



ActivityInfo

Grow Great's M&E system approach

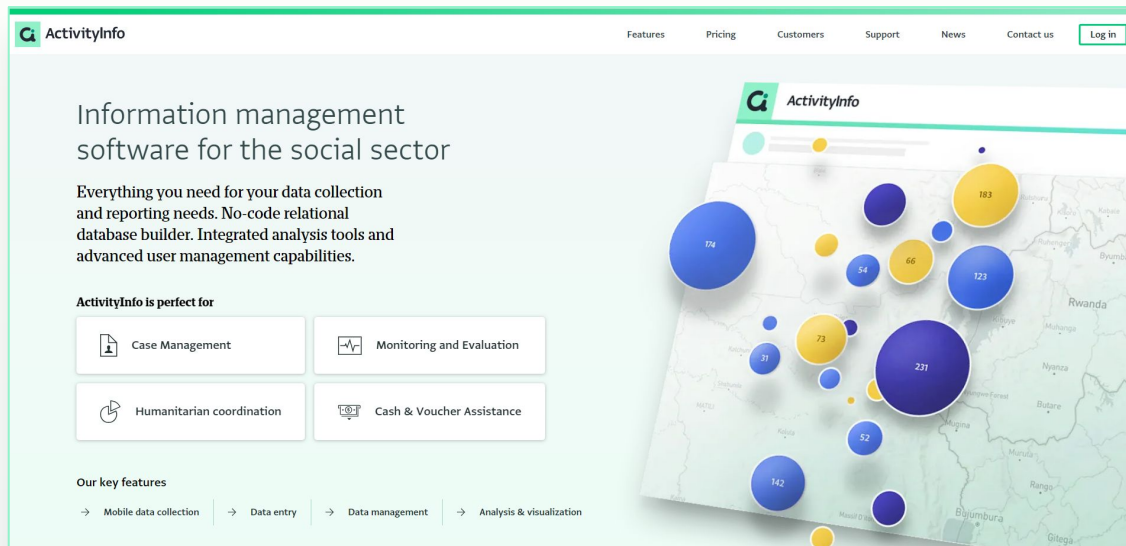
From data fragmentation to a streamlined data management process

Starting shortly, please wait!

Presented by the ActivityInfo Team

All in one information management software for humanitarian and development operations.

- Track activities, outcomes
- Beneficiary management
- Surveys
- Work offline/online



Meet your presenters



Firas El Kurdi

Implementation Specialist



Amanda Edwards

Monitoring & Evaluation Lead
Grow Great

Outline

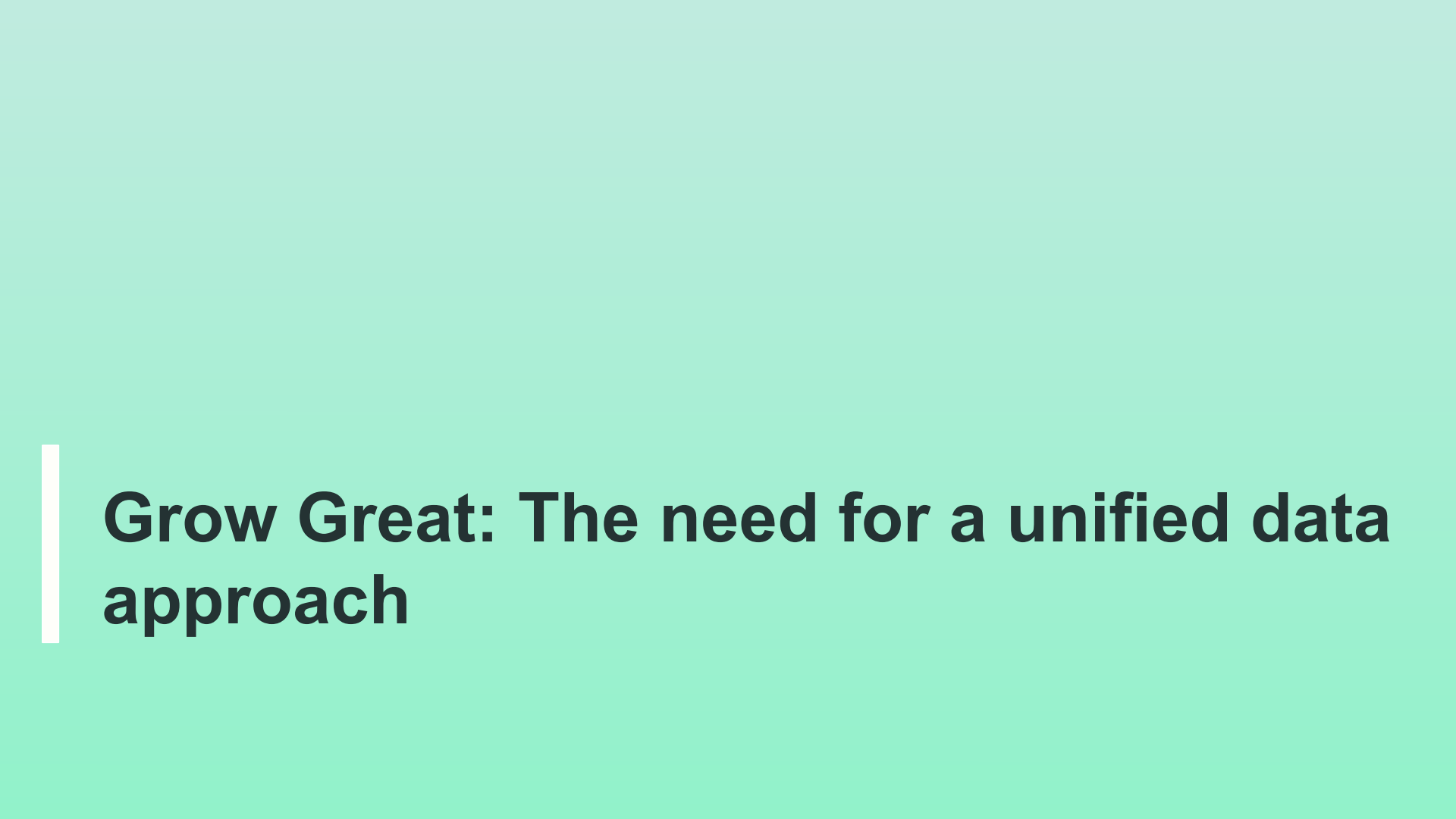


01 Grow Great: the need for a unified data approach

02 Building the solution: A strategic approach with ActivityInfo

03 From implementation to embedding: Key takeaways & best practices

04 Q&A



Grow Great: The need for a unified data approach

Context: South Africa's Stunting Problem



**1 in 4
South African
children are
stunted**

Stunting



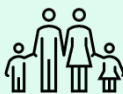
- ❖ When a child is **too short** for their age due to poor nutrition.
- ❖ **Lifelong impact** on learning, health & earning potential

Grow Great: Who we are & What we do

Mission: Halve stunting in South Africa by 2030



**Community
Mobilisation &
Advocacy**

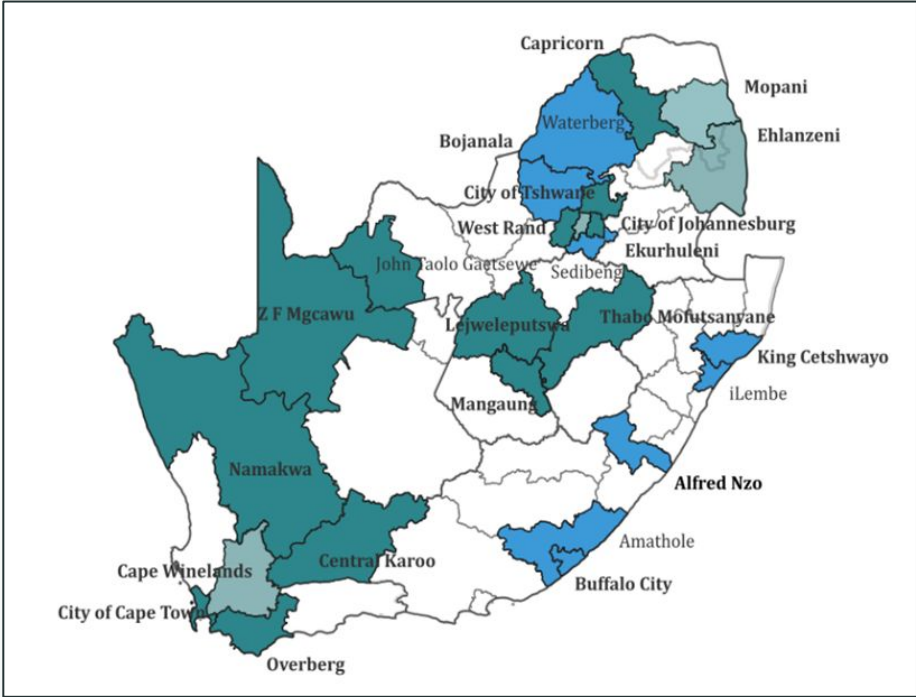
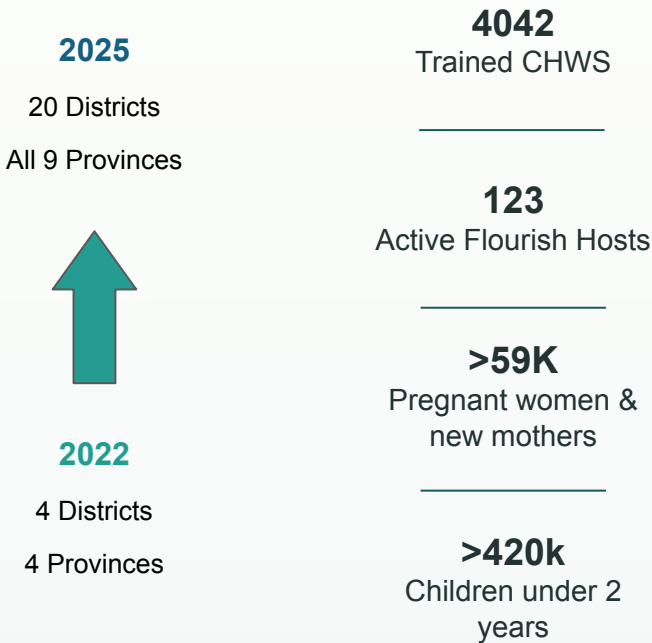


**Grow Great
Champions**



**Grow Great
Flourish**

Grow Great's growing South African footprint



Targeting data-driven evidence of impact

Grow Great Champions: Community Health Workers (CHWs) who growth monitor young children & support pregnant women in their homes



51%

**of children stunted at 6 months
recovered by 18–24 months**



4–7 visits

**by a GGC-trained CHW significantly
improves catch-up growth at
24 months**

Targeting data-driven evidence of impact

Grow Great Flourish Hosts: Provide free Antenatal & Postnatal Classes to vulnerable moms



47%
improvement in knowledge
of mom & baby care

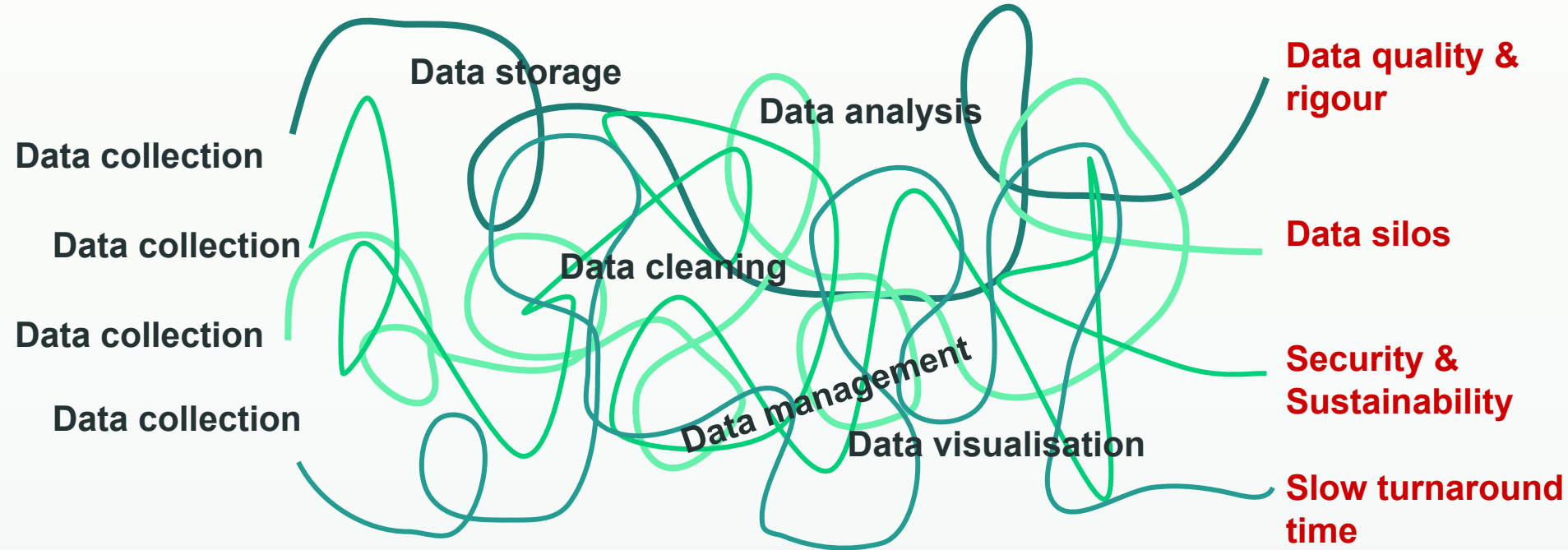


30%
higher exclusive
breastfeeding rates for
children <6 months

Grow Great

A complex system's level campaign requiring a responsive MEL system that can provide rapid quality data to inform decision-making.

Data Fragmentation is a risk for complex programmes



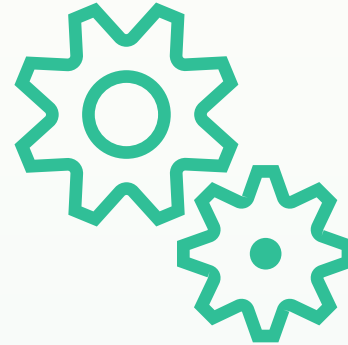
Bottom line

Fragmented systems may be fine when operations are small, but they reduce quality, are unsustainable at scale, and miss opportunities to showcase the work we do as organisations.

Charting a path out of data fragmentation



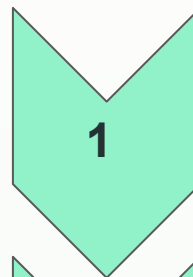
1. Change in Approach



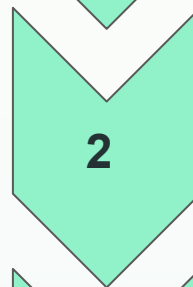
2. Change in Systems & Process

1. A change in approach to MEL

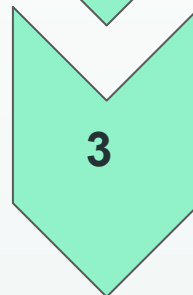
*“Grow Great is on a mission
to build **a culture of
progressive learning** that
finds the **most efficient path**
of delivery for the **greatest
social benefit** at the **largest
possible scale.**”*



Did we do what we said?
(Activities & Outputs)

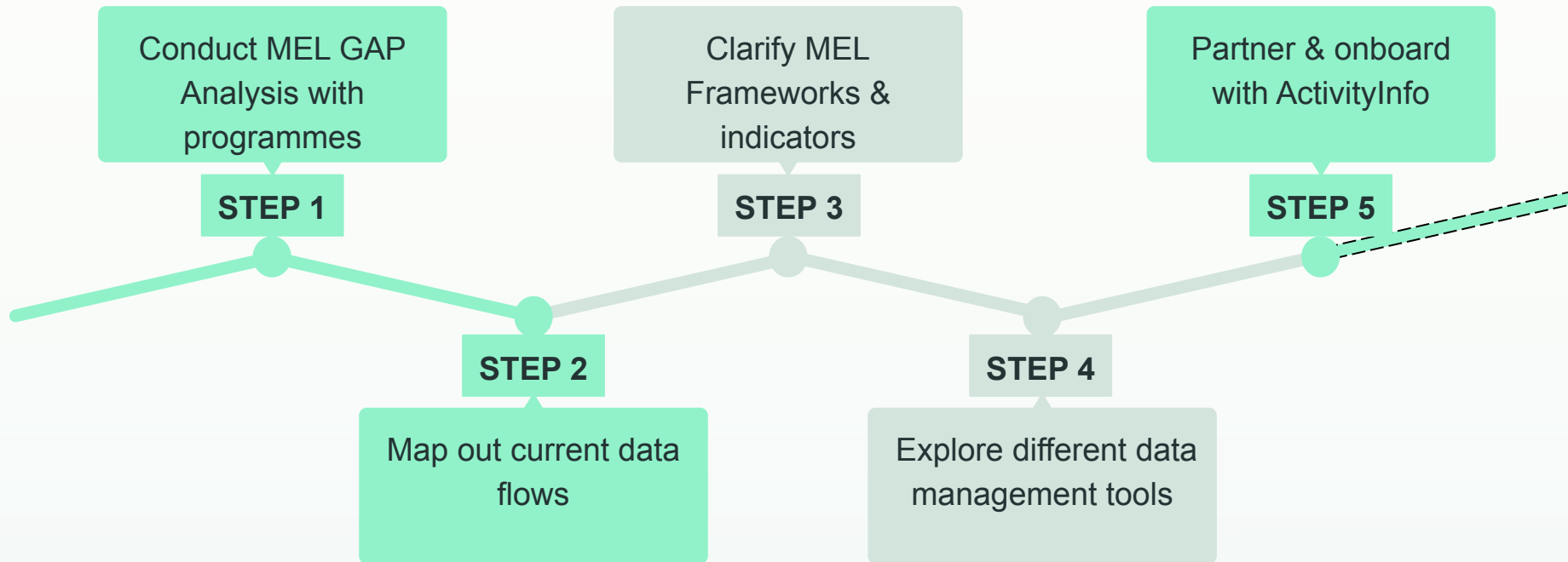


Did it make a difference?
(Outcomes & Impact)



What will we do about it?
(Learnings & Action)

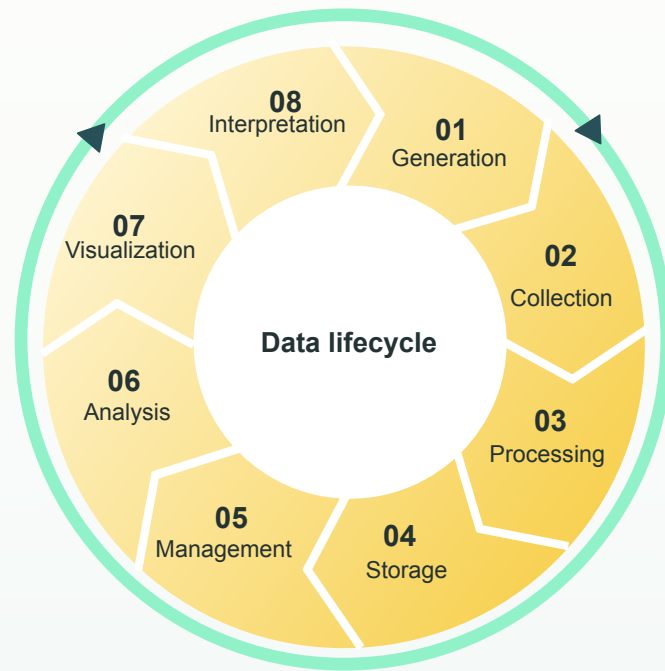
2. A change in systems and process

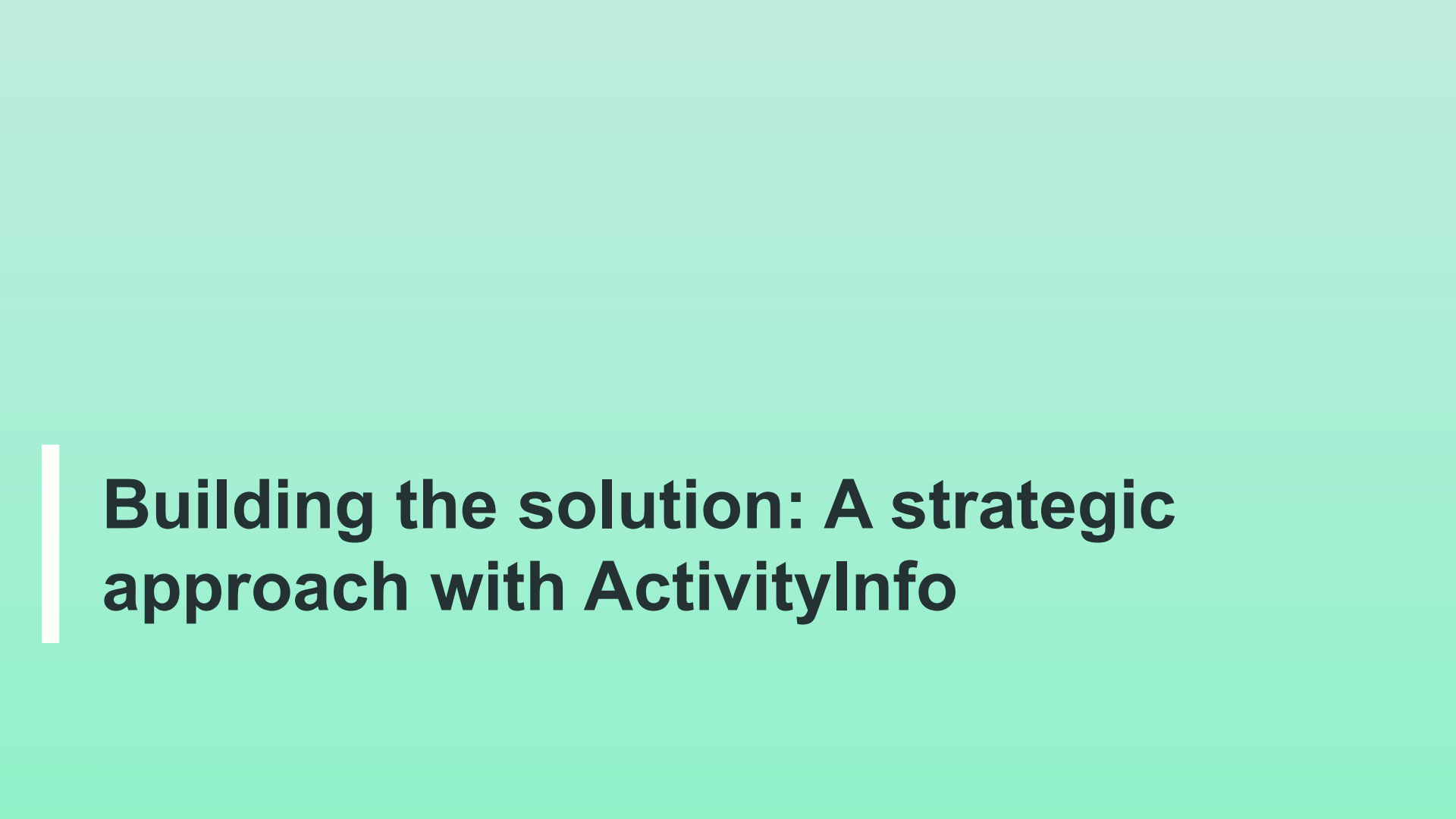


Why did Grow Great choose ActivityInfo?



- **End-to-end workflow**
- **Data safety and security**
- **Cross programme reporting**
- **Onboarding and support**





**Building the solution: A strategic
approach with ActivityInfo**

What is MIS?

A light teal rounded rectangle containing the text "Management Information System". A horizontal line extends from the right side of the rectangle towards the bulleted text.

Management Information System

- **System:** A process that is defined, repeatable, and consistent
- **Information Management:** Provides information required to manage a project

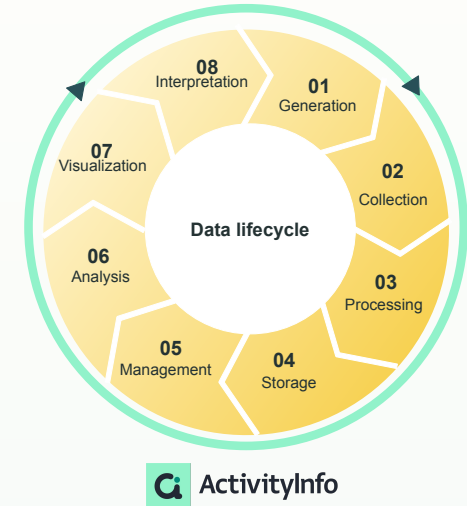
Manual



Digital-Fragmented



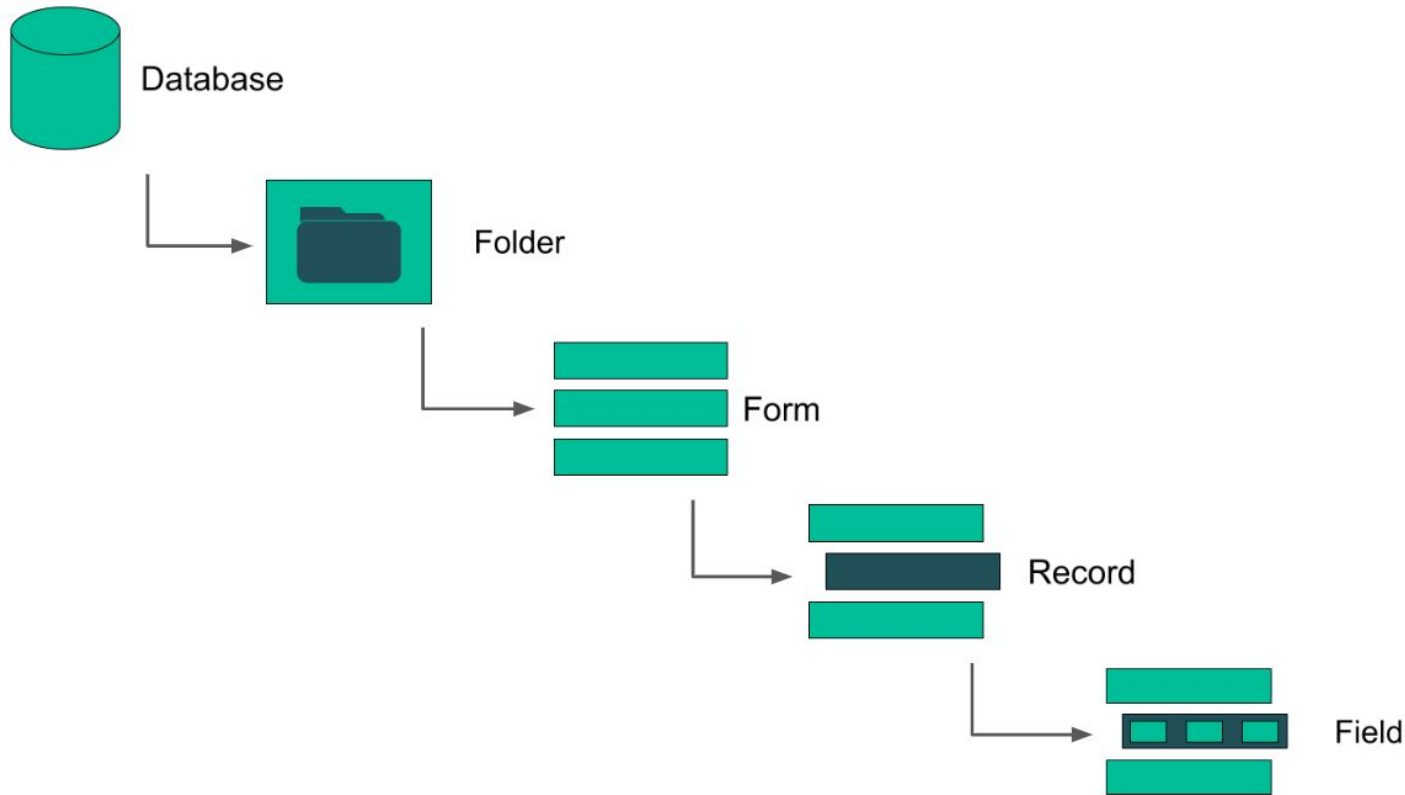
Digital-Integrated



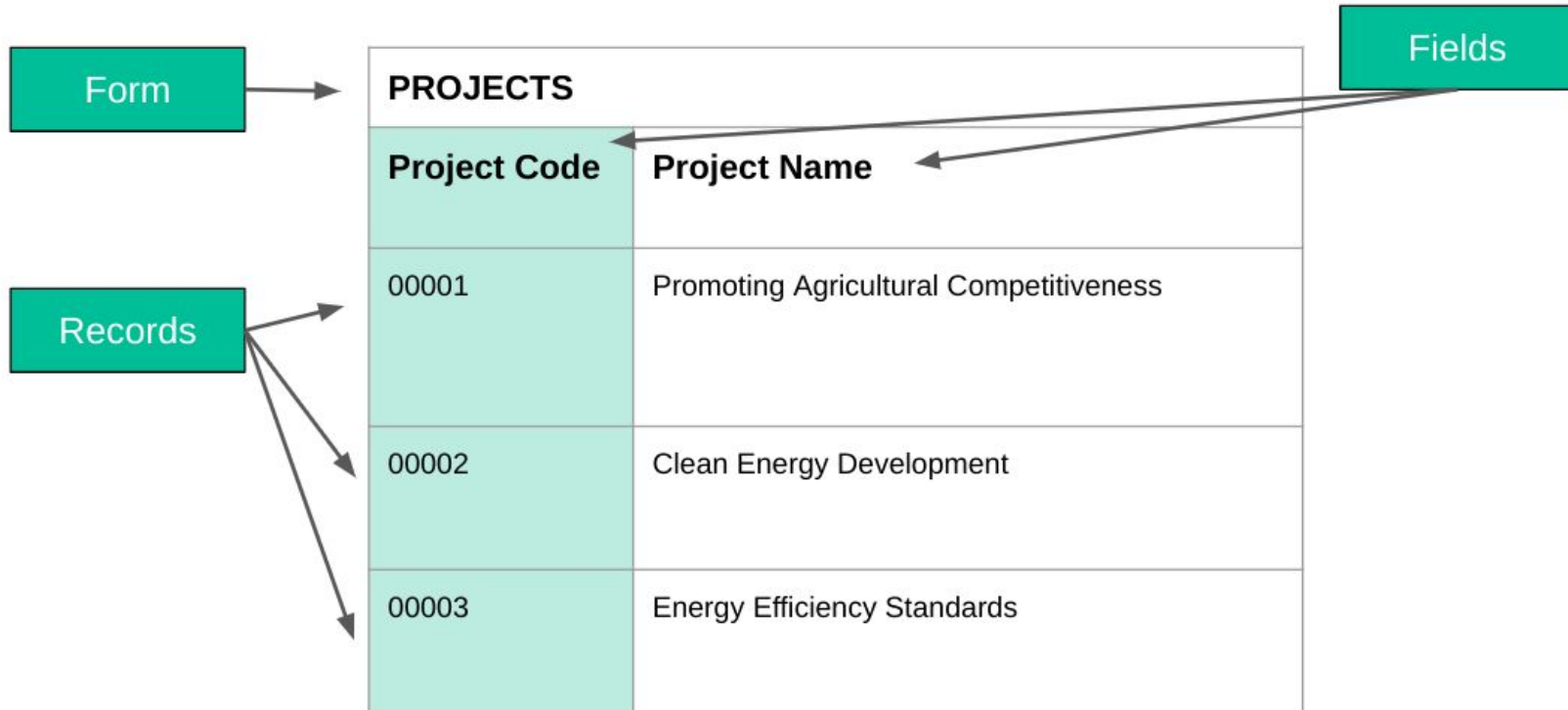
Improving technology

Decrease reliance on manual processes

ActivityInfo's data hierarchy



ActivityInfo's data hierarchy



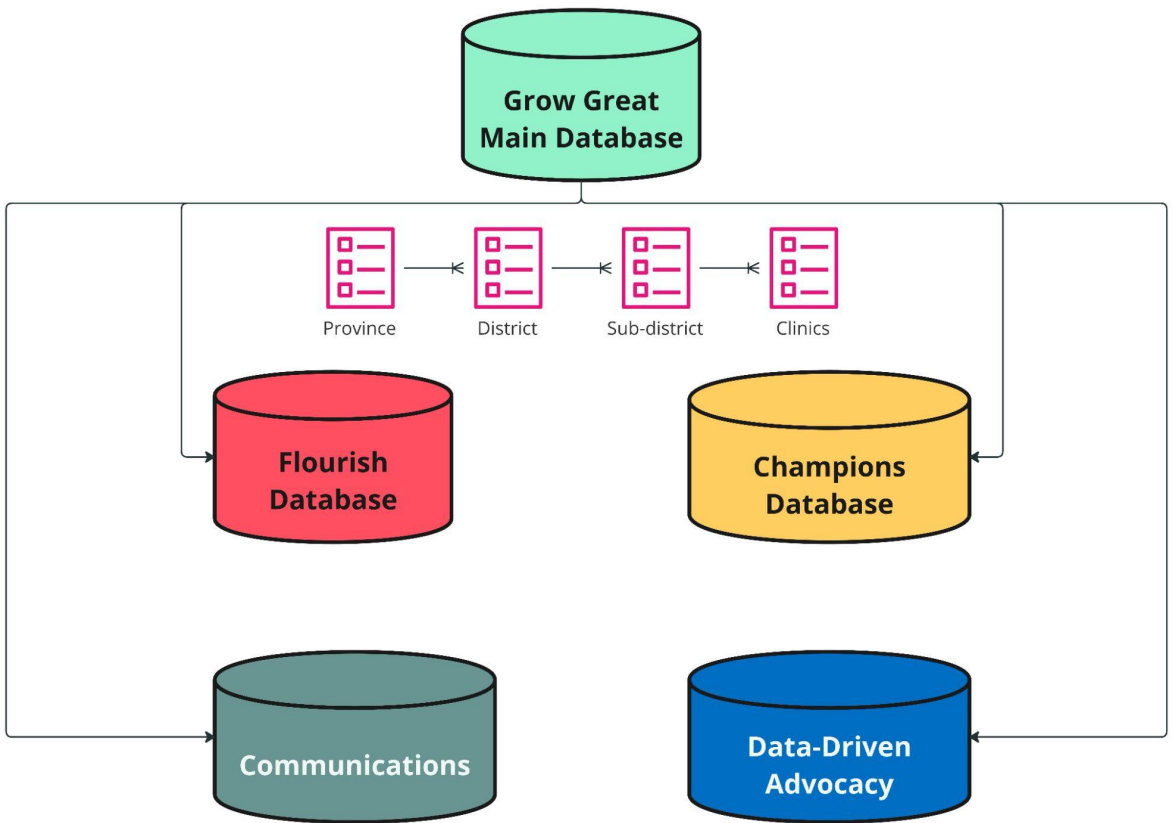
From challenge to solution

01

Data Silos & Fragmentation

- Centralized, Relational Data Model
- Single Source of Truth for Reference Data

Centralized, relational data model



From challenge to solution

01

Data Silos & Fragmentation

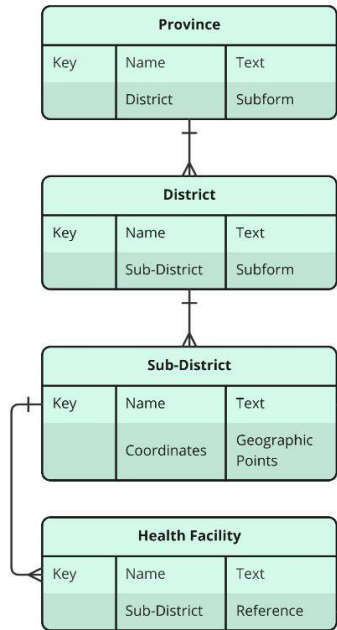
- Centralized, Relational Data Model
- "Single Source of Truth" for Reference Data

02

Poor Data Quality & Rigour

- Smart, Relational Forms
- Data Quality Controls (e.g., validation, relevance, required fields, keys)

Smart, relational forms + Data quality

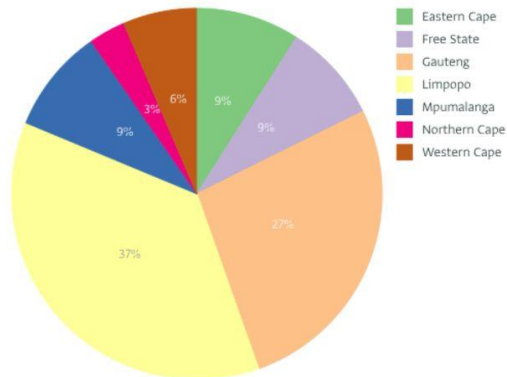


Main Database

CHW registration		
Key	ID#	Serial Number
	Sub-district	Reference (Main Database)
Validation rule for Sub-District	Name of the clinic	Reference (Main Database)
(required)	Surname & Name	Text
	Gender	Single Selection • Male • Female
	Date of Birth	Date
Hide from Entry	Age Group	Calculated
	Do you have a smartphone access	Single Selection • Yes • no
Relevance Rule	Phone Number	Text

Program Database (Champions)

Proportion of CHWs by province

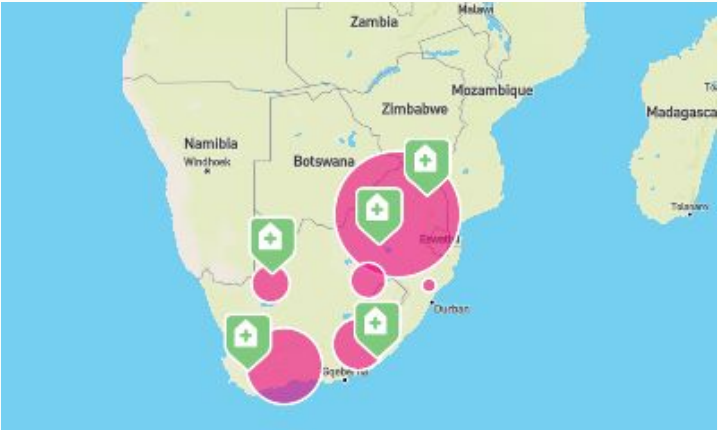
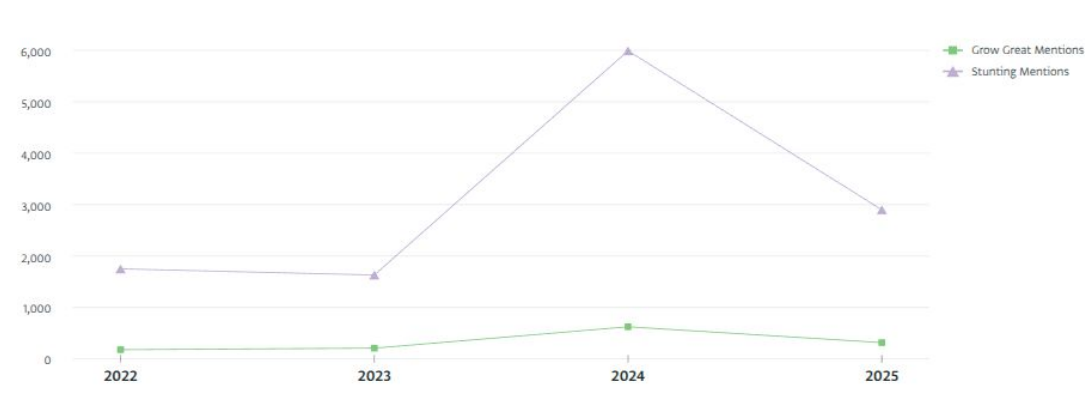


Reports

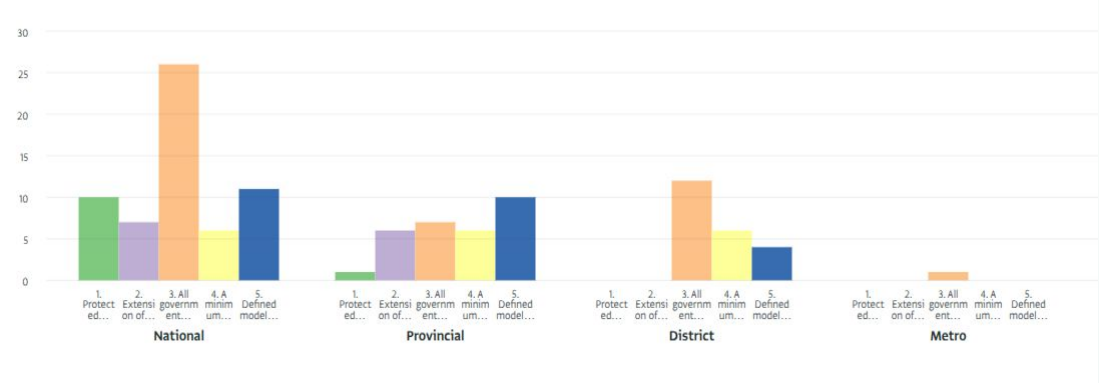
From challenge to solution

01	Data Silos & Fragmentation	- Centralized, Relational Data Model "Single Source of Truth" for Reference Data
02	Poor Data Quality & Rigour	- Smart, Relational Forms - Data Quality Controls (e.g., validation, relevance, required fields, keys)
03	Slow Turnaround Time & Reporting Challenges	- Unified, Live Reporting - Historical & Live Data Consolidation

Unified, live reporting



year	Mom	Target	Progress vs Target	RAG
2018	359	0		
2019	1623	2500	65%	
2020	2289	5000	46%	
2021	5527	7000	79%	
2022	8978	9000	100%	
2023	11177	10000	112%	



Live Demo: Answering reporting challenges

- **Question 1:** "How many Community Health Workers & Active Flourish Hosts were trained, disaggregated by province?"
 - **The Challenge:** This data lives in two separate databases (Champions & Flourish) and must be combined.
- **Question 2:** "What is the total number of moms reached, year over year?"
 - **The Challenge:** The live system only has 2025 operational data. How do we combine this with all historical summary data (pre-2025)?
- **Question 3:** "How do we compare the progress against the target on a yearly basis?"
 - **The Challenge:** The challenge here is that we need to add the targets to both the primary and the secondary data."

Built on a secure foundation



Security & Sustainability

01

Single sign on (SSO)
authentication

02

Physical Security and
hosting

03

Backups & Encryptions

04

Weekly risk email
reports

05

Dark web monitoring

Secure your data

Roles & Permissions

DATABASES > ACTIVITY 4: WINTERIZATION KITS 2020 > DATABASE SETTINGS

Database settings

Database design

User management

Roles

Roles

- SL Sector Lead
- A Administrator
- RP Reporting partner

Sector Lead

- Rename role
- Duplicate role
- Delete role

Permissions Parameters

- View all records
- Add any record
- Edit all records
- Delete any record
- Export records
- Manage users
- Manage record locks
- Edit forms and folders
- Edit permissions

SL

Sector Lead

- Rename role
- Duplicate role
- Delete role

Permissions Parameters

Edit permissions

- ☒ View all records
- ☒ Add any record
- ☒ Edit all records
- ☒ Delete any record
- ☒ Export records
- ☒ Manage users
- ☒ Manage record locks
- ☐ Add forms and folders
- ☒ Edit forms and folders
- ☐ Delete forms and folders

Cancel Save

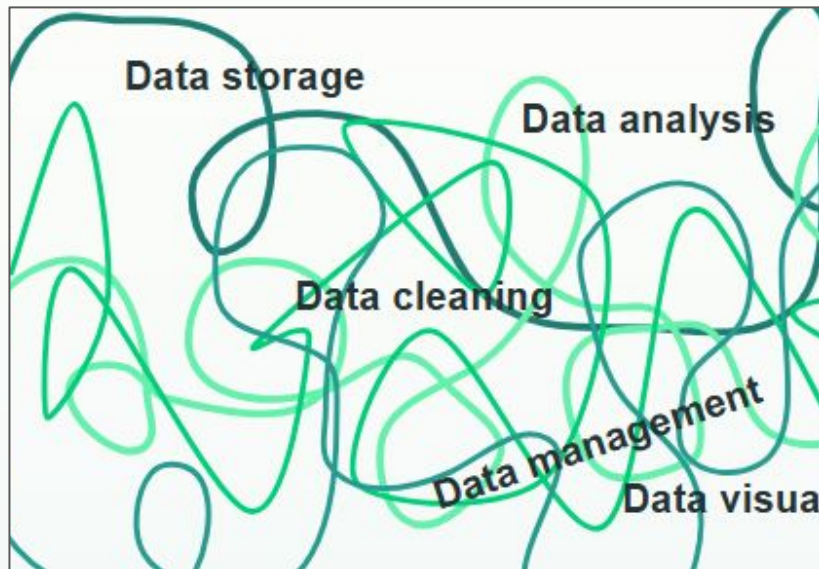
GROW
GREAT



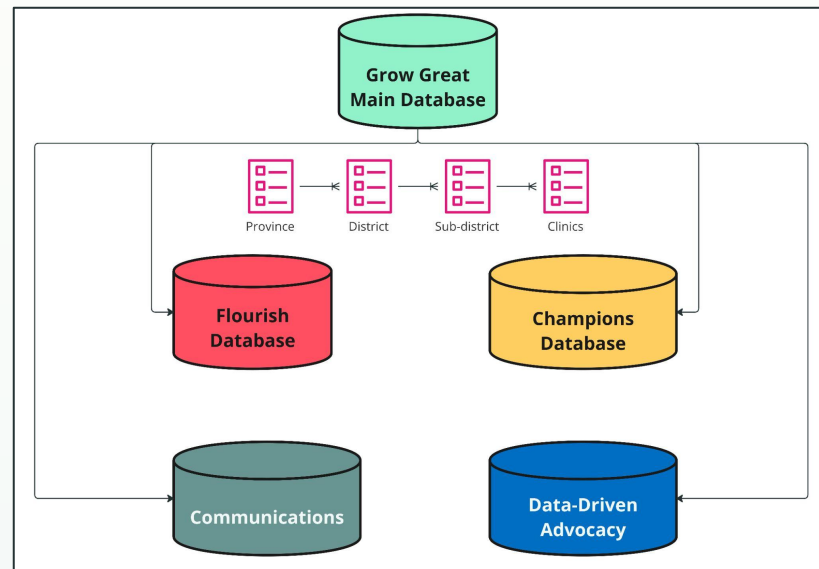
From implementation to embedding: Key takeaways & best practices

A Quick Recap

FROM FRAGMENTATION...



...TO CLARITY!



Embedding Streamlined Data Systems

Lessons from Grow Great

1.



Don't confuse movement with progress: Stop, pause & reflect!

2.



Fragmentation is a solvable problem BUT it needs a clear flexible plan.

3.



Perfect is the enemy of progress: Feedback loops & iteration are critical.

Embedding Streamlined Data Systems

Lessons from Grow Great

4.



**Look for quick wins to
demonstrate success &
promote buy-in**

5.



**Good data systems
are a strategic
organisational function,
not just a “nice to have!”**

Call to action for MEL Teams

*Let's streamline how we collect and analyse data
so we can spend more time using it to drive the
kind of social and environmental change the world
so desperately needs right now!*

Special Thanks!





Q&A

Questions?

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