



Use of Information in Health Policies and Programs

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Definition of Use

“What is done with knowledge gained from an information product or service. It is the way in which information products or services are absorbed and applied to institute or implement changes.”



Indicators of Use

24. Number or percentage of users *adapting information products or services;*
25. Number or percentage of users *using an information product or service to inform policy & advocacy or to enhance programs, training, education, or research;*
26. Number or percentage of users *using an information product or service to improve their own practice or performance.*

MSH Surveys of Publications

- The 1997 survey was mailed to 10,000 readers in 187 countries, and 722 responded—a response rate of more than 7%. Respondents reported extensive use of *The Family Planning Manager*. Over 70 percent reported use of the publication for personal knowledge, as a reference tool, to improve their management skills, and for training and workshops.
- The 2004 survey was mailed to more than 15,500 readers, of whom only 2.2% responded, and its cost was about \$14,800.

Uses of Publications Reported in 2004 Survey

Use of Publication	No. of Responses*	% Using for This Purpose
Increase personal knowledge	272	80
Improve management skills	240	71
As a reference	224	66
Training/workshops	216	64
Improve staff performance	172	51
Project/program design	149	44
To build a common approach to specific management strategies	141	42
Self-evaluation	139	41
To help change policies	116	34

*n = 339; average no. of uses per respondent = 4.9

Testimonials System

- Set up in 2003 to collect “unsolicited, anecdotal reports of use”
- Low cost
- Contains more than 700 records
- Benefits of the database:
 - searchable by the name, organization, and country of the author of the testimonial and by the name of the product, date, language, and keywords;
 - provides a repository of information that can be used to publicize products;
 - makes possible reporting on qualitative and quantitative information about the uses of specific information products.

Requests for Permission

- In 2007 we documented 21 such requests.
- In 2006 there were 33 requests.
- In 2005 we tracked 38 requests.

THE MANAGER'S ELECTRONIC RESOURCE CENTER

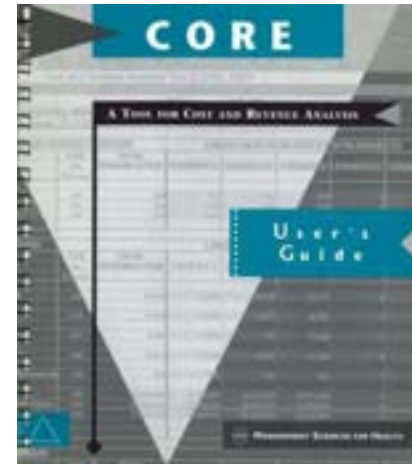
The ERC is produced by Management Sciences for Health

BACK



Example of Use: CORE in Bangladesh

- This use of information is an implementation of the CORE tool to enhance management of a program—the NGO Service Delivery Project—that provides services through 33 NGOs to 22 million people.
- “The CORE modeling helps to highlight areas of underperformance for NGO managers so that they can construct projections designed to improve efficiency and cost recovery rates.”
- *Uses:* Enhance programs, training



Example of Use: MOST in Nigeria

- Six-month action plan for the National AIDS and STI Control Programme (NASCP)
- Outcomes to date:
 - NASCP is finalizing job descriptions.
 - NASCP is developing an operations manual.
 - MOST will be applied to the whole Ministry of Health to modernize and streamline operations.
- *Uses:* Adaptation; enhance programs, training



Example of Use: HRM/HIV Implemented in India

- *HRM Rapid Assessment Tool for HIV/AIDS Environments* implemented in the private sector in Kolkata, India
- A set of guidelines was developed, presented to the head of human resources, and accepted.
- The guidelines are a set of working principles that will allow the integration of HIV & AIDS management into the current human resource systems of Hindalco Industries, one of Asia's largest producers of aluminum.
- *Uses:* Enhance programs, training



Example of Use: Change Guide Used in Mali

- *The Guide for Fostering Change to Scale Up Effective Health Services* was translated into French with funding from the World Health Organization.
- This resource was used by the USAID-funded Child Survival Technical Support Plus Project to support a workshop in Mali.
- The facilitator commented that “we had an excellent discussion on steps for promoting change in community-based family planning.”
- *Uses:* Adaptation; enhance programs, training



Example of Use: *Managers Who Lead* in Nepali

- The Institute for Cultural Affairs, ADRA/Nepal, MSH, and the Government of Nepal coordinated efforts and shared the cost of the translation and printing of 1,000 copies of *Managers Who Lead: A Handbook for Improving Health Services*. The handbook was used in a leadership development program in 2006.
- **Impact:** The contraceptive prevalence rate of a largely unserved Muslim community increased from 5% to 13%; a community health center was constructed; and use of prenatal care increased.
- *Uses:* Adaptation; enhance programs, training



Examples of Uses That Affected Individual Practice & Performance

- MSH publications “helped me to organize a refresher course for the CBD agents in refugee settlements in order to improve the quality of services.”
—*Family Planning Association of Uganda, Moyo Branch*
- “The publications have helped me to communicate with professional health workers to design and plan for integrating family planning activities into my soil conservation projects.”
—*Zonal Agricultural Development Officer, Ethiopia*
- “I have used MSH publications to effectively involve the community in the management of health facilities.”
—*Trainer, District de Santé de Nylon, Cameroon*

Limitations of Informal Mechanisms for Documenting Use

- The number of users is often difficult to obtain.
- Relying largely on unsolicited feedback means we see only the tip of the iceberg of use.
- There are some costs: We need to maintain the testimonials database. We also produce an annual report on permissions requests in order to track uses.
- We need to regularly ask our staff to share feedback that they receive about information products with us.



Saving lives and improving the health of the world's poorest and most vulnerable people by closing the gap between knowledge and action in public health

“I am using your database to calculate the estimated cost for essential drugs for Darfur, Sudan. Your website has been incredibly helpful.” –*Chris Maddock, Technical Officer, WHO*

