Digital Health in Demand Generation for RMNCH

A toolkit for how to use digital technologies to increase awareness and interest in Reproductive, Maternal, Neonatal and Child Health (RMNCH) products and services
This toolkit was developed by HealthEnabled through the generous support of the United Nations (UN) Commission on Life Saving Commodities for Women and Children, a part of the Every Woman, Every Child initiative. HealthEnabled is an Africa-based organisation that helps national Health Ministries in low and middle-income countries as they create, implement, and sustain innovative digital health programmes to strengthen health systems and save lives.

Written by Nadi Nina Kaonga

Thanks to Dr Munirul Haque, Dr Shariq Khoja and others from the Expert Network who reviewed the document and provided valuable input, as well as Dr Patty Mechael, Dr Peter Benjamin and Helen Alexander at HealthEnabled.

Photos by Miriam Mannak
Icons by FreePik

Creative Commons Licence: Attribution-NonCommercial 4.0 International

Background
The United Nations Commission on Life-Saving Commodities (UNCoLSC, hereafter referred to as “the Commission”) was established as part of the Every Woman, Every Child (EWEC) initiative in 2010 with the purpose of increasing access to 13 overlooked life-saving commodities. Ten recommendations and actions were identified that would help expand demand, access and use of the commodities in hard-to-reach areas over a five-year period. Focusing on the continuum of care, the commodities cover reproductive, maternal, newborn and child health (RMNCH). As part of the strategy employed by the Commission, information and communication technologies (ICTs) such as mobile phones have been identified as a means to support achievement of the Commission’s goals. Accordingly, HealthEnabled (formerly mHELP, the Mobile Health (mHealth) Expert Learning Program) is serving as a technical advisor on digital health to the Commission. One of the priority areas where digital health can be applied is demand generation.

The Toolkit
Purpose
Since digital health has been used extensively for demand generation and to promote behavior change, the purpose of this toolkit is to provide implementers, public health practitioners and others with resources on digital health best practices for demand generation. Given the nature of demand generation and available technology, the toolkit reflects current practice by focusing on mobile technology. The topics covered focus on RMNCH activities and build upon resources already developed and compiled for the Commission.

How to use the Toolkit
The toolkit has been organized into several sections. The contents include general information about demand generation, specific case examples of how digital health has been used (successfully) for demand generation and guides on how to develop digital health for demand generation programs. Resources about real-world applications are intended to illustrate best practices and provide lessons and considerations for demand generation programs.

What is Demand Generation?
Demand generation combines behavior change, social marketing and communications to increase awareness and interest in products and services. An important component of demand generation is understanding the needs of the target audience and developing a strategy that is agile enough to adapt to the audience’s changing needs. Often focused and targeted, demand generation is intended to promote a long-term relationship between the audience and product or service providers. In health, demand generation can help cultivate informed communities and service providers who, on their own accord, access or use commodities or services that are in alignment with national and international best practice. It can also help promote healthy behaviors and respectful, constructive engagement between communities and health care providers. For demand generation activities to have optimal impact, they must be part of a comprehensive and culturally appropriate health improvement initiative that ensures that the appropriate infrastructure, supply, training and logistics are also in place. Through using a blended approach of digital health with traditional demand generation activities, there is a great potential to open up new and effective avenues for demand generation.
**Not Sure Where to Start?**

The following questions will help you navigate this toolkit, taking you to specific and relevant resources based on where you are in the project development cycle. However, we encourage you to browse through the toolkit in its entirety.

<table>
<thead>
<tr>
<th>Where are you in the project life cycle?</th>
<th>These sections may be of help</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you just starting out and unsure of what demand generation or digital health may be?</td>
<td></td>
</tr>
<tr>
<td>Are you entertaining the possibility of using digital health in demand generation?</td>
<td></td>
</tr>
<tr>
<td>Are you already engaged with stakeholders but still unsure about the approach?</td>
<td></td>
</tr>
<tr>
<td>Do you need to conduct a situational analysis to inform your project?</td>
<td></td>
</tr>
<tr>
<td>Do you want to develop or know what content is already out there?</td>
<td></td>
</tr>
<tr>
<td>Are you ready to implement your project?</td>
<td></td>
</tr>
<tr>
<td>Are you unsure of what to measure or how?</td>
<td></td>
</tr>
<tr>
<td>Have you implemented and are wondering what to do next?</td>
<td></td>
</tr>
<tr>
<td>Are you thinking about taking the project to the next level (scaling up)?</td>
<td></td>
</tr>
</tbody>
</table>

**Guide to Digital Health for Demand Generation in RMNCH**

When designing and implementing digital health demand generation programs, the evidence base recommends that you take into account the following considerations. Details on the recommended resources are available on pages 10-13.

- **Know your audience, their needs and environment**
  - When designing a program, start with conversations. Engaging the target audience and their community from the start is crucial.

- **Determine your collective goals**
  - Work with representatives of the target audience to determine where their needs and goals intersect with the program’s objectives for improving health outcomes.

- **Ensure that key requirements of demand generation can be met**
  - Conduct the needs and situation analysis, and determine collective goals for demand generation. You should also take the opportunity to determine whether or not digital technologies should be integrated along with the traditional methods or existing programs to enhance access to or effectiveness of your approach. Don’t reinvent the wheel. Also, determine if the necessary infrastructure is in place and if the target audience’s needs can be addressed.

- **Identify the most appropriate approach**
  - Engage with the target audience, throughout the duration of the program, to determine the appropriate technology, mode of communication and method of dissemination. Behavior change theories and frameworks can guide the selection of right approaches. Keep in mind that technology and its reach are advancing, and as such, design the blended approach for the current environment but with the future in mind.
### Develop or adapt content
Adult learning and behavior change theories and frameworks can be used to help structure and personalize content based on the target audience needs, program goals and dissemination plan. Where possible, existing content should be used as a starting point and adapted or expanded upon as-needed, making sure to draw from and align with evidence-based content. If using SMS, remember to keep the messages simple and actionable. SMS only has 160 characters!

### Find a leader, ready for challenges
Establishing trust and respectful relationships with traditionally important figures like local politicians, religious leaders, elders, heads of families, health workers, etc. (in addition to the community) is of utmost importance. Any digital health project in resource-limited settings faces unexpected social and cultural barriers at any stage of the project. Be ready for that and keep your local colleague and leader in the loop to assist in such cases. They will help you consider how to handle local challenges beforehand and as-needed.

### Refine, then implement
Make adjustments to the content and approach after feedback has been obtained from the trial. Remember to continuously monitor progress and regularly obtain feedback from the target audience and others involved. There are always opportunities to make the program better, and as technology becomes more sophisticated, there may be new (and more preferable) forms of engaging with the audience.

### Try it out and keep it simple and small
Developing content is an iterative process. Feedback should be obtained from representatives of the target audience and others involved in the program (e.g., health providers, decision-makers) before a full implementation takes place. In addition, the approach should be rigorously tested and assessed on a very small scale to work out any bugs and ensure that the program and approach are feasible and affordable.

### Be inclusive
In addition to the local buy-in and collaboration established before project initiation, it is important that individuals from or familiar with the community and local context are a part of your team; involved in the design, development, implementation, leadership and management of the project and technology throughout its life-cycle.

### Same project, multiple versions.
Sometimes, the deployments of the same project scaled-up or implemented elsewhere fail to reach the expected outcome or are not sustainable. Think about developing a slightly different but more appropriate version and approach based on the users and context.

### Set up criteria to measure outcomes
Measure the behavior you intend to change. It is also important to think over the long-term and ensure that measurements also include quality of life and/or quality of care. If there is poor preparation from the beginning of a study, some possible parameters of evaluation are lost. So think beforehand about the possible criteria/milestones for measuring success and outcomes of interest.

### Plan for scale
Projects often blow out of proportion from the onset and the original technostucture (e.g., infrastructure, logistics, hardware) fails to accommodate the lofty goals, requiring a fresh start. Remember to think about scalability (and appropriateness of your approach) from the time of project initiation.

### Build capacity
Successful projects prioritize building the capacity of local individuals and government employees to be a part of the team and take on greater responsibilities. Training members of the community and end-users on how to use the application, update it, troubleshoot common problems and also maintain the hardware, can be invaluable. Early adopters often serve as excellent trainers, skillfully teaching their colleagues and also preserving and passing along institutional memory to new or previously untrained colleagues.

### Plan for sustainability
We have seen the success story of several interesting projects end with the pilot study because they were not self-sustainable. Along with the technical solution, think through potential business models and consider preparing a cost-benefit analysis. Ultimately, the project should rely less (if at all) on external donors, technology providers and others.
<table>
<thead>
<tr>
<th>Key Resources for Using Digital Health in Demand Generation</th>
<th>Find a leader, ready for challenges</th>
<th>Try it out and keep it simple and small</th>
<th>Refine, then implement</th>
<th>Develop or adapt content</th>
<th>Set up criteria to measure outcomes</th>
<th>Same project, multiple versions</th>
<th>Be inclusive</th>
<th>Build capacity</th>
<th>Plan for scale</th>
<th>Plan for sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principles for Digital Development</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/principles_for_digital_dev.html">www.digitalrmnch.org/principles_for_digital_dev.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Human Centered Design Toolkit</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/human_centered_design.html">www.digitalrmnch.org/human_centered_design.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Development Impact &amp; You (DIY) Toolkit</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/diy_toolkit.html">www.digitalrmnch.org/diy_toolkit.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>K4Health Concept Development Tool</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/k4health_concept_tool.html">www.digitalrmnch.org/k4health_concept_tool.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theories of Behavior Change</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/theories_of_behavior_change.html">www.digitalrmnch.org/theories_of_behavior_change.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Selection Framework</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/media_selection_framework.html">www.digitalrmnch.org/media_selection_framework.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text Messaging in Healthcare Research</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/text_messaging_in_healthcare.html">www.digitalrmnch.org/text_messaging_in_healthcare.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>mBCC Field Guide</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/mbcc_field_guide.html">www.digitalrmnch.org/mbcc_field_guide.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>mHealth Mobile Messaging Toolkit</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/mhealth_mobile_messaging.html">www.digitalrmnch.org/mhealth_mobile_messaging.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Framework for Mobile Content Development</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/mobile_content_dev.html">www.digitalrmnch.org/mobile_content_dev.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobiles for Reproductive Health (m4RH)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/m4rh.html">www.digitalrmnch.org/m4rh.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The MAPS Toolkit</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/maps_toolkit.html">www.digitalrmnch.org/maps_toolkit.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile Alliance for Maternal Action (MAMA)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/mama.html">www.digitalrmnch.org/mama.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>iHeed's Animation Library</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/iheed_animation_library.html">www.digitalrmnch.org/iheed_animation_library.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global Health Media</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/global_health_media.html">www.digitalrmnch.org/global_health_media.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zinc+ORS</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.digitalrmnch.org/zinc_ors.html">www.digitalrmnch.org/zinc_ors.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Key Resources for Using Digital Health in Demand Generation:

For each resource, the relevant lessons have been listed. Some resources may be found under multiple lessons.

**Principles for Digital Development**
[www.digitalrmnch.org/principles_for_digital_dev.html](http://www.digitalrmnch.org/principles_for_digital_dev.html)

The Greentree Principles for Digital Development form the cornerstone of the design and development of ICT programs. The nine principles serve as a guide and reminder that technology is an enabler, not a solution in and of itself.

**Human Centered Design Toolkit**
[www.digitalrmnch.org/human_centered_design.html](http://www.digitalrmnch.org/human_centered_design.html)

Related to the Greentree Principles, this toolkit provides guidance on engaging with communities to collaboratively identify and address community needs and challenges.

**Development Impact and You (DIY) Toolkit**
[www.digitalrmnch.org/diy_toolkit.html](http://www.digitalrmnch.org/diy_toolkit.html)

DIY houses a repository of free, evidence-based tools that users can access at any time point during the planning and implementation phases of a community-based program.

**K4Health Concept Development Tool**
[www.digitalrmnch.org/k4health_concept_tool.html](http://www.digitalrmnch.org/k4health_concept_tool.html)

As one of the many tools found in K4Health’s extensive mHealth Planning Guide, the concept development resources guides users through considerations to make about whether or not digital technology is appropriate for their program and what factors to consider if it is.

**Theories of Behavior Change**
[www.digitalrmnch.org/behavior_change.html](http://www.digitalrmnch.org/behavior_change.html)

The World Bank Communication for Governance & Accountability Program (CommGAP) resource on behavior change outlines the key elements of behavior change and provides a summary of three major behavior change models: Social Cognitive Theory, the Theory of Planned Behavior and the Stages of Change Model.

**Media Selection Framework**
[www.digitalrmnch.org/media_selection_framework.html](http://www.digitalrmnch.org/media_selection_framework.html)

The Health Communication Capacity Collaborative HC3, an initiative of the Johns Hopkins Bloomberg School of Public Health Center for Communication Programs, developed a framework to help implementers select appropriate technology for their demand generation programs. The framework draws from behavior change theories and social marketing.

**Text Messaging in Healthcare Research**
[www.digitalrmnch.org/texts_in_healthcare.html](http://www.digitalrmnch.org/texts_in_healthcare.html)

The Center for Research in Implementation Science and Prevention (CRIISP) at the University of Colorado School of Medicine developed a toolkit that guides researchers through designing and developing a text message-based initiative for data collection or as part of a health intervention. While the toolkit is geared towards researchers in the U.S., practitioners, researchers and others around the globe can still make good use of the checklists, tools and key considerations included in the document.

**mBCC Field Guide**
[www.digitalrmnch.org/mbcc_field_guide.html](http://www.digitalrmnch.org/mbcc_field_guide.html)

The mobiles for behavior change communication (mBCC) field guide provides resources on how to design a program for behavior change that uses mobile phones. The guide includes worksheets and evaluation tools that, while they focus on mobile phones, could apply to other technologies. One of the first exercises is identifying an appropriate behavior change theory to guide messaging content development, adaptation and dissemination.
mHealth Mobile Messaging Toolkit
www.digitalmnch.org/mhealth_messaging.html
This resource, developed by the Mobile Alliance for Maternal Action (MAMA), the mHealth Expert Learning Program (mHELP, now a part of HealthEnabled) and PATH, with support from USAID, provides guidance on how to select an appropriate technology application and vendor for an mHealth text messaging program.

Framework for Mobile Content Development
www.digitalmnch.org/mobile_content_dev.html
The report, “mHealth Support Tools for Improving the Performance of Frontline Health Workers: An Inventory and Analytical Review,” contains three-part framework to help guide content development based on the target audience, context and available technology.

Mobiles for Reproductive Health (m4RH)
www.digitalmnch.org/m4rh.html
The content developed for FHI 360’s m4RH is available online. In addition, FHI 360 provides information about the planning and design of the program and lessons learnt along the way. Message content focuses on family planning.

The MAPS Toolkit
www.digitalmnch.org/maps_toolkit.html
mHealth Assessment and Planning for Scale (MAPS) is a resource developed by the WHO in partnership with the United Nations Foundation, Johns Hopkins University Global mHealth Initiative and other partners. The toolkit, intended for use by program managers and teams implementing mHealth initiatives, is designed to help guide the scale-up of existing mHealth projects. There are six focus areas covered in the toolkit, and they include: groundwork, partnerships, financial health, technology and architecture, operations and monitoring and evaluation.

Mobile Alliance for Maternal Action (MAMA) *
www.digitalmnch.org/mama.html
MAMA is a consortium of organizations that have partnered together to develop, adapt and disseminate health information directly to expecting mothers via mobile phone. Content developed is available for download and can be adapted as-needed. MAMA also has useful tools and resources for program design and considerations, including content learning modules.

iHeed Video Resources **
www.digitalmnch.org/iheed_animation_library.html
iHeed’s Youtube site includes animated video content that can be used for health education and training. The videos were developed with the assistance of groups like the Global Health Media Project. Topics covered include meningitis and family planning.

Global Health Media **
www.digitalmnch.org/global_health_media.html
This resource focuses on developing useful content for frontline health workers to use for training, counseling and professional development. Current videos cover challenges in newborn and child health, and there are several languages offered.

Zinc+ORS **
www.digitalmnch.org/zinc_ors.html
The website contains video and text resources on the management and care of children with diarrhea. The content was developed for the Commission by the Child Health Technical Resource Team’s Pneumonia and Diarrhea Working Group and is maintained by USAID, McCann Global Health, Abt Associates and CHAI.

* Includes actual content for use (existing content)
** Existing content (not mobile ready, but can be adapted)
Additional Resources

These additional resources may be of interest to you as you learn more about digital health and its application to support public health programming and medicine.

- **Digital Health for RMNCH Toolkit**: The toolkit, designed in parallel to this demand generation toolkit, provides a comprehensive overview of how digital health can be applied to RMNCH activities in relation to the Commission’s ten recommendations. The toolkit covers applications beyond demand generation and includes guidance on mobile financing and supply chain.
  
  [www.healthenabled.org/resources/rmnch_toolkit.pdf](http://www.healthenabled.org/resources/rmnch_toolkit.pdf)

- **Common mHealth Questions**: This document provides answers to 30 commonly asked questions about mHealth. The answers draw from the experience of experts in the field and point to numerous, useful resources for readers to learn more about how mHealth has been used, key considerations for design and development and other noteworthy information.
  
  [www.healthenabled.org/resources/common_questions.pdf](http://www.healthenabled.org/resources/common_questions.pdf)

- **The Journey to Scale**: A resource commissioned by the Bill and Melinda Gates Foundation and compiled by PATH that makes the case for institutionalizing digital health tools and provides frameworks and examples of how to effectively scale such interventions.
  

- **African Strategies for Health**: A USAID-sponsored initiative, African Strategies for Health identifies high-impact strategies that promote the health of Africans, including mHealth. Compendiums of mHealth programs have been compiled and contain illustrative and informative case studies that adhere to best practices. Behavior change initiatives are the most common use case.
  
  [http://www.africanstrategies4health.org/resources](http://www.africanstrategies4health.org/resources)

- **Digital Health Program Repositories**: The following repositories of mHealth projects can be helpful to look through to determine who is already conducting a similar program or is conducting an implementation in your area of interest.
  
  - **WHO eHealth Project Repository**: [http://www.who.int/ehealth/resources/repository/en/](http://www.who.int/ehealth/resources/repository/en/)
  - **mHealth Working Group Inventory of Projects**: [https://www.mhealthworkinggroup.org/project](https://www.mhealthworkinggroup.org/project)
  - **Maturity Model**: The Maturity Model is a tool developed by Dimagi to aid implementers in identifying where their digital health programs are and how to advance their programs in scope and scale.
    
    [http://sites.dimagi.com/maturity-model](http://sites.dimagi.com/maturity-model)

Demand Generation Resources

Want more general information about demand generation? Check out these resources:

- “What is Demand Generation?” by Ritika Puri, 2014
  

- “Demand Generation” at Eloqua
  

Learn more about how the Commission is leveraging demand generation at:

- “The Power of Demand Generation” from the Demand Generation I-Kit for Underutilized, Life-Saving Commodities
  

  

  