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INNOVATION DETAILS

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Title	Scaling e-learning Safe delivery app in RMNCHA through a cascade of functionaries driven via inter-district competition
Area Innovation	Madhya Pradesh
Target Population / Benificiary	none
Remarks	Following observations derived from this experience that may have applications for future. 1. Knowledge seeking can be an incentive if enabled through a process of monitoring & motivation. 2. Control elements are required to monitor and motivate such large scale movement 3. Such initiatives can break the vicious cycle of training, unrelated to job performance, underutilization of available resources, and poor results and & thereby weak motivation to continue learning.
References	none

Scaling e-learning Safe delivery app in RMNCHA through a cascade of functionaries driven via inter-district competition

Need/rationale:

The pervasiveness of Smartphones presents an unprecedented opportunity to directly transfer life-saving health information and guidance through advanced features. The Covid -19 times call upon ways to drive models that enable self-learning. Recognizing these requirement state used the Safe delivery App application to propagate learning towards RMNCHA subjects in a mission mode. This was accomplished through a chain of monitors across state, division, district, facility and inter-facility.

Description of the Model

The orientation involved seven divisional public sector RMNCHA co-ordinators who are driving trainings through a chain of 304 MH Co-ordinators/Nursing mentors/ Skill lab trainers along with administrative staff and NHM program managers (DPHNO, DHO, DPM) to get all staff nurses across state to take up e-learning via the App. This was supported & monitored through several probe & nudge points including - set of google sheets, Divisional/Districts Whatsapp group, and a tele calling mechanism & tracking. This all come together to bring visibility of gradual progress being made day by day and enabled a pull of motivation factor. Further there was a certification from within the App and additional recognition to every staff nurse completing certification from the state. The process is illustrated as:
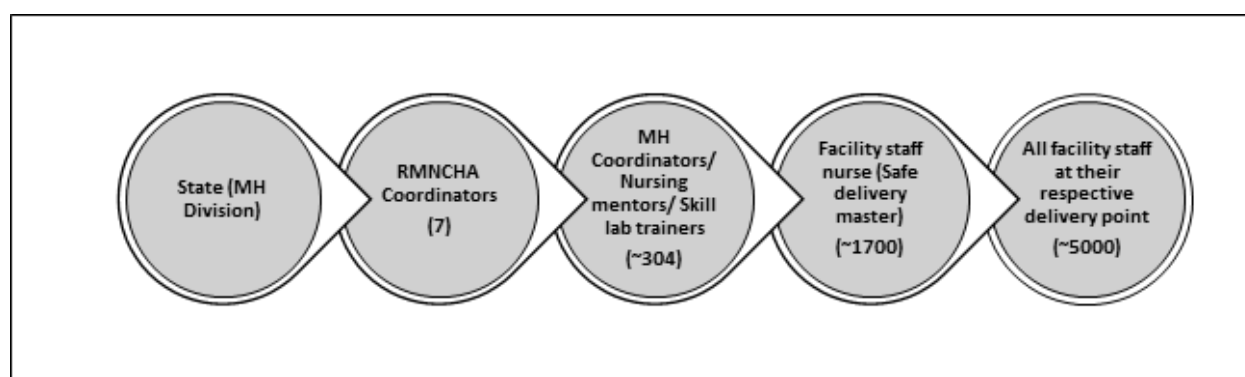
Human Resources (Existing/New)

All existing HR were involved

Capacity building strategy

The model as described was the capacity building strategy used. The 3332 certificates as received (till end Oct'21) by different level cadres across vary from CMHO to Class-IV employee

Cadre	No. of certificate received	Cadre	No. of certificate received
CMHO	1	CHO	92
DHO	1	ANM	270
DPM	1	LHV	5
BMO	4	DPHNO	6
MO	22	Others	26
Matron	3	Class-IV	1
SN	2900		

Evidence of effectiveness/ Impact:
1. Since the start of the intervention in September'2021, 3300+ certification (~ 67%) have been achieved by the staff nurses across the state. Several nursing staff including ANMs and staff at peripheral facilities have shown enthusiasm towards the utility of such a digital learning approach. We have anecdotal evidence of doctors getting involved and achieving completion on self-initiative & to motivate their staff.
2. With the consistent tracking and monitoring, State has achieved highest number of Safe Delivery Champions nationally to utilise the app based learning in implementing best practices towards maternal and neonatal care.
3. The various ongoing programs such as LaQshya and SUMAN have benefitted positively through strengthening of knowledge and skill levels of nursing staff.

Cost:
No additional cost was involved

Key lessons
Following observations derived from this experience that may have applications for future.
1. Knowledge seeking can be an incentive if enabled through a process of monitoring & motivation.
2. Control elements are required to monitor and motivate such large scale movement
3. Such initiatives can break the vicious cycle of training, unrelated to job performance, underutilization of available resources, and poor results and & thereby weak motivation to continue learning.

Challenges
Ownership by various functionaries is a constant challenge especially with something as new such a a self-learning platforming

Potential for scale
This model for enabling learning is highly scalable given the ubiquitous nature of smartphones and relevance of the subject to day to day work of nursing staff/others.

Partners involved in implementation
National Health Mission, Madhya Pradesh and Clinton Health Access Initiatives (CHAI)

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