



Capacity Development Webinar Series

“Leveraging ICTs and Digital Government for Innovative Solutions to Address the COVID-19 Pandemic - Responses in Africa”

Talking Points

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**COVID-19
RESPONSE**

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HUDUMA HALISI CAMPAIGN

**A CASE STUDY ON EFFECTIVE STRATEGIES IN ENGAGING VULNERABLE
GROUPS IN POLICY-MAKING AND ENSURING THE DELIVERY OF
ESSENTIAL PUBLIC SERVICES**

JUNE 2020



- Anti-corruption campaign to ensure public resources are **effectively utilized towards attainment of national development Agenda.**
- Aligned to Public Service **values and principles**, which when applied provide citizens with *honest public services*.
- At the Core of Huduma Halisi is young people and ordinary Kenyans who engage with public services on a daily basis

CONTEXT

INTRODUCTION



TARGET GROUP

OBJECTIVES

COMPONENTS

- Campaign mechanisms is **anchored on the mobile and social media platform**, faster and better channels of accessing information and enable citizen to highlight interactions with public services.
- Provides a **powerful tool for policy analysis and advocacy**
- Leverages on the **expansion of mobile telephony** to use of platforms such as short message services (SMS), USSD for data collection of citizen feedback.



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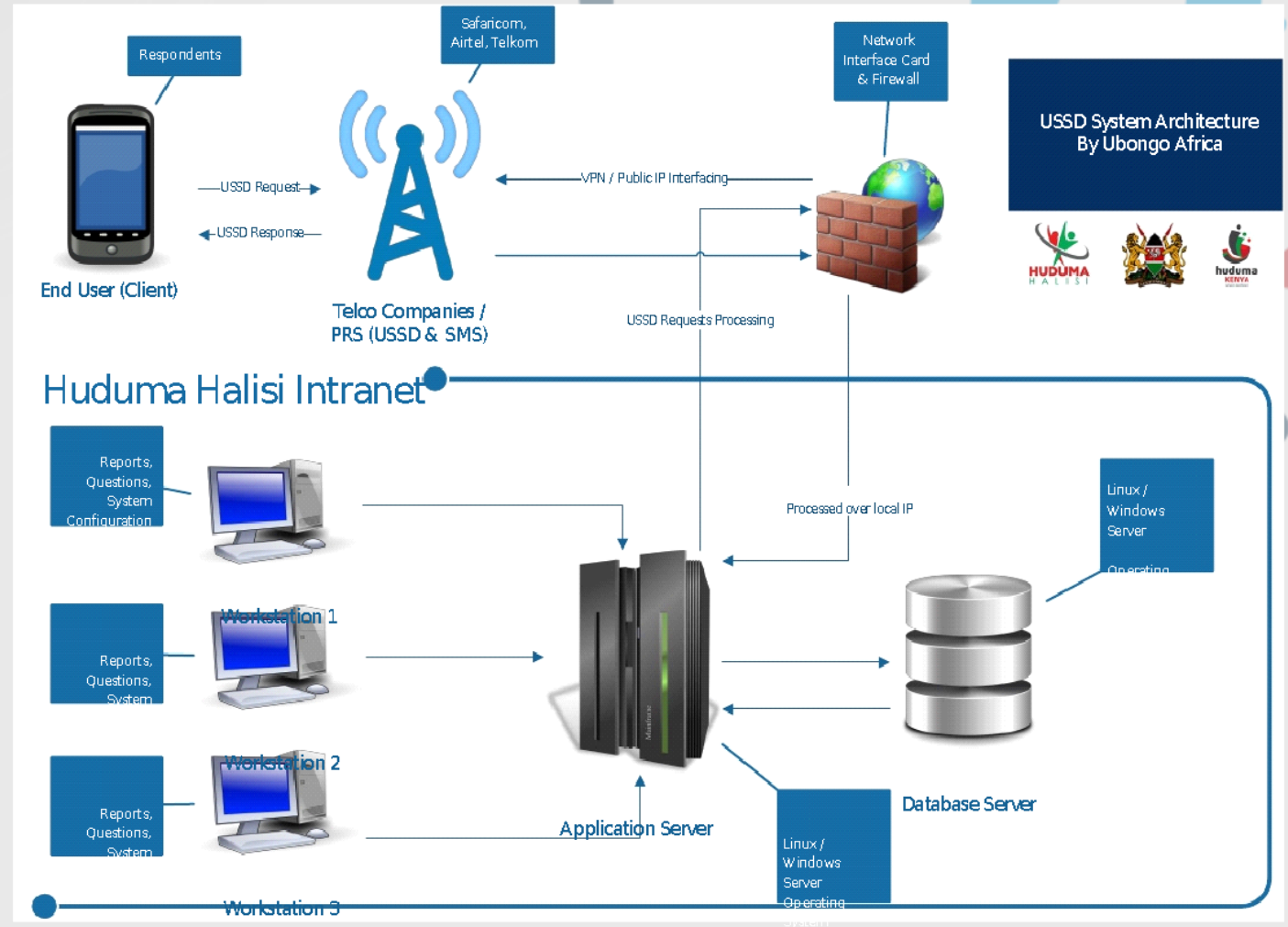


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SYSTEM ARCHITECTURE

- Hybrid platform where citizens submit feedback on essential services selected
- Data is fed into system database and analysed against citizen generated indicators (mapped to SDG 16, efficiency, transparency etc)
- Data collected is translated on web portal and generates reports





Leveraging ICT to respond to COVID-19

- Key concerns for citizens related to COVID 19 include : quality of essential services, and transparency and accountability around the utilization of resources mobilized to respond to the pandemic
- Due to urgent nature of the crisis , there is real risk of opaqueness in decisions making, curtailing of public participation activities, and reduced efforts in seeking buy-in of responses measures.
- Technology to get citizen feedback in real time can help; measure level and efficacy of service delivery , track resource utilization, and gauge how they translate to citizen centric services.