

# **Quality Data Training**

**November 11-14, 2025  
Iloilo City, Iloilo, Philippines**

**Day 4**

# Community Garden



# Community Agreement

- Be Present
- Actively Participate
- Ask Questions (Be Courageous)
- Step Up & Step Back
- Maintain a Growth Mindset
- Manage Your Technology (cellular phones, tablets, laptops)

# Agenda

Stakeholder Engagement

Stakeholder Communications Action Planning

**Break**

Local Health Office Improvement Action Planning

Closing and Evaluation

**Lunch**

# Improvement Action Plans

**TODAY!**

Local Health Office teams will develop an action plans to improve communications with stakeholders and make improvements in their locality.

**Data Quality & Analysis**

**Data Collection & Reporting**

**Health Care Systems**

**Patients & Populations**

**QI Team & Activities**

**Stakeholder Communication**

# Stakeholder Engagement

Lecture



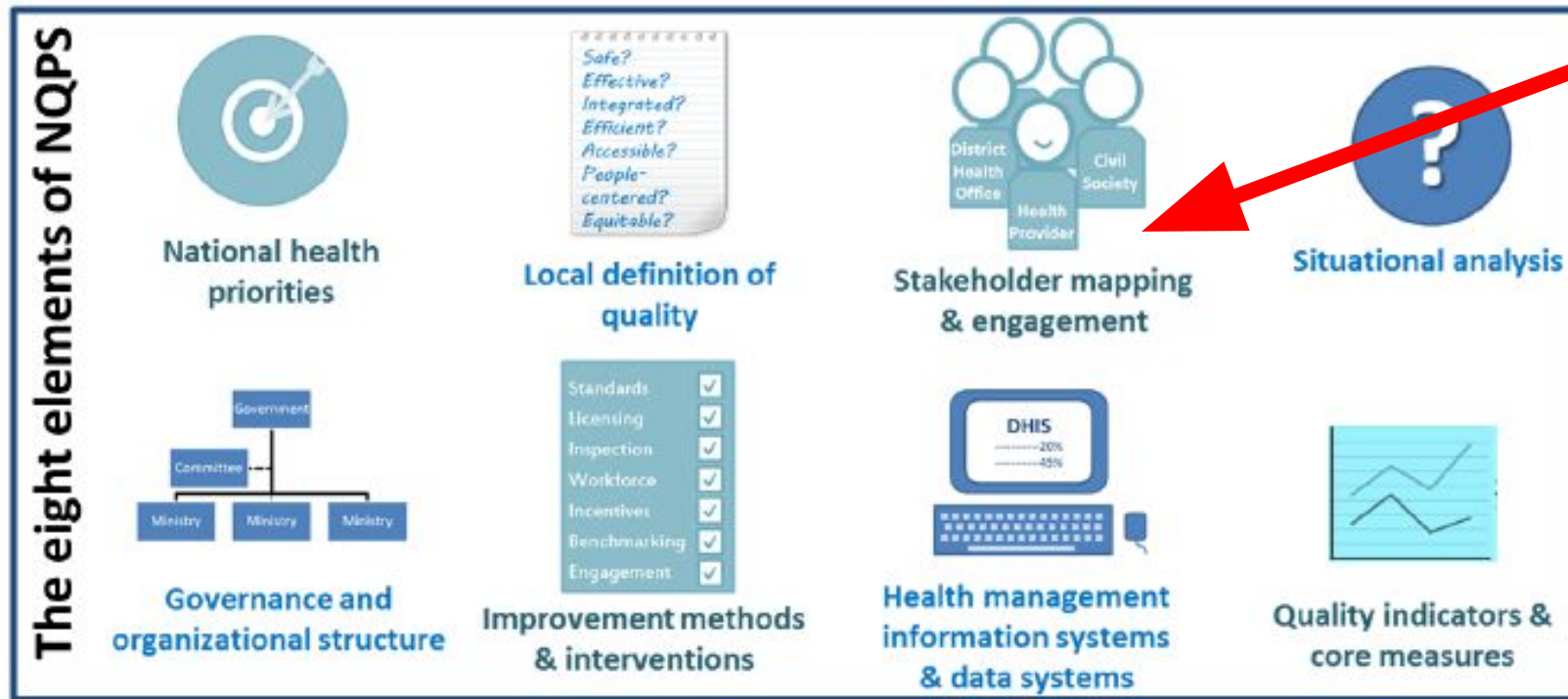
**Low Performance  
on Key Indicator**



**Investigate to  
Understand and  
Address Issue**



# National Quality Policy & Strategy – Eight Elements



+

Operational planning

Integration of technical programmes

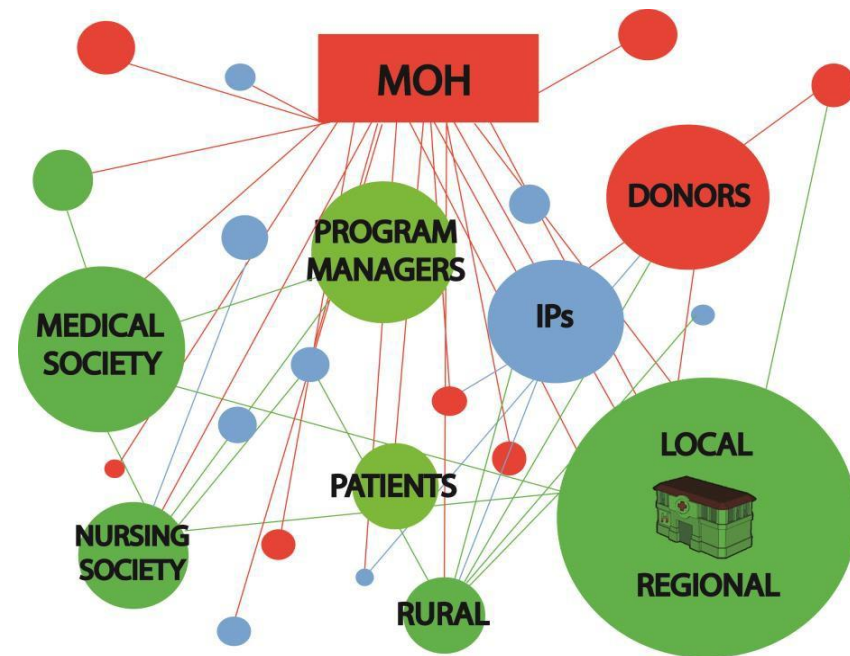
Tools & resources

# Module objectives

- Describe how the data can be translated into policy and the information required for policy implementation among different stakeholders
- Identify stakeholders for the generation, translation, operationalization and use of the data and describe the process of stakeholder engagement
- Understand and contextualize the development and implementation of a data communication plan

# HEALTHQUAL International

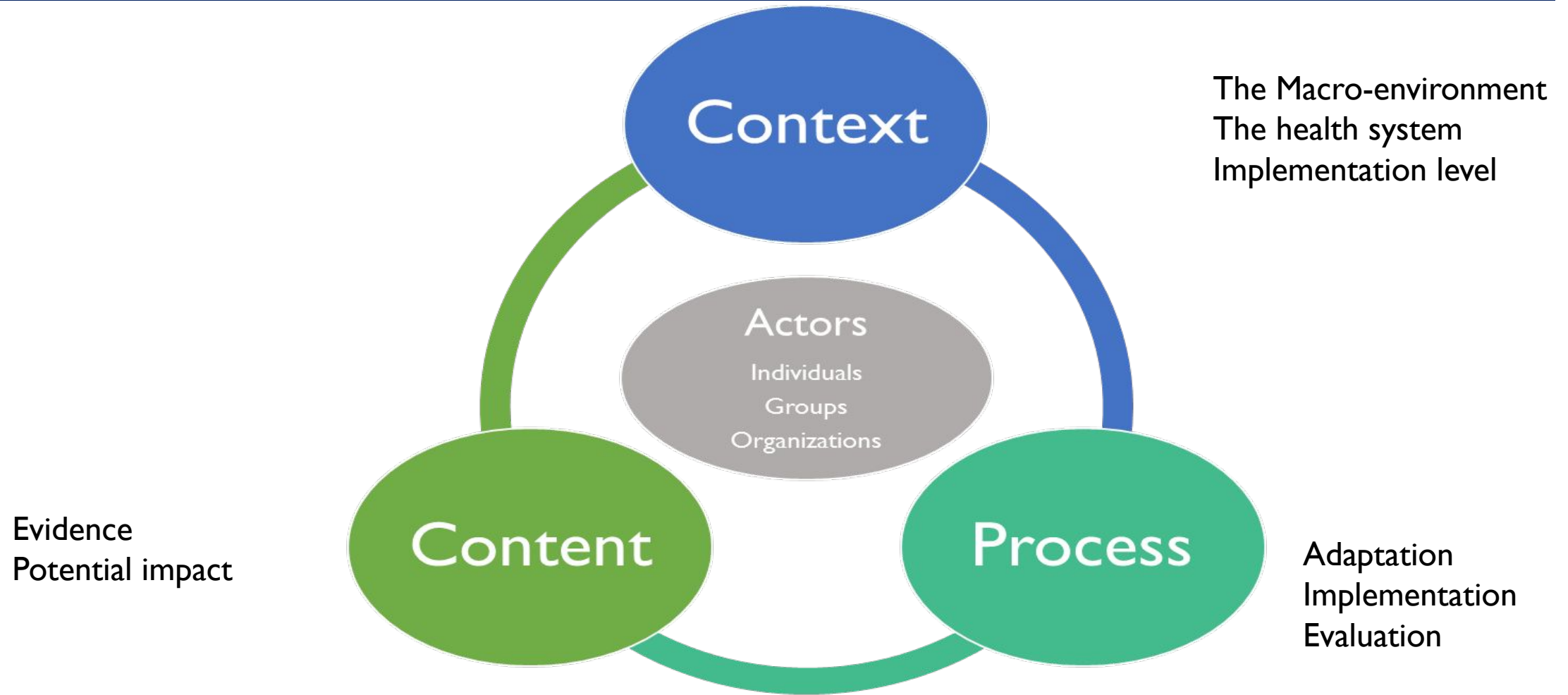
## Developing and implementing a national performance measurement communications plan



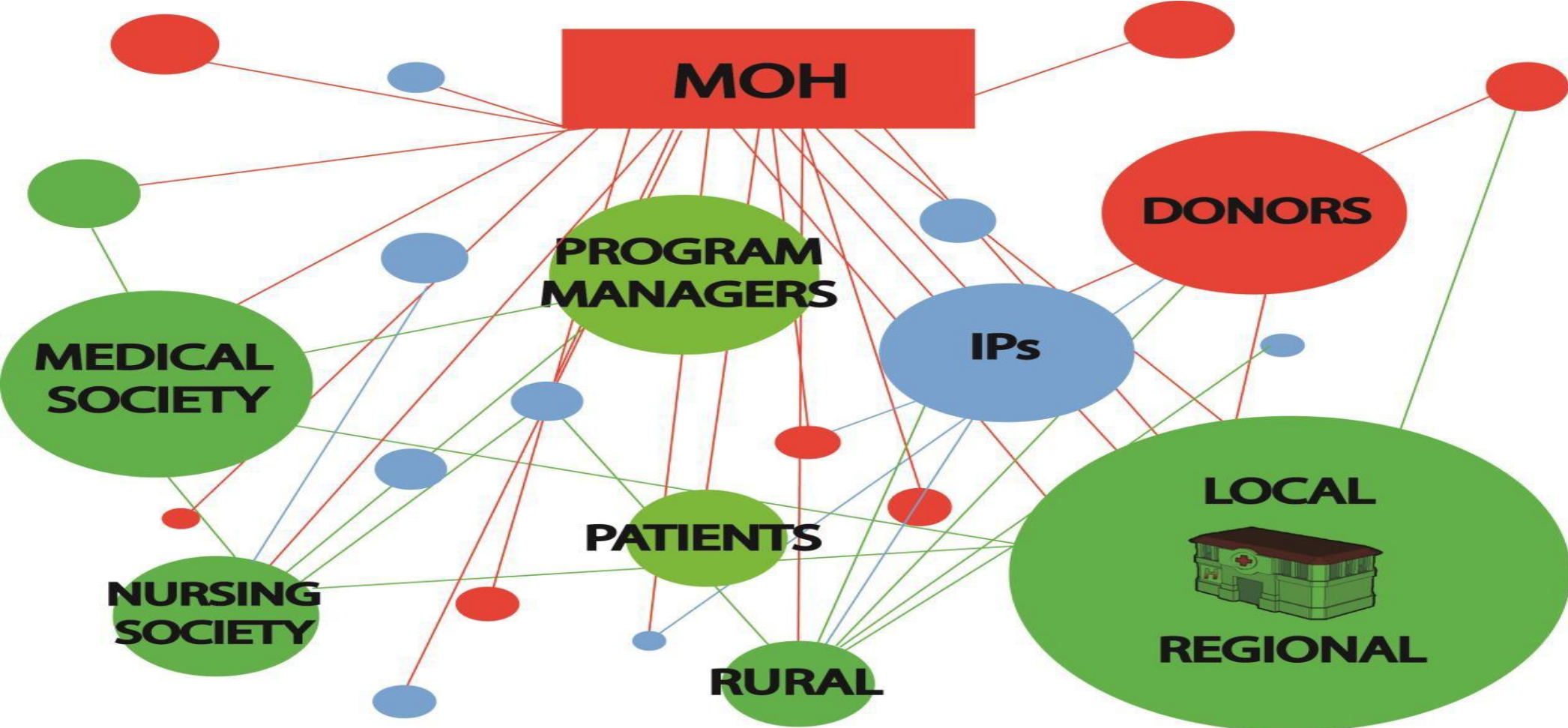
# Key premise

- Effectively communicated performance data has the potential to inform programmatic priorities and policy to accelerate improvements in care
- Sharing of performance data with stakeholders and other essential partners increases buy-in and cooperation to achieve program objectives and enhances opportunities for collaboration among DOH staff and stakeholders

# Considerations for the Policy Maker



# Communications network



# Assessment of need

## 1. Define your audience

- MOH leadership, program managers, providers, community leaders, stakeholders, patients, donors, the public
- List not only categories, but include specific key individuals by name, title
  - Try to group your audience(s) by common characteristics
  - Segment based on known communications behaviors and practices, knowledge and information access

## 2. Prioritize your audience

# Assessment of need

## • Networks

- What networks currently exist by audience and relevance to topic?
  - For example, professional groups/societies, public health organizations, government and donor networks, technical working groups
- How do these networks communicate?
  - What channels/platforms/mechanisms are used and with what frequency?

# Illustrative list of stakeholders

## Box 7. Illustrative list of potential stakeholders (note: non-exhaustive list)

### Government health organizations

- Ministry of health
- Health professional council
- Provincial health offices
- District offices and hospitals
- National data/informatics specialists

### Health service organizations

- Public sector health services
- Faith-based health services
- Private sector health services
- Traditional and complementary health services

### Professional bodies

- Health care professional councils
- Specialty societies
- Medical academies

### Line ministries

- Finance
- Social affairs
- Education

### Cooperating partners

- Insurance entities
- Financial support
- Communications/media support

### Civil society

- Advocates
- Health promoters
- Delivery programmes and services

### Communities

- Advocates/outreach
- Patient societies

Source: Adapted from stakeholder mapping tool used in development of Ghana quality strategy.

# Stakeholder engagement for data analysis

- Stakeholders involved in the process should:
  - have a common understanding of the relevant concepts, methodology, and related indicators and definitions
  - be familiar with the service delivery system and its stakeholders
  - understand the sources of data for each indicator
  - recognize client navigation pathways for access to care, continuous engagement in health services and treatment as contributing factors to results

## Systems:

what are the implications?

- Financing
- Human resources: quantities and qualities
- Supply chain
- Service delivery models
- Strategic information
- Leadership
- Implications for the beneficiaries and the community

# Now that you have the data:

## Stakeholder Consultation Forum

- Present and discuss findings
- Validation
- Make recommendations for actions to address priority gaps and causes

## Dissemination of findings and recommendations

- Meetings
- Focus groups
- Survey dissemination
- Key informant interviews
- Use of social media to drive discussion
- Advanced technology, such as webinars or conference calls
- Community advisory boards
- Advisory groups to HIV planning bodies

## Convene technical working group

- Interpret findings: **quantify** the gaps
- Determine data needs for further analysis
- Compare findings with other data sets
- Determine the causes of the gaps across the cascade- **root cause analysis**
- **Prioritize** gaps to address

## Support and monitor implementation of interventions

- Resource mobilization
- **Reassess** after initially determined period

# Communicating with stakeholders

---

Objectives	Key message
<ul style="list-style-type: none"><li>• To present, discuss and build consensus on the findings of the analysis.</li><li>• To validate the findings.</li><li>• To make recommendations and implement actions to address gaps and missed opportunities</li><li>• To review performance after implementation of the improvement interventions</li></ul>	<ul style="list-style-type: none"><li>• The most important findings!<ul style="list-style-type: none"><li>• Indicators in greatest need of intervention</li></ul></li><li>• The most adversely affected populations- age; sex; geography; KP</li><li>• Plausibility</li><li>• The factors to address and the potential interventions</li><li>• Data quality and methods to improve the quality</li></ul>

---

# Communication Channels

- How do you currently communicate internally and externally with these audiences? Including staff, colleagues, partners
- What channels are currently used?
  - Letter, email, print, phone, website
  - Do methods vary by audience and to what extent?
- What technology is emerging/promising?
  - Does this vary by audience?
- Determine realistic communications modes and expectations for each audience

# Effective stakeholder engagement methods include

- Town hall meetings or other well-publicized public meetings
- Focus groups (at shelters, correctional facilities, faith institutions, community centres, support groups, etc.)
- Survey dissemination
- Key informant interviews
- Public comment period
- Use of social media to drive discussion
- Advanced technology, such as webinars or conference calls
- Community advisory boards
- Ad hoc panels voting and non-voting members of planning bodies

# Knowledge translation is dynamic

- Knowledge translation is the synthesis, exchange, and application of knowledge by relevant stakeholders to accelerate the benefits of global and local innovation in strengthening health systems and improving people's health (WHO, 2005)
- The process is dynamic and complex
  - Requires effective and efficient stakeholder engagement throughout the process
- Communication of evidence to policymakers and stakeholders should employ succinct summaries of measures of effect and the quality of evidence in clear and simple language.

# Planning

- 1. Define communications objectives**
  - Set and prioritize realistic goals linked to objectives
  - Determine how success will be measured
  - Consider resource allocation by priorities
  - Consider cost
  
- 2. Write a communications strategy statement**
  - Define the target audience
  - Define objectives, e.g., actions the audience should take
  - Describe how they will benefit (adopt their perspective)
  - Define how they will be reached

# Content and interpretation for implementation

- Quantitative and qualitative evidence
  - Relevance: addressing existing gaps
  - Potential impact and outcomes: urgency
  - Feasibility of wide scale implementation
  - Feedback and recommendations from local experts
- Understanding of evidence by policy makers
- Unintended consequences
- Advocacy
- Source of the evidence
- Consider the messenger

# Assessment of need

## Communication infrastructure

- What is the level of coverage, accessibility and reliability of:
  - Computers
  - Internet
  - Mobile phones (and cost)
- Does this vary significantly by district/barangay?

# Planning

- **Manage communications activities**
  - Identify staff
  - Define a scope of work
  - Plan for implementation and prioritize proposed activities

# Conclusion

- Data-informed policy follows from analysis and interpretation of HIV care and treatment cascades
- Engagement of stakeholders facilitates appropriate contextualization of data-informed policy
- Stakeholders should be identified and engaged from planning and designing to the operationalization and use of data reports in iterative improvement processes
- Policy requires “knowledge management” and “translation” in order to become implemented involving both managed communication strategies and careful attention to messages for stakeholders
- Key messages to be communicated with stakeholders include the important findings, priority gaps to be addressed and implications on policy and implementation

# Stake

## Stakeholder mapping and engagement

The handbook outlines the range and roles of stakeholders that may be important to involve in the process of developing NQPS. The tools in this section can be used to help identify stakeholders and map their influence, which in turn will guide the development and implementation of the policy and strategy.

Resource	How do I access it?	Institution/author and year	How does the tool/resource support the NQPS process?
<b>Tools</b>			
Stakeholder ID and analysis toolkit	<a href="https://www.infoway-inforoute.ca/en/component/edocmn/1033-stakeholder-identification-and-analysis/view-document?Itemid=101">https://www.infoway-inforoute.ca/en/component/edocmn/1033-stakeholder-identification-and-analysis/view-document?Itemid=101</a>	Canada Health Infoway, 2017	This module is aimed at project managers and change leaders, and provides a step-by-step guide to conducting stakeholder analysis with suggested tools and graphical examples.
FHI 360 stakeholder analysis tool	<a href="https://www.k4health.org/toolkits/research-utilization/fhi-360-stakeholder-analysis-tool">https://www.k4health.org/toolkits/research-utilization/fhi-360-stakeholder-analysis-tool</a>	FHI 360, 2012	The tool, which provides a simple template for stakeholder mapping, was developed to assist research teams in the identification of stakeholders, both globally and in country. The methodology could also be applied to NQPS development.
Multi-stakeholder management: tools for stakeholder analysis: 10 building blocks for designing participatory systems of cooperation	<a href="http://www.fslnetwork.org/sites/default/files/en-symp-instrumente-akteursanalyse.pdf">http://www.fslnetwork.org/sites/default/files/en-symp-instrumente-akteursanalyse.pdf</a>	German Federal Ministry for Economic Cooperation and Development, 2007	The resource summarizes the experience of German involvement in various overseas development cooperation projects. It outlines an approach to stakeholder analysis, providing practical examples and tools used in various stages of stakeholder engagement.
Guidelines for conducting a stakeholder analysis	<a href="http://www.who.int/management/partnerships/overall/GuidelinesConductingStakeholderAnalysis.pdf">http://www.who.int/management/partnerships/overall/GuidelinesConductingStakeholderAnalysis.pdf</a>	Partnerships for Health Reform, Abt Associates Inc., 1999	The guidelines provide an overview of the process required for mapping stakeholders and assessing their contribution and influence in health policy-making. Stakeholder analysis “at a glance” is included, as well as a step-by-step guide to conducting a stakeholder analysis.

# Acknowledgements

- Thanks to Joseph Murungu, Andrew Wei, Emily Duym

# Questions



# Stakeholder Communications Planning

Activity

# Activity Instructions

1. Identify the **key groups of stakeholders** with whom you currently share or want to share data (including public communications, web postings, reporting channels, etc.).
2. Identify which **data elements** should be reported to each group.
3. Define how you will **modify your report** for each stakeholder group.
4. Create a **workplan and timeline** identifying the process including timeframe and responsible parties or work teams that will implement communications for these different groups.

# Questions



**BREAK**

**15 Minutes**

# Local Health Office Improvement Planning

Activity

# DOH Priority Areas

1. Increase fully immunized children from 72% to 95%
2. Decrease stunting from 27% (Half) to 13.5%
3. Decrease maternal deaths from 152 per 100K LB (lower levels pre-pandemic) to <111 per 100K LB
4. Increase the percentage of population with access to safe water from 88% to 100%
5. Decrease the TB case mortality rate from 34 per 100K population to zero
6. Decrease death rate attributed to road injuries from 8 to 4 per 100K population
7. Increase coverage for hypertension and diabetes mellitus management
8. Increase early detection, screening and treatment for cancer

# Activity Instructions

1. As a local health office, select 1 of the priority areas for improvement in your locality.
2. Use the worksheet to plan for your (1) Improvement Team, (2) Performance and Population Data Utilization, and (3) Improvement Activities.
3. Make a plan to implement those activities with assigned responsibilities and a timeline for completion of a project **within 6 months.**

# PHO & Provincial DOH Office

- The Provincial Health Office team will join the locality that selected a health priority aligned to the health program they are in charge.
- The Provincial DOH Office team will join the locality they are assigned to.

# Questions



# Closing and Evaluation

Reflection

# What I will apply ...

What is 1 thing you learned today that you will apply in your work when you return from the training?



# Questions



**Salamat!**