

# Global Communication and Marketing

## National Center for Health Marketing/Office of the Director Testing modes of communication for Infection Control Prevention: Kenya

**Background:** Global Disease Detection (GDD) projects enable CDC and regional partners to practice rapid training/communication dissemination in response to an emergency or disease outbreak. Healthcare workers need to become familiar with alternative communication training delivery strategies—strategies that will be needed in emergencies when workers must stay close to worksites, have tremendous time constraints, and are restricted from travel. The goal of GDD activities in Kenya is to pilot the use of new Information Communication and Technology (ICT) networks for health communication in rural settings and targeted communication of hospital infection control guidelines provincial hospitals.

**Partners:** CDC's Global Disease Detection, Division of Health Care Quality Promotion, Kenya's Ministry of Health, Kenya Nursing Council, African Medical Research and Education Foundation

### Objectives:

- Pilot test the feasibility and effectiveness of using ICT to support and deliver training and health communication in low resource settings
- Provide ICT capacity through a Very Small Aperture Terminal (VSAT) communications network to Provincial Medical Offices and General Hospitals, enhancing their ability to receive and share information and data
- Provide provincial hospital staff with appropriate, effective, easily accessible training and communication that addresses identified infection control training and communications needs

### Methods:

- Identify priority hospital infection control needs and information channels through focus groups and knowledge/attitudes/practices assessments.
- Develop communication materials for health care providers, patients, families, and the public
- Develop training materials in both traditional classroom format and e-learning format for provincial hospital staff
- Establish VSAT communications network with internet, email, webconferencing, and data reporting capabilities connecting Provincial Medical Offices, Provincial General Hospitals, and Kenya Ministry of Health
- Market the communications technology, setting up net conferencing and teaching the staff how to use it, and working with management to promote health worker access to the system for training and development.

### Evaluation:

- Conventional training (face-to-face) shall be contrasted with e-learning training modules to determine knowledge retention and message effectiveness.
- Conduct comprehensive evaluation based on Kirkpatrick's Model of Four Levels of Evaluation and Return-on-Investment model
- Evaluate and contrast message impact via the different message mediums

### Expected Results and Conclusions:

These projects are in progress and are expected to be completed by September 2008. Expected outcomes include:

- Targeted communication of infection control guidelines to 1400 to 2100 hospital workers, managers and support staff.
- Through targeted communication of infection control guidelines (that address information gaps and targeted needs of different groups), both conventional and e-learning will show significant adaptation in professional infection control protocols.
- Sound infection control measures will increase health system quality
- The foundation for a regional health training and communications "network" will be laid and can be a means of providing rapid response in times of health emergencies.

### Presenter

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