

HEALTH CAMPAIGN DIGITALIZATION

Bluesquare provides digitalization services for **health campaigns**, transforming traditional **paper-based processes** into efficient **digital workflows**. By enhancing data accuracy and streamlining operations, we help improve the reach and effectiveness of **vaccination, disease control, and nutrition campaigns**.

We have successfully digitalized vaccination campaigns for **Polio, Measles, Yellow Fever or the new Malaria vaccine**, as well as distribution initiatives of **Long-Lasting Insecticidal Nets (LLIN)** and **Seasonal Malaria Chemoprevention (SMC)**. Bluesquare ensures that health interventions are more effective and that **no one is left behind**.

OUR SERVICES

Bluesquare supports you throughout the **health campaigns phases**:

BEFORE

- Collect key data to **prepare the campaign** (social mobilization, target population, equipment, stocks, staff, etc.)
- Track your **teams preparedness**
- Generate detailed **microplans** with updated data
- Organize geography-specific **users and teams**

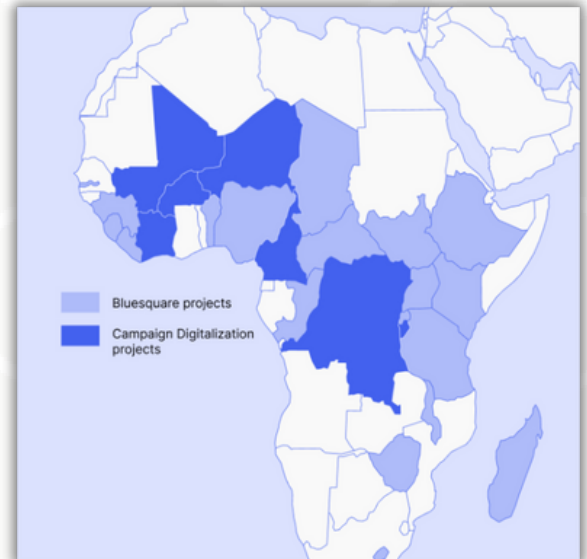
DURING

- Monitor campaign rollout with **real-time data visualizations**, including the most remote areas
- Detect **missed or underperforming areas** and deploy mop-up teams as needed

AFTER

- Collect **campaign evaluation data (LQAS, IM)**
- **Reuse key data** from a campaign to another

We have successfully digitalized campaigns in **Burundi, Burkina Faso, Cameroon, Côte d'Ivoire, Democratic Republic of Congo, Mali and Niger**



PROPOSED TOOLS

At the core of our campaign digitalization efforts is **IASO**, our **geo-enabled data collection and microplanning platform** integrated with **DHIS2**.

We have successfully deployed IASO in support to **15+ health campaigns** so far.

Bluesquare also has experience with DHIS2 Tracker in Mali, the DIGIT HCM in Burundi, or ODK that we have largely deployed across more than 10 countries.



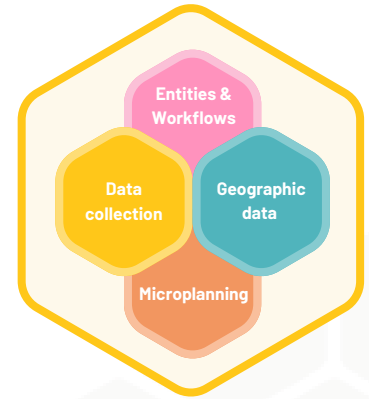
IASO



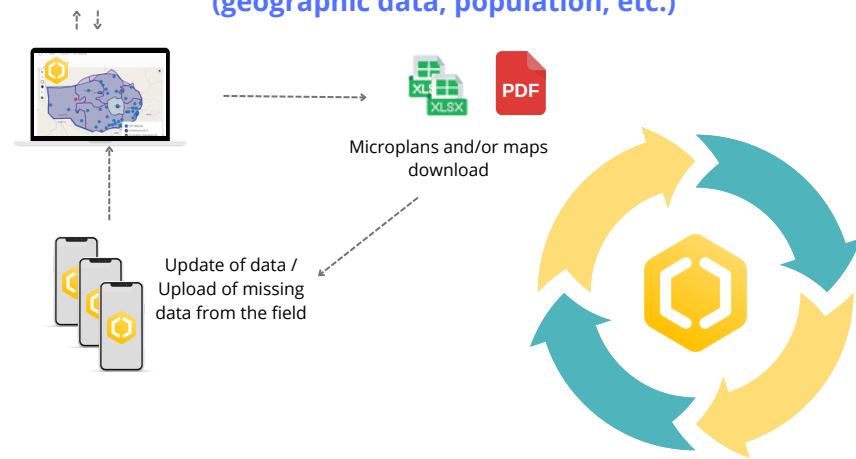
IASO is a versatile open-source data collection platform whose advanced geospatial features bring strong value for targeted planning, monitoring and evaluation of health campaigns.

IASO is a Digital Public Good, a testament to its proven impact.

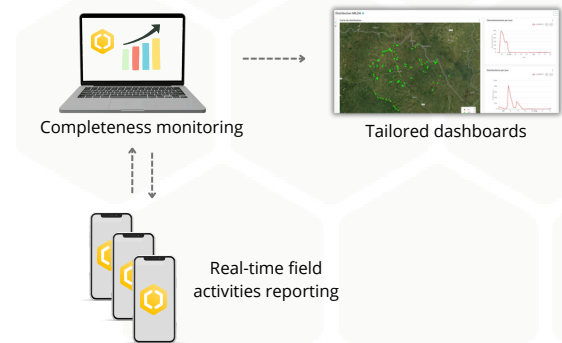
It is fully available in English and in French.



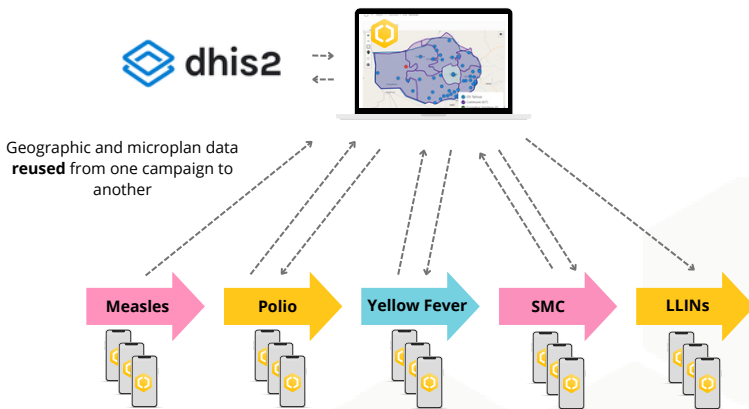
Microplanning data update (geographic data, population, etc.)



Real-time campaign data collection (monitoring of activities, stocks, LQAS, etc.)



Data reuse across campaigns



CORE FEATURES

- Geo-enabled health campaign microplanning
- Decentralized user management based on geography
- Bottom-up feedback loop
- Assigning activities to specific users and geographies
- Adaptable to a wide range of use cases (vaccination, health items distribution, nutrition campaigns, etc.)

KEY ACHIEVEMENTS

Cameroon

- 4.9 million children vaccinated against measles across 200 districts (2023)
- 244,000 Malaria vaccine doses administered across 42 districts (2024)

Côte d'Ivoire

- 5.2 million households across 101 districts received Malaria prevention mosquito nets (2024)

And more ...