COMMUNITY-LEVEL GUIDELINES

TARGET AUDIENCE: NGOs

1. PREPARATION PHASE

A. Perform Landscape Analysis & Needs Assessment to identify:

i. Local needs and context
   1. Key indicators and demographic data
   2. Situation analysis of healthcare system
   3. ICTs infrastructure, internet connectivity, mobile network coverage
      a. Are internet and mobile phone networks available?
      b. What mobile network operators offer coverage for the community?
      c. In which types of locations (schools, cafés, etc.)
      d. How much does data, minutes and SMS cost?

ii. Key local stakeholders

iii. Regional health plans and priorities, and district

iv. Existing solutions and mHealth initiatives

B. Build inclusive multi-sectoral partnership

i. Set up local consortium of partners
   1. Aim to secure the following partners:
      a. Mobile Network Operator or Services Provider, if possible
      b. Local community service organization / grass roots organization
      c. Local government body

ii. Align initiative with local government plans and priorities

iii. Secure in-kind commitments critical for the project from each partner

C. Identify key components based on core competencies of Consortium and Landscape Analysis / Needs Assessment

i. Messaging Campaign?

ii. Mobile phones dissemination?

iii. Frontline healthcare worker capacity-building?

iv. Mobile money savings scheme for MNCH services?
D. Engage all partners, especially local government, in planning, design and implementation phases

E. Management
i. Annual Budget
ii. Fundraising Activities
iii. Identify long-term sustainability plan

2. IMPLEMENTATION PHASE
A. Implementation Plan
i. Resources
ii. Gaps
B. Budget
C. Fundraising Activities

3. REPORTING, MONITORING & EVALUATION PHASE
A. M&E Plan
B. Budget
C. Fundraising Activities

4. HAND-OVER AND LONG-TERM SUSTAINABILITY PHASE
A. Long-term Sustainability Plan
B. Budget
C. Fundraising Activities