

Empowering Field Staff via Multi-Media Design Lab



TRANSFORMATIONAL
INVESTMENT
CAPACITY

Project Summary

Problem

Field staff have access to HQ guidance but much of the knowledge is in hard-to-read operations manuals. This limits translating knowledge into solutions that can be adopted and implemented in the field.

Proposed Solution

Transform medical learning content for frontline staff, **empowering technical experts and learners** to develop the content that can be easily understood and implemented in the field. **Democratizes learning.** Brings referents' experience / expertise to the hands of field staff when and where they need



Potential Impact

- **Engages local staff in providing feedback** on medical referent content
- Provides field staff with better access to user-friendly knowledge and tools
- Improves **quality of care**

Viability

- Uses agile test and learn “how-to” for videos, presentations, webinars, podcasts
- Leverages learnings from COVID-19 medical guidelines multi-media work

Risk Mitigation

- Works with staff in **regional hubs** (Southern Africa, Lebanon) for front-line engagement
- Partners with MSF Academy and TEMBO

Scalability

- Experiments, develops solutions and shares lessons learned for ease of scaling

Area/Type: HR Learning and Development; Incubator

Sponsor/Support: MSF Germany

Length/Project Status: 12 months; **ONGOING**