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*
   
   ii. National health priorities related to maternal, newborn and child health (MNCH)
   
   iii. National eHealth policies / strategies and information systems
   
   iv. Major stakeholders
   
   v. Existing solutions and mHealth initiatives

B. **Secure government support & ownership**

   i. Align initiative with government policies, plans and priorities
   
   ii. Set up Steering Committee within Ministry of Health or relevant Ministry
      
      1. *Identify champion within the government for the ZMD initiative*
      2. *Identify needs and resources available for the ZMD initiative*
   
   iii. Directly engage government in formulation and implementation phases
      
      1. *Identify with the government selected locations for first phase of implementation*

C. **Build inclusive multi-sectoral partnership**

   i. Set up country-specific consortium of partners
   
   ii. Ensure strategic alignment across partners
   
   iii. Secure in-kind commitments critical for the project from each partner

D. **Formulate ZMD country initiative**

   i. Identify key components based on core competencies of Consortium and Landscape Analysis / Needs Assessment
   
   ii. Employ strong collaboration approach with the government
iii. Design initiative for scale
iv. Include broad monitoring and evaluation strategy
v. Identify long-term sustainability plan

E. Management
   i. Annual budget
   ii. Fundraising activities
   iii. Human resources

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