Patient Multimedia Engagement Toolkit

Project Summary

Problem
Vulnerable displaced populations can experience extortion, torture, and sexual violence and face legal, economic, cultural, and social barriers in accessing health care.

Proposed Solution
Design of a toolkit to support MSF field teams in creating a multimedia strategy. The strategy harnesses social and digital technologies to better reach vulnerable displaced populations experiencing violence and that face barriers in accessing health care.

Potential Impact
- Re-thinks patient and community engagement to improve quality of care and operational efficiency
- Increases awareness of health conditions among target population
- Better reaches vulnerable and at-risk populations

Viability
- Builds on lessons learned from two pilot projects
- Employs a human-centered design approach and minimum viable product to deliver impact sooner

Risk Mitigation
- Includes impact assessments to evaluate potential risks and a detailed mitigation plan

Scalability
- Aligns with the vision of the Nairobi Branch Office and East Africa Association to adapt solutions built for the East Africa Region for other similar contexts

Area/Type: Operations Improvements and Technology; Incubator
Sponsor/Support: Eastern Africa Association/OCBA
Length/Project Status: 1.5 years; ONGOING