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Partnerships with PURPOSE Focus on Amref Health Africa

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Annie Geraghty: (on-camera)

So the partnership was between Accenture Development Partnerships, Amref Health Africa and the Vodafone Group, including Mezzanine, Safaricom, (who are the largest mobile operator in Kenya) and the M-Pesa Foundation, who are one of our funders alongside the Accenture Foundation.

The project was all about training and supporting community health workers across Kenya. Community health workers provide the frontline of health care across a number of developing countries. The project was all around supporting these health workers but using mobile phones to do it.

We got some funding and did a pilot phase where we built up the tool and we tested that with 300 health workers. So what that tool does is it provides training on the national curriculum for community health workers in Kenya. And as well as providing that training it provides support through what we call a "what's up" like tool that's a group chat feature where any community health worker can message everyone else in their community group and their supervisor with questions that they have, queries, even just wanting support.

Following that initial pilot which gave us some pretty promising initial results, the health workers liked the training, they learnt from the training and they gave us some really good feedback, we then set up a two year project and that's all about scaling up the project and we've really drawn on our skills and capabilities from across the Accenture...the breadth of Accenture. So we've now trained almost 3,000 community health workers, who in turn reach up to 300,000 members of the community.

So by giving them that training and support in these really fundamental health topics; everything from family planning, water and sanitation, through to common infections (HIV, malaria, TB) we're enabling them to do their job better. We're providing support and empowerment so that that one person who is responsible for the health of that community is in a position to provide that health care.

Accenture Development Partnerships is really well positioned to work in this space where we're bringing together people and organizations from the commercial side, working with Vodafone, working with Accenture and then NGOs who are absolute experts in their field and there's a lot that Accenture Development Partnerships can add in the area of working with other cross-sector partnerships.

On a kind of broader, more personal level, I think working with this complex partnership has given me some really useful skills in dealing with people with very different objectives and perspectives. People ask all the time, "should I do an Accenture Development Partnerships project?" From my experience, it's such a great opportunity to do interesting work, with interesting people and really see an impact, whilst also learning a lot about yourself and improving your skills. If you get the chance, absolutely take it and do it.

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