
- Security: some distribution teams had their devices stolen.

Lessons learnt and considerations for future

- Daily analysis of monitoring tools, geospatial data and prompt feedback to the campaign monitors strengthened monitoring and supervision.
- There is potential for further digitalisation of campaign planning and delivery to bring additional benefits.
- Digitalisation is not 'one size fits all'. It is important to identify and prioritise what you are trying to improve within your context.
- Interoperability is key. Ensure interoperability with existing systems when adopting a different platform to ensure data availability after campaigns.



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