



Knowledge SUCCESS invites organizations to submit innovative knowledge management solutions for youth-led and/or youth-focused family planning and reproductive health (FP/RH) programs for The Pitch Season 3.

BACKGROUND

Knowledge SUCCESS (Strengthening Use, Capacity, Collaboration, Exchange, Synthesis, and Sharing) is a five-year global project led by a consortium of partners and funded by USAID’s Office of Population and Reproductive Health. We champion the strategic and systematic use of knowledge to strengthen health systems, ultimately improving health and development outcomes. Our goal is to help organizations working in family planning and reproductive health (FP/RH) collect knowledge and information, organize it, connect others to it, and make it easier for people to use — so that FP/RH programs and health outcomes can be improved.

The idea for The Pitch regional competitions emerged from regional co-creation workshops with FP/RH professionals from sub-Saharan Africa, Asia, and the United States in 2020. Using design thinking, participants developed novel solutions to address common challenges in accessing, sharing, and using information to inform and strengthen their programs. FP/RH professionals expressed the need to develop context-driven KM solutions and to strengthen KM capacity in FP/RH programs, particularly at the country and regional levels. To address this need, we created The Pitch, a series of regional competitions that places stakeholders in sub-Saharan Africa and Asia at the center of designing and implementing knowledge management innovations.

OVERVIEW

The Pitch is a competition to develop and implement innovative ideas in **knowledge management** for FP/RH programs in selected countries of sub-Saharan Africa and Asia.

KM Champion Innovators – based in sub-Saharan Africa and Asia – will be awarded modest funds of up to USD\$50,000 via a subaward process to implement their innovative knowledge management ideas. During the implementation process, Knowledge SUCCESS will support each organization to strengthen its knowledge management capacity and promote its innovation to reach a wide audience.

OBJECTIVES

The Pitch aims to find, fund, and support organizations that are passionate about knowledge management for FP/RH and want to champion an innovative knowledge management solution. Our goal is to create a network of knowledge management champions and innovators throughout sub-Saharan Africa and Asia in order to strengthen knowledge exchange and collaboration and support FP/RH programs to provide quality services for women, men and families.

SEASON 3 THEME

Season 3 will focus on funding locally driven KM innovations for **youth-led and/or youth-focused FP/RH programs**. We are particularly interested in programs that use positive youth development (PYD) and gender transformative approaches.

Briefly, PYD engages youth along with their families, communities, and/or governments so that youth are empowered to reach their full potential. PYD approaches build skills, assets and competencies; foster healthy relationships; strengthen the environment; and transform systems. Gender transformative interventions recognize gender norms and inequalities, challenge and address them, and seek solutions to overcome them by empowering women, men, girls, and boys, as well as sexual minorities such as transgender persons and MSM. Programs that integrate both PYD and gender transformative interventions well should do things like engage youth in meaningful, provocative dialogue about gender and overall betterment of their community and society as a whole and integrate young people at all stages of the process. For more information please see [USAID's Positive Youth Development and Gender Transformative Checklist](#) and the [Gender Integration Continuum User's Guide](#).

HOW THE COMPETITION WORKS

1. FP/RH professionals working for organizations in select [USAID family planning priority countries](#) in sub-Saharan Africa and Asia and [Ouagadougou Partnership countries](#) are invited to submit an application with their ideas for knowledge management innovations (see below for a definition). This includes national-level organizations, civil society organizations, local non-governmental organizations, international organizations with a local presence in an eligible country, and organizations representing cross-country consortiums and country-level technical working groups.
2. Potential applicants will have the opportunity to ask questions about the process and requirements.
3. Applications must be received by 11:59 PM EST on **November 29, 2022**.
4. A selection committee will review submitted innovations and select semi-finalists to move on to the main selection round.

5. Semi-finalists will receive coaching by Knowledge SUCCESS on how to pitch their innovations to a panel of judges.
6. Semi-finalists will pitch their innovative ideas to a panel of judges, representing global and regional experts, and respond to their questions in a closed Zoom meeting.
7. The panel of judges will select the best pitches. The final KM Champion Innovators will be awarded a subaward of up to \$50,000 USD, subject to USAID approval, to implement their innovative idea. The winners and judges deliberations will be shared with the global FP/RH community.
8. KM Champion Innovators will have approximately five months to implement their knowledge management innovation (May to September 2023). Knowledge management mentorship, training, and tools will be provided by Knowledge SUCCESS throughout the implementation period.
9. KM Champion Innovators will also work with Knowledge SUCCESS to share their experiences during and after implementation with the broader FP/RH community.

TIMELINE

- **November 10, 2022:** Applications open.
- **November 29, 2022:** Applications must be received by 11:59 PM EST.
- **Late December 2022:** Semi-finalists will be notified they have been selected to move on to the next round and will receive guidance on how to prepare a 3-minute pitch for the panel of judges.
- **January/February, 2023:** Semi-finalists present their 3-minute pitch to a panel of esteemed judges and answer the judges questions.
- **April 2023:** KM Champion Innovators announced publicly
- **May, 2023 – September, 2023:** KM Champion Innovators implement their knowledge management innovations.

ELIGIBILITY

FP/RH professionals working for organizations in select [USAID family planning priority countries](#) in sub-Saharan Africa and Asia and [Ouagadougou Partnership countries](#) are invited to submit a KM innovation. **The list of eligible countries includes:**

- **Africa: Benin, Burkina Faso, Côte d'Ivoire, Democratic Republic of the Congo, Ethiopia, Ghana, Guinea, Kenya, Liberia, Madagascar, Malawi, Mali, Mauritania, Mozambique, Niger, Nigeria, Rwanda, Senegal, Tanzania, Togo, Uganda, and Zambia**
- **Asia: Bangladesh, India, Nepal, Pakistan, Philippines, and Yemen**

Organizations are eligible to submit knowledge management innovations. This includes organizations representing a technical working group or community of practice (for example, a co-chair of a community of practice).

Organizations must meet the following criteria to qualify:

1. Be legally registered and be able to provide Proof of Registration of the entity in the area of operation

2. Adhere to the family planning policies set forth by the United States government
3. Have a registered bank account through which to receive the funds

Individuals not representing an organization are not eligible for The Pitch.

All KM innovations for FP/RH programs submitted for Season 3 must be youth-led and/or youth-focused.

The primary audience for KM innovations typically are FP/RH program implementers and managers, technical advisors, decision makers, or service providers—in other words, the health workforce members who are serving FP/RH clients and communities. In youth-led or youth-focused programs, youth themselves are often included as key audiences of KM innovations but could also include health workforce members or community members.

The innovation needs to have a knowledge management focus. Innovations solely related to social and behavior change (SBC) and/or service delivery will not be considered.

SELECTION CRITERIA

Round #1. Selection of semi-finalists

A selection committee will review the knowledge management innovations and select semi-finalists to move on to the main selection event.

Round #2. Selection of final KM Champion Innovators

A panel of judges, representing global and regional experts, will select KM Champion Innovators—from sub-Saharan Africa and Asia—to be awarded a subaward of up to \$50,000 USD, subject to USAID approval, to implement their innovative idea.

All semi-finalists and KM Champion Innovators will be scored and selected based on the following selection criteria:

- **Focus on KM for FP/RH:** The focus of the innovation must be on KM; SBC and/or service delivery innovations will not be considered.
- **Meets a need:** The extent to which the knowledge management innovation meets an expressed need or gap in knowledge management for FP/RH.
- **Innovation:** The extent to which the knowledge management solution is novel. For example, is it a new idea or does it add a new component to an existing idea, or reach a new audience?
- **Impact:** Potential impact of the knowledge management innovation on FP/RH programs or activities at an organization, country, or regional level. Measures of success need to be clearly defined.
- **Potential for Scale and Sustainability:** The extent to which the knowledge management innovation can be integrated into existing work to facilitate sustainability. What is the potential that the innovation could be scaled up to reach a wider audience? Consideration will be given to whether the innovation aligns with priorities set out in government strategies, Family Planning [Costed](#)

[Implementation Plans](#), and USAID [Country Development Cooperation Strategies \(CDCS\)](#).

- **Equity:** The extent to which the KM innovation integrates equity considerations to ensure all audience subgroups (based on their key demographic/identity characteristics such as race, ethnicity, gender identity, class, age, ability, religion, caste, or geographical location) have the information, skills, opportunities, and resources they need to define and participate in knowledge access, creation, sharing, and use. For more about equitable KM, see [The Knowledge Management Pocket Guide for Global Health Programs](#).
- **Feasibility:** The extent to which it is feasible to implement given the timeframe (five months for implementation) and funds available (up to \$50,000). Are budget and timeline milestones clearly articulated, reasonable, and feasible?
- **Country:** The knowledge management innovation will be implemented in a USAID family planning priority country in sub-Saharan Africa or Asia or a Ouagadougou Partnership country.
- **Organizational requirements:** The submitting organizations must meet the following criteria: 1) Legally registered and be able to provide Proof of Registration of the entity in the area of operation, 2) Adhere to family planning policies set forth by the US government, and 3) Has a registered bank account through which to receive the funds.
- **The KM innovation for FP/RH programs will be youth-led and/or is youth-focused.** Season 3 will only consider applications that meet this criteria.

WHAT IS A KNOWLEDGE MANAGEMENT INNOVATION?

Knowledge is one of our most valuable assets to address global health challenges. What we know impacts how we take action—and how we manage knowledge can affect individuals, communities, and, ultimately, the health systems that exist across cultures. Knowledge management is the process of collecting and curating knowledge, and connecting people to it so they can act effectively in their respective communities. In the FP/RH sector, knowledge management can improve coordination and enhance meaningful learning among health professionals. This method of finding and sharing high-quality, relevant information creates an effective means for collaboration and application, ultimately improving health outcomes.

Many of us practice knowledge management every day without realizing it. When health care providers refer to the latest guidelines on how to treat a disease, they are using knowledge management. When a program manager rolls out a new mobile application to facilitate communication between community health workers and their supervisors, they are using knowledge management. What do these approaches and activities have in common? They help global health practitioners share and apply valuable know-how in their work. The results? A stronger health workforce, better health services, and longer, healthier lives.

Illustrative knowledge management approaches include:

- Documenting what works and what doesn't work in FP/RH programs
- Documenting youth experiences advocating for or implementing FP/RH programs
- Making AYSRH data actionable and available to decision makers
- Making data and information more accessible and easier to use so FP/RH professionals can use the information to inform their decisions
- Collecting and organizing information so it is easier to find and use
- Enhancing collaborations and knowledge sharing among FP/RH professionals to reduce duplication of effort and speed up the application of learnings
- Bridging the 'knowledge to action' gap to strengthen the use of information to inform FP/RH programs

Illustrative examples of FP/RH challenges knowledge management can support

- Too many options and too much information can be mentally difficult to process
- Too much information presented in a way that makes it hard to understand and process the information
- Lack of access to information due to paywalls, language, and other barriers
- Absence of regional FP/RH data
- Information is not contextualized
- Information is outdated
- Limited information on what does not work in FP/RH
- Lack of practical/actionable information on lessons from other projects
- Poor data quality
- Lack of coordination and systematic sharing among FP/RH professionals

SEASON 1 INNOVATIONS

Implementation details, lessons learned, recommendations and impact data for each of the Season 1 innovations is available on [The Pitch Season 1 webpage](#). Four winners from Nigeria, Malawi, India, and Pakistan were awarded seed funding to implement their KM innovations:

- **White Ribbon Alliance for Safe Motherhood, Malawi** [created a family planning dashboard](#) on DHIS2 that links to the Ministry of Health website to strengthen data for decision-making.
- **Stand With a Girl initiative, Nigeria** worked with Youth Data Advocates (YDAs) to [create five storybooks](#) depicting AYSRH data available in English, Yoruba, and Hausa.
- **Jhpiego, India** [created FPKonet](#) - a centralized knowledge management system where FP/RH information is collected, organized, and housed electronically for all FP/RH professionals in India.
- **Safe Delivery Safe Mother, Pakistan** [conducted data collection, analysis and dissemination training](#) with the health department and participatory, in-person postpartum family planning training with community birth attendants.

SEASON 2 INNOVATIONS

Five winners from India, Nepal, Nigeria, Kenya, and Madagascar were awarded seed funding to implement their KM innovations:

- [Strong Enough Girls Empowerment Initiative](#) Nigeria partnered with the Network of Young Ambassadors for Reproductive Health and Family Planning in Niger to create the Indi-Genius podcast series, a multi-lingual 20-episode podcast series to document and share real-life experiences of grassroots family planning leaders in Nigeria and the Republic of Niger.
- [Population Foundation India](#) is translating FP/SRH information on its existing online Knowledge Bank into Hindi for local and regional journalists.
- [Blind Youth Association Nepal](#) is creating guidelines on disability inclusive FP/SRH services to reduce barriers for people with disabilities in accessing FP/RH services
- [Projet Jeune Leader](#) Madagascar brought local knowledge to national level decision makers, through a print and online magazine series on sexual and reproductive health topics.
- [Save the Children Kenya](#) is creating a real-time interactive centralized FP Data Dashboard that visually tracks and analyzes key FP indicators

CONTACT US

Questions about the application process? Email Knowledge SUCCESS at info@knowledgesuccess.org.

This guidance document is made possible by the support of the American People through the United States Agency for International Development (USAID) under the Knowledge SUCCESS (Strengthening Use, Capacity, Collaboration, Exchange, Synthesis, and Sharing) Project. Knowledge SUCCESS is supported by USAID's Bureau for Global Health, Office of Population and Reproductive Health and led by the Johns Hopkins Center for Communication Programs (CCP) in partnership with Amref Health Africa, The Busara Center for Behavioral Economics (Busara), and FHI 360. The contents of this guidance document are the sole responsibility of CCP. The information provided in this guidance document does not necessarily reflect the views of USAID, the United States Government, or the Johns Hopkins University.