

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**