

Country Model



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Many countries struggle with the need to disseminate essential information on Reproductive Health/Family Planning, HIV/AIDS and other topics throughout all levels of the national health system. K4Health's Country Model provides proven Knowledge Management and Exchange (KM&E) interventions that assist a national health system to acquire, organize, exchange, adapt, and use evidence-based and practical information to improve the delivery of health services.

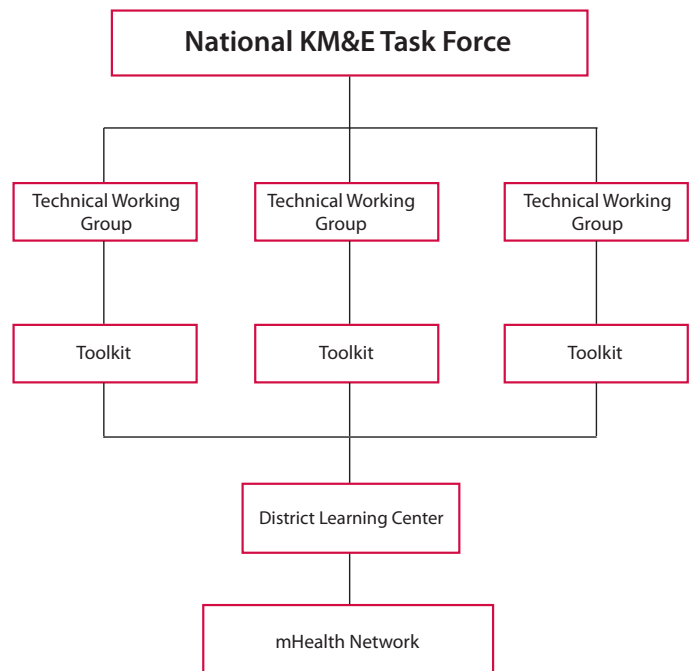
The Country Model is comprised of the following key components:

- **Rapid Assessments** identify specific KM&E issues that may help improve the effectiveness of the interventions;
- **A National KM&E Task Force** that will ensure that knowledge is shared between organizations and among health professionals creating a cyclical flow of knowledge sharing, adaptation, and use among the largest number of public health professionals in the health system;
- **Technical Working Groups** (TWGs) that will focus on acquiring, organizing, and vetting country-level priority health topics and disseminating this information through topical Toolkits;
- **District Learning Centers** (DLCs) that will provide Web-based and face-to-face learning programs; and
- **mHealth Networks** which will connect frontline health workers to the district level to report stock outs, coordinate emergency referral, confirm meetings, and/or request technical support.

National KM&E Task Force

As part of the Country Model, K4Health works with, or helps create, a KM&E Task Force to facilitate the exchange of public health knowledge in a country. The National KM&E Task Force includes members of various TWGs who can share knowledge

and experience among all stakeholders with the goal of increasing the scale and use of best practices to improve results. The platforms are nationally-driven and owned by the partners involved. The National KM&E Task Force reduces duplication of work by facilitating the sharing of lessons learned and best practices at the intra- and inter-country levels, which in turn contributes to strengthened national and regional responses to identified global health priorities.



Technical Working Groups

TWGs focusing on country-level health topics are at the core of the National KM&E Task Force. The process starts with a needs assessment among various groups to determine the information needs of in-country public health organizations and professionals. The country strategy for TWGs is based on supporting existing groups or nurturing the creation of new ones



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to work on specific topics and to collaboratively develop locally adapted knowledge management products and services. The process is intended to capture the full body of knowledge from local experts, to produce synergies among them, and to help share and scale-up evidence-based practices to reduce duplication of effort and achieve better results.

District Learning Centers

K4Health can help strengthen or establish DLCs, placed within the existing health structure, to support the local capacity building process to resolve issues such as how to develop and use communication channels to serve the needs of district health staff, health facility staff, and community health workers. The DLCs will provide online and face-to-face learning programs and provide access to Global Health eLearning (GHeL) courses, local and global K4Health toolkits and databases, and other online resources.

mHealth Network

The mHealth network leverages short message service (SMS) software to communicate practical and live-saving information. The immediate nature of the SMS system allows health workers to respond efficiently and effectively to client needs and to quickly report important issues to their immediate supervisors located in the district health centers. The mHealth network also uses the SMS platform to assess the capacity and knowledge needs of frontline health workers so that responsive trainings and refresher courses can be developed. The use of SMS improves the efficiency and effectiveness of community health services by improving logistics management, ensuring timely reporting, addressing emergencies, and sharing event information.

Malawi Case Study

The Knowledge for Health (K4Health) Malawi Pilot Project is funded by USAID, implemented by Management Sciences for Health (MSH), and is part of the Global K4Health project led by the Johns Hopkins Bloomberg School of Public Health, Center for Communication Programs (JHU-CCP).

The Knowledge for Health (K4Health) Malawi Pilot Project aims to improve access to and promote the use of essential health information among program managers and service providers, including community health workers (CHWs), at the national, district, and community levels. The project focuses on three key intervention areas based on the results of a knowledge management needs assessment:

- At the national level, the project established the Knowledge Management Taskforce to manage and disseminate technical information, including centralized “toolkits,” or electronic libraries of essential resources (see www.k4health.org/malawi).
- At the district level, two District Learning Centers (DLCs) at hospitals in Nkhonkhotakota and Salima provide a range of resources, including print materials, access to the internet, and opportunities for face-to-face training and networking, as well as the hub for the SMS network.
- At the community level, the project worked in collaboration with Frontline SMS and the Ministry of Health to create an SMS-based mobile phone network between district health centers and CHWs.

Since May 2010, the K4Health Malawi Pilot Project has distributed phones and solar chargers to 663 CHWs (77% of the CHWs) in Salima and Nkhonkhotakota districts, serving a catchment area of 652,326 Malawians. The mobile phone network has provided prompt responses to emergencies, for example, high-risk pregnancies, and outbreaks such as measles, subsequently saving lives. It also has reduced stock-outs among CHWs.

In addition, the Malawi Knowledge Management Task Force has published four Malawi Toolkits (Family Planning, Maternal and Neonatal Health, Young People and Reproductive Health, HIV/AIDS). These toolkits are available online and are widely used in the K4Health established DLCs in Salima and Nkhonkhotakota each with 11 computers and staffed by K4Health and the MOH. Since opening their doors, the DLCs have had more than 3,000 visitors who go there to receive basic computer training, search for medical information, use the K4Health Malawi Toolkits, and access printed health information resources. (For more information on the K4Health Malawi Pilot Project visit: www.k4health.org/malawi.)



Knowledge for Health

Knowledge for Health, implemented by the Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs in partnership with FHI and Management Sciences for Health.