

# Terms of Reference

## mHealth Landscaping and Benchmarking Exercise

### 1. Background

Since 2018, MSI Reproductive Choices has been implementing a mHealth project in the Sahel with funding from the Bill and Melinda Gates Foundation. The funding will conclude at the end of June 2023.

The stated project goal is to increase access to quality family planning for youth (15-24 years old) by leveraging and strengthening existing MSI Reproductive Choices (MSI) community-based distribution networks in the four Sahel implementation countries (Burkina Faso, Mali, Niger, and Senegal).

The project used the Dimagi mobile data collection platform [CommCare](#) to build an app that equips Community-Based Workers (CBWs) (Government Community Health Workers and MSI's Agents de Marketing Social) to conduct pre-counselling, document demand generation activities, and make referrals. It also enables the linked facilities to track the outcome of referrals.

The app, which MSI calls "Community Connect", includes a library of resources for CBWs including short, animated videos on methods of contraception, menstruation and pregnancy, and guidance for pre-counselling. Dashboards generated by PowerBI are used to improve evidence-based decision-making, supervision and performance management.

An evaluation was conducted in 2022 and concluded that Community Connect showed promise. The remainder of the project is being used to address gaps in the evidence and strengthen the proof of concept.

As the project draws to a close, MSI must determine whether and in which settings Community Connect should be stopped, sustained, adapted and/or scaled. To do so, MSI would like to situate Community Connect within the wider ecosystem. Since Community Connect was conceived there has been a proliferation of mHealth solutions, [the knowledge base on what works has expanded](#), and there has been a growing recognition of CBWs' importance in pursuing Universal Health Coverage. **Of particular interest to MSI is the pathway to scale and sustainability via the public sector, including:**

- What do these pathways to scale and sustainability look like?
- What could support the [priority setting](#) of such mHealth solutions?

*Note, this Terms of Reference uses the terms community-based worker (CBW) and community health worker (CHW) interchangeably.*

### 2. Assignment

MSI seeks a consultant to conduct the following:

- **A review of what exists:** Using pre-existing knowledge, a desk-based literature review and key informant interviews, map the mHealth solutions being used in **public sector settings** by CBWs and their supervisors as job aides for conducting pre-counselling, documenting demand generation activities, making referrals, tracking the outcome of referrals, and performance management. This should **not** be limited to SRH programmes as CBWs typically work around multiple health areas and solutions should reflect this.
- **An assessment framework:** Develop a framework to assess these mHealth solutions against. This should take into consideration the functions a CBW needs to perform, the context in which they operate, the health system they are part of, integration with routine health management information systems used by governments (e.g. DHIS2), the availability of domestic financing, and global standards for mHealth interventions such as those captured in the [Principles for Digital Development](#), [The mHealth Assessment and Planning for Scale \(MAPS\) Toolkit](#) and the [WHO Classification of Digital Health Interventions](#).
- **Assessment:** Conduct a desk-based assessment of these mHealth solutions using this framework. This should draw on existing assessments wherever possible (see illustrative external resources below).
- **Pathways to scale and sustainability:** Document the pathways to scale and sustainability these mHealth solutions have pursued and the learning that has emerged from these efforts, whether they have been successful or not.
- **Priority setting:** Summarise the key issues relating to CBWs today, such as the dialogue around [remuneration](#), financing and [mandates](#) (see illustrative external resources below) and how these could support the priority setting of such mHealth solutions.

### 3. Deliverables

The consultant is expected to deliver the following in the sequence specified:

- Assessment framework, for review and feedback before commencing the assessment.
- Draft report, for review and feedback before finalising.
- Final report.

### 4. Key resources

**Illustrative internal resources:**

- Final annual report
- Final evaluation

**Illustrative external resources:**

- [WHO Classification of Digital Health Interventions](#)
- [Digital Health Tools for Community Health Worker Programs - Maturity Model and Toolkit](#)
- [US President's Malaria Initiative's malaria and digital community health assessments](#)
- [PMI Digital Community Health Initiative](#)
- [USAID Landscape Analysis of National Community Health Worker Programs](#)
- [USAID Health Worker Enhanced Supervision Approaches](#)
- [WHO's Guidelines on Health Policy and System Support to Optimize CHW Programmes](#)
- [What is a Community Health Worker - Dimagi](#)
- [J-PAL's Improving health worker performance through P4P programs](#)
- [CommCare - Dimagi](#)
- [Community Health Workers - Exemplars](#)
- [Muso](#)
- [DHIS2](#)
- [Digital Square](#)
- [Community Health Impact Coalition](#)
- [Frontline Health Workers Coalition](#)
- [Community Health Worker Advocates](#)
- [Principles for Digital Development](#)
- [The mHealth Assessment and Planning for Scale \(MAPS\) Toolkit](#)
- [Implementing a large-scale community digital health platform - Malaria Consortium](#)

### 5. Profile of consultant/consultancy practice

The consultant/consultancy practice should have:

- Significant experience in mHealth and community health worker programming and/or research.
- A strong understanding of scaling mHealth solutions within government health systems.
- Familiarity with the Sahel region.
- Relevant networks to tap into for key informants.
- Proven ability to write with clarity and brevity and to simplify complexity.
- Availability between March-May 2023.
- French language skills would be desirable but are not essential.

## 6. Illustrative timeframe

The consultancy is expected to take 20-25 days. An illustrative breakdown is provided below.

Activity	Timeframe
Orientation to MSI's Community Connect app	1.0
Reviewing internal resources	1.0
Interviews with key MSI informants	1.0
Develop mapping and assessment framework	2.0
Feedback meeting	0.5
Reviewing external resources	5.0
Interviews with key external informants	2.0
Draft report	5.0
Presentation of draft report and feedback meeting	0.5
Finalise report	2.0
<b>Total</b>	<b>20 days</b>

## 7. Application process

- Please send a CV/resume and covering letter to [christopher.hildebrand@MSIChoices.org](mailto:christopher.hildebrand@MSIChoices.org) by 28<sup>th</sup> February.
- The covering letter should:
  - Highlight relevant expertise and experience.
  - Where possible, provide links to relevant assignments you have undertaken.
  - Indicate availability.
  - Price the assignment.