

# NATIONAL-LEVEL GUIDELINES

*TARGET AUDIENCE: Ministries, National Foundations, Health Administration, National Health Entities.*

## 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