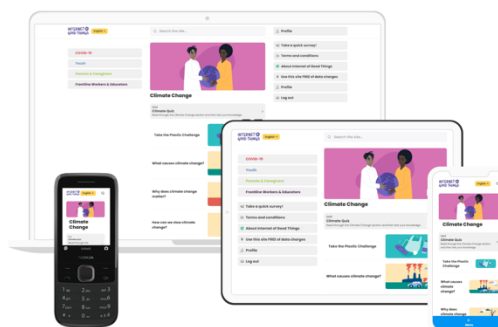


Engaging Frontline Workers with the Internet of Good Things

Intro to loGT

The Internet of Good Things (loGT) is a data light website/platform, optimized to support low-end mobile devices and designed with low-literacy, first time internet users in mind. loGT provides UNICEF and partners a turnkey website to cost-effectively expand the reach and impact of programmes and services to key populations with a solution that proactively bridges the digital divide. A full list of countries with active loGT platforms is available in [Annex 1](#).



loGT reaches the last digital mile by:

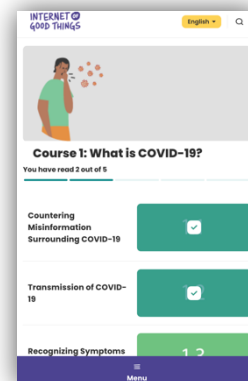
Designing for basic (non-smart) devices: Site navigation and code are specifically optimized for feature-phone web browsers, while separately supporting smart devices for a “modern web” feeling. **Images and videos are optimized for low-res screens**, while retaining a graphic-heavy interface for low-literacy audiences. **For governments or organizations engaging frontline workers**, loGT offers a robust solution to scale content to broad audiences without financial burden on users or the need to procure smart phones.

Designing for limited network connectivity: With **zero-rating ability** built-in, loGT can be made free for users. loGT is fully compatible with Facebook Free Basics and zero-rating requirements from most mobile network operators. **Mobile data usage is minimized** so users can browse more quickly on slow connections

Designing for accessibility: **Screen reader compatibility, options for high-contrast colors, and easy-to-read fonts** are all included in loGT platforms by default. **Audio and video content** can be added separately or among text content, for lower-literacy or visually impaired users.

Opportunities for FLW Engagement

loGT can be used to engage a variety of audiences, including professional cadres. Content for frontline worker engagement can be deployed on existing UNICEF country office loGT platforms or be created as a stand-alone solution. Globally, more than 32 million people have accessed content on loGT and over 10,000 users have accessed content for frontline workers. There are three primary means by which loGT can support professional cadres, which are explained in detail below: delivery of training materials, access to professional resources, and surveys, polls, and quizzes.



Delivery of Training Materials

loGT offers a simple solution to deliver training materials of nearly any size or volume and can support asynchronous learning or be a complement to in-person, synchronous learning. [An example of asynchronous learning can be seen through the COVID-19 training library, digitized for loGT](#). Features designed with training support in mind include:

- Embedded features within articles, such as quizzes, polls, and surveys, which bring interactive, educational activities to the forefront.
- 2-way engagement features, such as polls, quizzes, and comments – with moderation capabilities.
- Designed to operate with minimal bandwidth even when delivering multimedia content, like videos or audio.
- A progress bar allows users to track their progression, motivating self-paced learning. When users are logged in, loGT saves the user’s progress.
- loGT is easy for an end-user, without training. Straightforward navigation with “next” and “previous” buttons on each page guide users through materials.
- Password protection available for content to remain restricted for professional cadres.
- loGT can be easily formatted to accommodate local languages.

Use Case: UNICEF Tanzania - Psychosocial training for FLWs

In partnership with Tanzania’s Ministry of Health and Social Welfare, Tanzania CO’s CP team scaled frontline worker training modules to offer COVID-19 patient psychosocial support. [Read the full story on ICON.](#)

Access to Professional Resources

loGT can host documents for download, including PDF files. This can be used to host guidelines or job aides for frontline workers. Links to download materials can be distributed via partner or Ministry SMS channels. Where loGT is zero-rated by a local mobile network operator, there is no cost to users.

Documents can also be digitized for display on the loGT user interface. Content digitization for loGT is quick, with 1 page of text typically digitized in under ten minutes. Adapting content in this way makes it more accessible for users of basic devices, which may not have support for viewing documents.

loGT is well-suited to support access to extensive guidelines and materials for job aides, patient or audience education, and clinical guidelines. It offers:

- Embedded video and audio support
- File hosting
- Surveys, polls, quizzes
- Flexible content organization
- Simple navigation

Use Case: UNICEF Zimbabwe Resource Centre for FLWs

In partnership with Zimbabwe’s Ministry of Health, the Zimbabwe Country Office hosted COVID-19 frontline worker training resources for risk communication and community engagement (RCCE) including toolkits, guidelines, and patient IEC materials on their national loGT platform. In Zimbabwe, the loGT site is available free of data charges for Econet subscribers, which allowed the MoH to circulate links to large .PDF files, hosted on loGT, among frontline workers for download onto their mobile devices. More than 7,000 users have accessed health worker resources in Zimbabwe.

Frontline Worker Surveys, Polls, Quizzes

loGT offers country offices and partners three tools for data collection: surveys, polls and quizzes. Each comes with unique features for user engagement.

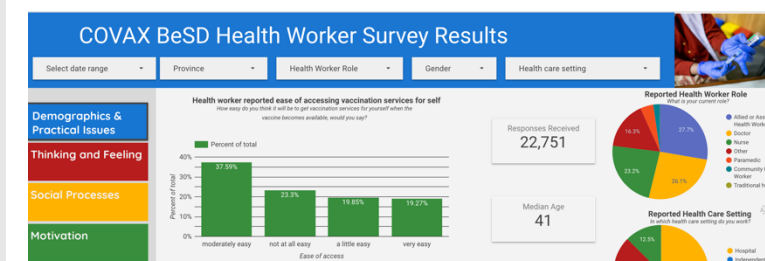
	Survey	Poll	Quiz
Option for anonymous response/doesn't require registration			
Option for single-submission restriction or multi-submission			
Direct embed in articles, sections or homepage			
Checkboxes form fields (i.e. "check all that apply")			
Real-time feedback to users			
Skip Logic			
Multi-line open-ended form fields			

Available survey field types include:

- Checkbox
- Checkboxes
- Date
- Date/Time
- Drop-down menu
- Email (validated)
- Single-line Text
- Multi-line Text
- Number (validated)
- Positive Number (validated)
- Radio Buttons
- URL (validated)

Use Case: COVAX BeSD Survey for Health Workers

In 2021 IoGT was used to scale a Behavioral and Social Drivers (BeSD) survey to assess health worker vaccine hesitancy. The surveys were developed by a multi-disciplinary group of global experts and partners as a branch of an existing expert group. The objective of BeSD was to boost the availability, quality, and use of local and global data on vaccine acceptance and uptake.



More than 28,000 health workers participated in the survey offering country offices and Ministries of Health key insights for vaccine roll-out strategies and campaign design.

Administrative Features of IoGT

In 2022 IoGT was re-released with a series of features designed to reduce the effort required for scale up of localized materials, improve functionality for multi-language support, and increase user engagement and support. IoGT offers administrative features that are tailored for the needs of UNICEF programmes:

Customization Nearly every feature of IoGT can be customized with unique colors, icons, and graphics through the administrative portal. For Country Offices seeking a branded or Ministry-specific colorway, IoGT's colors, logos and images can be modified by IoGT focal points with limited support or time.

Moderation By default, IoGT pages do not allow users to share comments. If human resources are in place to support comment moderation, individual pages or sections of the site can have comments enabled. Comment moderation is completed through a portal in the administrative section of the site. Unique administrative logins allow Country Offices to appoint designated moderators without risking access to site content or user data.

Restricted Content Access Sections or pages within IoGT can be password protected, allowing site administrators to restrict content access to select audiences. In addition to password protection, front-end users can be assigned user credentials that allow access to otherwise hidden front-end content.

Administrative Roles Ministry and implementing partner staff can have access to contribute to all or part of your site's content with customizable administrative profiles. User profiles can be custom designed by your IoGT focal point to offer or restrict the full spectrum of administrative features.

Implementation Process

Once a need for frontline worker engagement is identified, either as a survey, professional resource or training, programme staff may consider the following steps for IoGT deployment. Always engage with ICT-D staff in country to align your approach with the [ICTD Technology Playbook](#).

Additional key considerations for scaling IoGT ([Annex 2](#)) and a summary of financial and human resources required for scaling IoGT-enabled solutions ([Annex 3](#)) are available in the Annex.

- 1. Determine the status of IoGT in your country.** Refer to [Annex 1](#) for a list of active IoGT countries. If there is no IoGT in your country, but you would like to install IoGT, connect with your regional and headquarters IoGT colleagues for guidance.
- 2. Define your requirements and evaluate IoGT features.** Using the [ICTD Technology Playbook](#), identify the feature requirements of your digital tool and evaluate the features of IoGT. If IoGT meets the requirements and is approved by your relevant Ministry counterpart, proceed with step 3.
- 3. Connect with your IoGT focal point.** A list of [IoGT focal points is available on SharePoint](#). IoGT focal points support programme colleagues with training, administrative access, and can often support content digitization.
- 4. Create and/or digitize content.** Content that already exists can be digitized for IoGT using the [content digitization guidelines as a resource](#). New materials can follow IoGT's [content development guidelines](#).
- 5. Launch.** Test your content and coordinate a promotion plan to launch materials with relevant Ministries and partners.
- 6. Evaluate.** Using IoGT's native tools for data analysis ([see Annex 2](#)) or other custom-built solutions, evaluate and iterate to improve your implementation using Monitoring, Evaluating, Research and Learning (MERL) approaches.

Annex 1: Active IoT Countries

Country	Mobile Network Operator Partnerships	
	Site Available via Facebook Free Basics*	Direct Mobile Network Operator Partnerships
Algeria	Oordeo	
Angola	Movicel	UNITEL
Burundi		
Côte D'ivoire	MTN	
Democratic Republic of the Congo	Airtel & Vodacom	
Ecuador		CNT, Movistar
Ghana	Airtel, Tigo, & Vodafone	
Global		
Guinea-Bissau	MTN	
Kenya	Airtel	Safaricom
Madagascar	Orange & Blueline	
Malawi	Airtel & MTN	MTN
Mozambique	Vodacom and Movitel	Vodacom
Nigeria	Airtel & 9 Mobile	
Pacific Islands	Telecom	
South Asia Regional Site		
Rwanda	Airtel & Tigo	Airtel
South Africa	Cell C	
South Sudan		
Sudan	Zain, MTN, Sudani	
Tanzania	Tigo, Airtel, Vodacom & Halotel	
Zambia	Airtel & MTN	Airtel (?)
Zimbabwe		Econet

*Facebook Free Basics is a web-based portal available at 0.freebasics.com for participating mobile network operator subscribers in select countries. Through this portal, users can access websites that have partnered with Facebook to offer valuable information for first-time internet users in a data-light format. Users accessing pages through the Free Basics portal cannot stream video or audio and are subject to data collection to improve their user experience within the platform.

Net neutrality is the concept of an open, equal internet for everyone, regardless of device, application or platform used and content consumed. Facebook Free Basics offers internet access to often first time internet users, or to users who cannot otherwise afford data, but restricts internet content according to eligible websites. In this way, Free Basics both expands access to the internet while ignoring many of the important features of net neutrality.

Annex 2, Common Resource Requirements for Scale-Up

Scaling any training, in-person, hybrid, or fully digital, requires some baseline investment of resources. Resource requirements for deploying loGT commonly include:

loGT subscription/setup fee, covering platform hosting and support. If loGT is not yet available in your country, an installation fee of \$10,000 is required for the first year, and \$7,500 annually in following years. If the country already has an loGT platform, there is no additional fee to use the platform for a new training.

30% effort of a full time employee dedicated to an loGT Focal Point. For loGT to integrate within programmes and succeed, a focal point with at least 30% FTE is required. Sections interested in making use of an existing loGT platform may be asked to contribute towards this labor expense.

Funds or human resources for:

Digitization of training materials to the loGT platform. If training materials have already been developed, digitization can be done quickly. If the training exists on another loGT site, it may be possible to migrate a copy of these materials to your platform.

Translation of training materials. If training materials will be delivered in multiple languages, content must be translated on the loGT translation interface. This translation interface saves staff time by quickly replicating page settings, images, and content structure for new languages. [Learn more about how content is translated on loGT.](#)

Graphic design. At a minimum, each article and section created should have a header image to increase engagement. Offices will need to create new images, or select appropriate images from existing resources.

Data analysis. loGT can generate several types of useful data: Google Analytics data for M&E and to inform the platform's evolution; survey data which can inform programme interventions; quiz data which can assess user knowledge. Country Offices looking to scale loGT for professional cadres will require an M&E plan to monitor programme progress and adjust implementation as needed. Country Offices may find that a customized dashboard helps monitor programme progress.

Partnerships and/or funds for promotion. Successful-scale up of any frontline worker resource requires close partnership with the relevant Ministry. Ministries have the capacity to promote and incentivize use of loGT-based resources. It is important to follow best practices, as outlined in the [ICT Technology Playbook](#) and the [Principles for Digital Development](#) when engaging Ministry counterparts to design and scale frontline worker resources.

Annex 3, Key Considerations

Network Access. Using loGT on a mobile network requires internet availability and a more consistent and reliable network coverage than SMS alone. loGT can also be used on fixed WIFI connections if available. By the end of 2022 loGT will be available to be downloaded to smart devices, allowing offline use of many – but not all – features.

Localization of Materials If the content or survey tools have been designed by a global or inter-agency body, consider how these materials must be adapted to the local context and language prior to publication.

Sample Size Accessing a representative sample via online polling methods is difficult, it is therefore key engaging with platforms that could help the dissemination of the survey tools well in advance. Depending on your target, these could comprise entities such as professional associations, community-, faith- and women-based platforms and/or the MoH.

Hardware Availability. loGT can scale on nearly any mobile device equipped with a web browser, and doesn't require a touchscreen. This often enables scale-up of training resources without the need to procure additional hardware: cadres can use their personal devices. When procuring hardware to be used with loGT, it is important to test the desired functions for compatibility prior to purchase.

Scale-up Costs There is no additional subscription cost to deploy trainings on loGT. There is no additional cost for increased scale.

Existing Awareness / Promotion Scale up of loGT requires a means by which to promote access to the training site. Your Ministry should be the primary resource for communicating with professional cadres.

Existing Tools For professional cadres, are there existing tools for training already at scale and in use by the partner Ministry? Where possible, prioritize Ministry-owned or managed resources. In 2020, UNICEF and partners mapped digital health solutions across most countries. [Country reports are available on SharePoint](#). Programme staff are encouraged to consider tools categorized for 'Learning and Training.' Consider also whether loGT can integrate with existing tools to strengthen sustainability or meet implementation demands.

Timeframe If a country office has an existing loGT platform the scale-up of training resources can be completed quickly, often in less than a week.

Planned Scale of Engagement Where feasible, sustainable, and safe, training is typically best held in person. For small training cadres it may be more efficient to hold the training in-person. Consider the cost-benefit of digitizing trainings on loGT and determine whether the relative expenses of gathering individuals exceeds the cost of installation, configuration, digitization, and loading materials. Also consider whether the training will continue to be valuable for other frontline workers in the future, and how that affects your expected scale.

Annex 4, Resources

[ICT Technology Playbook](#)

[IoGT Frontline Worker Engagement Presentation Deck](#)

[Monitoring, Evaluating, Research and Learning Approach Resources](#)