

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