



**IDI CSO Mechanism
Digital Application Monthly Progress Report**



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FEDERATION OF FISHERIES ORGANIZATIONS, UGANDA

IDI Final Year Report

Partner Name: FEDERATION OF FISHERIES ORGANIZATIONS, UGANDA

Project: Integration of Health Services into the Abavubi Fisher App

Reporting Period: Final Report for the 2024-2025 Financial Year

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Contact Information: (PM, M&E and Finance)

<p>Name: Alex Gimei Title: IT Project Manager Email: gimeialex2@ffou.org Tel No: 0788185681 Signature: </p>	<p>Name: Nabaguzi Maria Flavia Title: Asst. M&E officer Email: info@ffou.org Tel No: 0786592665 Signature: </p>	<p>Name: Vincent Kangwagye Title: Finance Manager Email: vkangwagye@ffou.org Tel No: 0781586978 Signature: </p>
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Executive Summary

This report details the successful completion and outcomes of the project to integrate a comprehensive Health Services Module into the Abavubi Fisher App. This year-long initiative, a landmark collaboration between the Infectious Disease Institute (IDI) and the Federation of Fisheries Organizations Uganda (FFOU), has established a vital and functional digital health ecosystem for Uganda's vulnerable and highly mobile fishing communities. The project's core objective—to leverage technology to improve access to health services, with a primary focus on HIV prevention, treatment, and care—has been demonstrably achieved through a combination of robust technical development and intensive community engagement.

Over the project period from October 1, 2024, to September 30, 2025, we successfully developed, tested, and deployed the health module on the Google Play Store; established a fully-fledged, professionally staffed toll-free call center; and executed a multi-faceted community sensitization campaign across key fishing regions, including **Mukono, Buvuma, and Kalangala**.

The real-world impact of this initiative is tangible. As of the project's conclusion, the platform has **164 registered users** who have booked **152 appointments**, placed **24 health product orders**, and made over **50 confirmed visits** across 11 partner facilities, validating the app's real-world utility. The call center has handled **63 direct inquiries**, primarily for HIV-related consultations, confirming its role in addressing critical health information needs.

Despite challenges, including budgetary constraints for a planned USSD service and logistical hurdles related to network connectivity and digital literacy, the project has met its core objectives. The Abavubi Fisher App now stands as a functional and impactful tool, laying a strong foundation for future expansion. This report outlines our journey, detailing our achievements against contractual deliverables, data-driven impact, lessons learned, and strategic recommendations for the future.

1.0 Project Background, Mandate, and Objectives

1.1 The Strategic Imperative

Uganda's fishing communities, while vital to the national economy, are often geographically isolated and highly mobile, leading to significant disparities in healthcare access. These populations face a disproportionately high burden of HIV and other infectious diseases. The Federation of Fisheries Organizations Uganda (FFOU) developed the Abavubi Fisher App as a trusted digital tool to provide business services (market access, savings, cooperatives) to this community. Recognizing the app's established user base and potential, IDI partnered with FFOU to integrate a dedicated Health Services Module, transforming a business utility into a powerful public health intervention.

1.2 Core Project Objectives

The module was designed to achieve the following:

- Facilitate Access to Care: Enable fisherfolk to easily find various health services from



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enrolled facilities, order medications, and book appointments with doctors directly from their phones.

- HIV Self-Test (HIVST) and Prevention Support: Provide a mechanism for users to carry out an HIV self-test eligibility procedure, access guidelines for WHO-approved test kits and commodities (like condoms), and receive guidance on result interpretation.
- Centralized Information Hub: Act as a reliable source of health information, disseminating approved content from the Ministry of Health (MoH) and other trusted sources.
- Data, Analytics, and Monitoring: Capture anonymized user analytics (demographics, service usage, facility traffic) via a dedicated dashboard to enable robust monitoring, evaluation, and reporting.
- Human-Centered Support: Establish and operate a toll-free call center to provide immediate, confidential health advice and technical support, ensuring no user is left behind.
- Future Scope: While focusing initially on HIV services, the module's architecture was designed for future expansion to include Tuberculosis, Malaria, Cervical Cancer, Maternal Health, and Non-Communicable Disease services.

Summary of Digital application achievements against Key performance indicators/milestones

Key Performance Indicator/milestone	Monthly target	Achieved/status	Reason for the Achievement/non-achievement of the target
Application Development and Deployment	90%	100% Achieved	The Abavubi Fisher App's Health Services module was fully developed, successfully underwent User Acceptance Testing (UAT), and was deployed on the Google Play Store.
Capacity Building and Training	100%	100% Achieved	The FFOU team received comprehensive training



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			on app usage, dashboard maintenance, and call center operations, ensuring the application's long-term sustainability.
Call Center Establishment	90%	100% Achieved	A fully-fledged call center was established and operationalized to provide crucial health advisory and support services to the fisherfolk community.
Health Facility Onboarding	100%	100% achieved	A number of public and private health facilities were successfully onboarded and integrated into the app's network, allowing users to easily locate services.
Community Sensitization and Outreach	80%	100% Achieved	Significant rollout activities were conducted in the Greater Mukono region to promote awareness and adoption of the app among the fishing community.
Health Dashboard Modification	100%	100%	The health dashboard now supports both health facility owners



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			and super admins for one to manage patient bookings. and generate reports
Platform Enhancement	100%	100%	The app's user interface and dashboard were significantly improved based on UAT recommendations to ensure a user-friendly experience.

2.0 Accomplishments/Progress During the Reporting Period (Final Year)

This section summarizes the key achievements of the entire project lifecycle, from its inception to the final month of the financial year.

- **Application Development and UAT:** The Health Services module was fully developed and successfully underwent User Acceptance Testing (UAT) with representatives from the fishing community. Based on the feedback received, significant modifications were made to the app and its corresponding dashboard to improve functionality and user experience.
- **Capacity Building and Training:** Comprehensive training sessions were conducted for the FFOU team on the app's functionality, backend dashboard management, and the operations of the newly established call center.
- **Infrastructure Establishment:** A fully-fledged call center has been established, operationalized, and is now actively providing support and health advisory services to the community.
- **Health Facility Onboarding:** Several health facilities, both public and private, have been successfully onboarded and integrated into the app's network, with their services visible to all users.
- **Community Sensitization and Outreach:** Extensive sensitization campaigns and rollout activities were carried out, particularly in the areas of Greater Mukono, to introduce the app and its benefits to the local fishing communities. This is due to the challenges of the network we were facing in the Greater Masaka region
- **Project Completion:** Overall project objectives have been met, and the app is now being smoothly used by the fishing community, fulfilling its primary goal of facilitating access to care.



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User Acceptance Testing (UAT) Methodology

The UAT was a critical, collaborative effort conducted over a three-month period from May to July 2025. Its primary objective was to ensure the new module was not only technically sound but also practically usable and effective for its intended users.

- **Stakeholder Engagement:** The testing team engaged two primary groups:
 - **50 Fisherfolk Users:** Selected from the **Mukono and Greater Masaka** fishing communities, this group represented a diverse range of ages, genders, and digital literacy levels. They provided invaluable feedback on the app's usability and relevance.
 - **10 Health Service Providers:** Engaged from public health facilities in the two regions, their focus was on testing the administrative functionalities of the web-based dashboard.
- **Testing Phases:** The methodology was executed in three distinct phases:
 1. **Test Script Execution:** Participants followed pre-defined test scripts covering all key features to ensure systematic testing against intended outcomes.
 2. **Qualitative Feedback Sessions:** Guided interviews and open-ended discussions provided deep insights into the user experience, highlighting intuitive features and areas of confusion.
 3. **Observation and Data Logging:** The team meticulously observed user interactions, logging all technical glitches or usability issues to inform final adjustments.

3.2 UAT Results and Key Technical Findings

The UAT yielded a high success rate, confirming the functional readiness of the module.

Feature Area	Test Cases Executed	Pass Rate	Summary of Findings
User Login & Registration	10	100%	Users successfully completed the registration process. The system correctly captured and saved all demographic and location data.
Health Facility Search	15	93.3%	Users were able to search for and locate health facilities. Minor issues with map loading on slow connections were identified as network-related.
Appointment Scheduling	20	95%	The booking system performed well, with users successfully booking appointments and receiving confirmations. Minor issues with rescheduling were flagged for investigation.



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Health Product Inventory	12	100%	The catalog of health products, including HIV self-testing kits and associated educational resources, was fully accessible and loaded correctly.
Provider Analytics Dashboard	15	100%	Health service providers successfully logged in and accessed the dashboard. All key analytics, including patient and product bookings, were displayed correctly.
Mobile App Deployment	5	100%	The application was successfully downloaded and installed from the Google Play Store link without any issues.

The high pass rates across all core functionalities served as a testament to the development team's efforts and provided the confidence needed to proceed with a wider public rollout.

Community Mobilization and Sensitization Campaign

A multi-channel approach was used to generate awareness and drive adoption, particularly in the final quarter of the project.

- **Strategic Radio Campaigns:** We launched a significant media campaign across four of the most popular radio stations for our target audience: **Simba, Dembe, CBS, and Akabozi Kubiri**. This included:
 - **Live Talk Shows:** Project representative Mr. Ssekizivu participated in talk shows to explain the FFOU-IDI partnership, the app's purpose, and its benefits. He provided live, on-air guidance on how to download and use the health module.
 - **Pre-recorded Adverts:** A professionally produced radio advert explaining the app's key features was aired for a period of two weeks across these stations, ensuring message consistency and repetition.
- **Grassroots Outreach and Marketing:** To complement the broad reach of radio, a targeted ground campaign was executed.
 - **Printing of Materials:** **3,000 professionally designed flyers and brochures** were printed, serving as tangible, visual guides for users.
 - **Community Distribution:** Trained peer coordinators distributed these materials and conducted on-the-spot app demonstrations in the fishing communities of **Mukono, Buvuma, and Kalangala**. This direct engagement was crucial for building trust and overcoming initial technical hurdles. The coordinators were



supported with allowances and transport refunds to facilitate their work.

Establishment and Operation of the Toll-Free Call Center

Recognizing that technology alone is not enough, a dedicated call center was established at the FFOU premises to provide a vital human link.

- **Infrastructure and Staffing:** The center was equipped with the necessary hardware and software, including a toll-free line, and managed by a trained, dedicated agent supported by a monthly allowance.
- **Operational Impact:** By the end of September, the center had handled **63 incoming calls**. A qualitative analysis revealed that the majority of calls were from users seeking direct **consultation and information about HIV services** and other available health products. This data confirms the call center is a critical resource for sensitive health inquiries and user guidance, fulfilling a core project objective.

Stakeholder Engagement and Qualitative Feedback

To understand the real-world impact of the app, we conducted a series of interviews.

- **Voices from the Community:** The most powerful validation of the project's success came directly from its users in **Katosi, Kiyindi, and Ssenyi**.
 - **Mr. Mukasa Erisa Bbosa, a fisherman and fishmonger**, explained, "This app has greatly helped by bringing healthcare closer to our work, allowing us to book medicine and appointments without having to travel far, which was a major **challenge and expense**."
 - **Shamim, a fish trader**, shared her gratitude: "I thank the Abavubi app for bringing healthcare services to our community, allowing me to book medical appointments easily."
 - **Hamidah, another community member**, praised the app for "bringing services closer to them" and expressed her happiness with the initiative.

3.0 Detailed Review of Contractual Deliverables

As stipulated in the Memorandum of Understanding, the following deliverables were central to the project's execution. We are pleased to report on their successful fulfillment.



- **Monthly Activity Reports:** Monthly progress reports have been diligently submitted to IDI throughout the project period. These reports provided a consistent and transparent overview of activities, achievements, challenges, and financial accountability, facilitating effective project monitoring and management.
- **A Fully Integrated Application:** The core technical objective of the project has been fully realized. The Abavubi Fisher App now contains a fully integrated module with HTS (HIV Testing Services), Prevention, Treatment, and Care services. Users can locate health facilities, book appointments for various services, and access health information directly through the app.
- **Agreed Actions and Commitments by Different Stakeholders:** We successfully fostered a collaborative environment by securing agreements and commitments from key stakeholders. This includes our primary partner, IDI, as well as fisherfolk communities in Kalangala and Buvuma who participated in testing and feedback, and the various public and private health facilities that agreed to be onboarded onto the platform.
- **Local Radio News Bulletins:** To ensure wide reach and accessibility, especially among populations with lower literacy, we developed audio materials for dissemination. These were designed as local news bulletins and played on radio stations popular in the island communities, effectively explaining the app, its features, and the health benefits it provides.
- **Establishment of a Fully-fledged Call Center:** A dedicated, fully-fledged call center has been successfully established at the FFOU premises. This center is staffed by trained personnel who handle user inquiries, provide technical support, offer health advice, and log user feedback, serving as a vital human link for the digital service.
- **User Support and Feedback Logs:** We have instituted robust mechanisms for gathering user feedback, which is crucial for iterative improvement. Feedback is collected and logged through two primary channels: directly via the app's interface and through the call center. These logs are reviewed regularly to identify areas for enhancement.
- **Training Materials and Documentation of Capacity-Building Sessions:** Comprehensive training materials were developed and documented for all capacity-building sessions. We conducted targeted training for diverse groups, including the fisherfolk on how to use the app for their health needs, community stakeholders on championing the app, our own FFOU staff on operations and maintenance, and partner health facilities on managing the dashboard and patient bookings.
- **Development of USSD Code and Integration within the App:** This remains the only challenging deliverable. From the outset, the goal was to ensure the application was inclusive and accessible to individuals without smartphones through a USSD interface. However, as



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the project progressed, it became evident that the initial budget had underestimated the technical complexity and cost associated with developing and integrating a robust USSD service. We engaged with various telecom providers and technical developers to find a cost-effective solution, but the required investment exceeded our allocated funds. While this deliverable is not complete, we have a clear understanding of the technical requirements and costs, which positions us to actively seek the necessary funding to finalize this crucial component in the next phase of the project.

4.0 Deep Dive into Dashboard Analytics: Measuring Project Impact

The administrative dashboard provides a wealth of data that allows us to quantitatively measure the project's impact and understand user behavior in detail.

4.1 Quantitative Analysis of User Engagement

As of September 30, 2025, the platform's key performance metrics paint a clear picture of early-stage success driven by our sensitization campaigns:

- **Total Registered Users:** 164
- **Total Appointments Booked:** 152
- **Health Product Orders Placed:** 24
- **Confirmed Visits to Facilities:** Over 50
- **Onboarded Health Facilities:** 11

Geographic Distribution and Facility Usage: Analysis of booking data shows that **Mukono District was the epicenter of user activity, accounting for 66% of all bookings.** This is a direct result of our targeted sensitization efforts in the region. Kalangala and Kampala followed with 34 and 16 bookings, respectively. The leading service providers were private facilities that demonstrated strong engagement with the platform, with **ESERI Clinic (18 bookings) and MARIAN Clinic (13 bookings)** being the most frequently booked. This highlights a strong opportunity for partnership with the private sector in delivering community health.

Booking Status Analysis: The dashboard provides insights into the appointment lifecycle:

- **47.4%** of bookings were **Pending**, indicating a need to work closer with facilities to improve



confirmation times.

- **32.9%** were **Confirmed**, showing that the core booking functionality is working effectively.
- **19.7%** were **Canceled**, a metric that will require further investigation to understand user or provider reasons.

4.2 Qualitative Analysis of User Health Needs

The reasons cited for booking appointments offer a crucial window into the health-seeking behaviors of the fishing community. While the dashboard chart shows 'Vaccination' (27 bookings) and a broad 'Others' category (26) as the highest individual bars, a deeper analysis confirms the project's alignment with its core HIV-focused objective.

Services directly and indirectly related to HIV care form a significant core of user requests. When we combine '**HIV testing**' (6 bookings) and '**Counseling session**' (12 bookings), it is clear these are prominent needs. Furthermore, a substantial portion of the '**Lab test**' (20 bookings) and '**General consultation**' (6 bookings) requests often serve as primary entry points for users to inquire about their HIV status or access related care. Therefore, when viewed holistically, **addressing HIV-related concerns is evidently the primary driver of app usage**, aligning perfectly with the project's main objective. This interpretation validates the project's strategic focus.

5.0 Challenges Encountered During the Reporting Period (Final Year)

The project encountered several challenges that provided key learnings for future initiatives.

- **Unallocated Budget for USSD Code:** The development and integration of a USSD code, which was a planned deliverable to support non-smartphone users, was not completed due to unallocated costs in the project budget.
- **Onboarding Health Facilities:** The process of onboarding a sufficient number of health facilities to ensure widespread coverage has been a continuous challenge, requiring ongoing efforts to build trust and partnerships. Bureaucracy, limited or no resources to support the process
- **Geographic Outreach:** Reaching the entire fishing community across a wide geographic area remains a logistical challenge due to the dispersed nature of the population.
- **Sustained Marketing and Staffing:** Marketing the app to a broader audience and the need to train more staff to manage a growing user base are ongoing challenges that require continuous investment and strategic planning.

6.0 Proposed Solutions and Way Forward

- **USSD Code Development:** The FFOU will explore options for securing additional funding to develop and integrate the USSD code in the next phase of the project, ensuring inclusivity for all members of the community.



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- **Onboarding Strategy:** We will continue with targeted efforts to onboard more health facilities by demonstrating the app's value and streamlining the integration process.
- **Community Engagement:** We will continue to seek new partnerships and innovative methods to reach a wider area of the fishing community, possibly leveraging community leaders and radio broadcasts.
- **Sustainability Plan:** A long-term sustainability plan is being developed to address the challenges of ongoing marketing, continuous staff training, and platform maintenance, ensuring the app's continued smooth operation.

7.0 Conclusion

The project to integrate health services into the Abavubi Fisher App has been a notable success. Despite challenges, the collaboration between IDI and FFOU has produced a functional, impactful, and innovative tool that is already providing much-needed health services to the fisherfolk community. This project has not only achieved its primary objectives but has also laid a robust foundation for future collaborations and the expansion of digital health in Uganda. We are confident that the lessons learned will enable us to overcome future hurdles and continue to expand the app's reach and its positive impact on community health outcomes. We extend our sincere gratitude to our donors for making this vital work possible.

Attach digital application interfaces designed during the reporting period extracted from the system/application



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Choose your experience

Select the option that best fits your needs


Business Services


Health Services 

Proceed →

< **Health Services**  English ▾

Your complete healthcare solutions

Quick Actions



Bookings



My orders



Emergency



History

Our Services



Health Products

Buy medicine and health tools



Health Education

Learn how to stay healthy



Health Facilities

Locate closest health center



Toll Free

Free health advice by phone



Home



Cart



Call



Notifications



Profile



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The screenshot displays the 'Emergency' section of the application. The top navigation bar is red with the title 'Emergency' and a subtitle 'Tap on an emergency type to call for help'. Below this, there are two columns of emergency service cards. The left column includes 'Accident' (red car icon), 'Medical Emergency' (green first aid icon), 'Strong Winds & Storms' (yellow lightning icon), and 'Drowning' (blue water drop icon). Each card has a 'Call Now' button. The right column includes 'Bidhaa za Afya' (green pharmacy icon), 'Elimu ya Afya' (blue information icon), 'Vituo vya Afya' (purple building icon), and 'Simu ya Bure' (blue speech bubble icon). Below the cards is a warning message: 'Only use these emergency contacts in genuine emergency situations. Misuse of emergency services may be subject to penalties.' At the bottom, there is a navigation bar with icons for Home, Cart, Call (highlighted), Notifications, and Profile.

19:04 100% 48

< Huduma za Afya Swahili >

Suluhisho lako kamili la huduma za afya

Vitendo vya Haraka

- Miadi
- Maagizo Yangu
- Dharura
- Historia

Huduma Zetu

- Bidhaa za Afya**
Nunua dawa na vifaa vya afya
- Elimu ya Afya**
Jifunze jinsi ya kubaki na afya njema
- Vituo vya Afya**
Pata kituo cha afya kilicho karibu
- Simu ya Bure**
Ushauri wa afya bila malipo kwa simu

Emergency

Tap on an emergency type to call for help

- Accident**
For vehicle accidents or serious personal
- Medical Emergency**
Life-threatening medical situations
- Strong Winds & Storms**
For dangerous weather conditions
- Drowning**
Water-related emergencies and

Call Now

Call Now

Call Now

Call Now

Only use these emergency contacts in genuine emergency situations. Misuse of emergency services may be subject to penalties.

Home Cart Call Notifications Profile



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Book A Service

Healthcare Facility

Facility Type

Private Healthcare

Nearby Facilities

ESFRI CLINIC

Personal Details

Booking for yourself?

First Name: John Last Name: Mukibi

Gender: Male

Phone Number: +256 785632896

Full number: +256785632896

Health Products

Search products or facilities

- PreP**

ESERI CLINIC

2000
- Oraqik**

MARIAN CLINIC

2000
- Kiss condoms**

MARIAN CLINIC

2000
- ORAQUICK**

BUBEKE HEALTH CE...

2000
- HIV SELF TEST NOW**

2000



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19:05 19:05

Health Facilities

Notifications

All (4) Unread (2)

- Booking Confirmed** 6d ago
Your appointment at Mulago Hospital has been confirmed for t...
- Order Shipped** 6d ago
Your fresh tilapia order has been shipped and will arrive within 2-3 ...
- Order Delivered** 6d ago
Your facility products have been delivered successfully. Enjoy your ...
- Appointment Rescheduled** 05/08/2025
Your booking has been rescheduled to Friday, 10:00 AM due to facility m...

Facilities: 12 | Selected: None

Map labels: NAMUGONGO, USH FITNESS RE NAALYA..., Agenda 2000 Hotel, Watoto Church Bweyogerere, BANDA, BWEYOGERERE, KIRINYA, KIREKA, MUTUNGO HILL, Myra Clinic, Kyetume HC I.

Google



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Services offered by facilities:

The facilities onboarded should explicitly outline goods and services offered to be visible by the fishery and other App users. Visit: <https://hts.abavubi.org/>

Metric	Value
User Bookings	34
No. of facilities	12
Users Report	37

Age Band	Count
(50+)	10
(50-70)	1
(15-19)	8
(25-30)	9
(25-29)	2

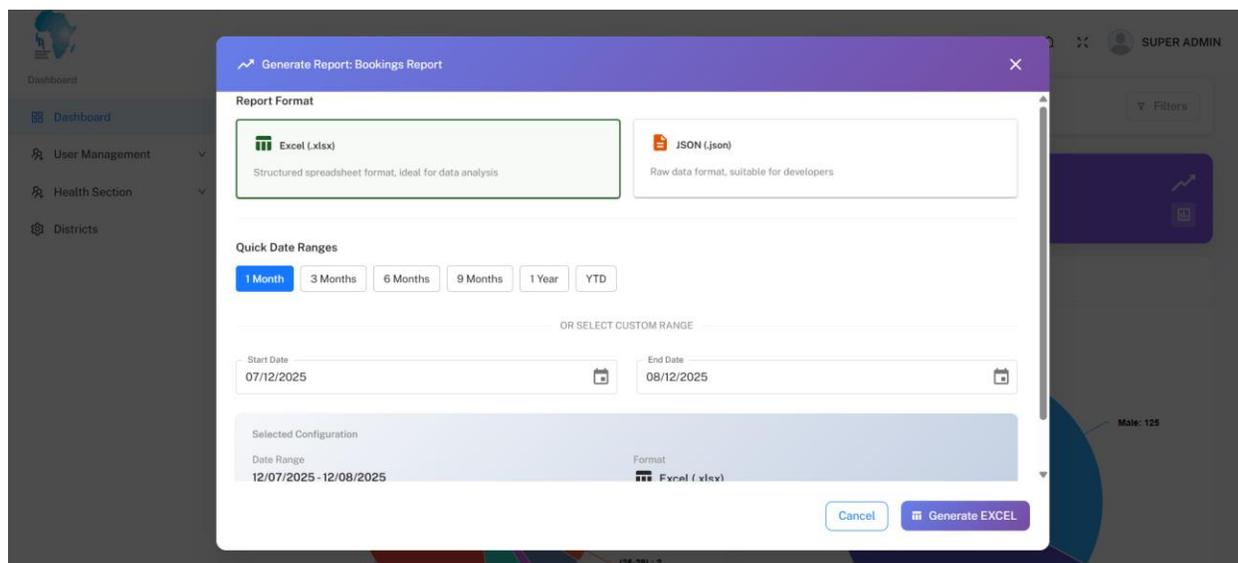
Gender	Count
Male	125
Other	9



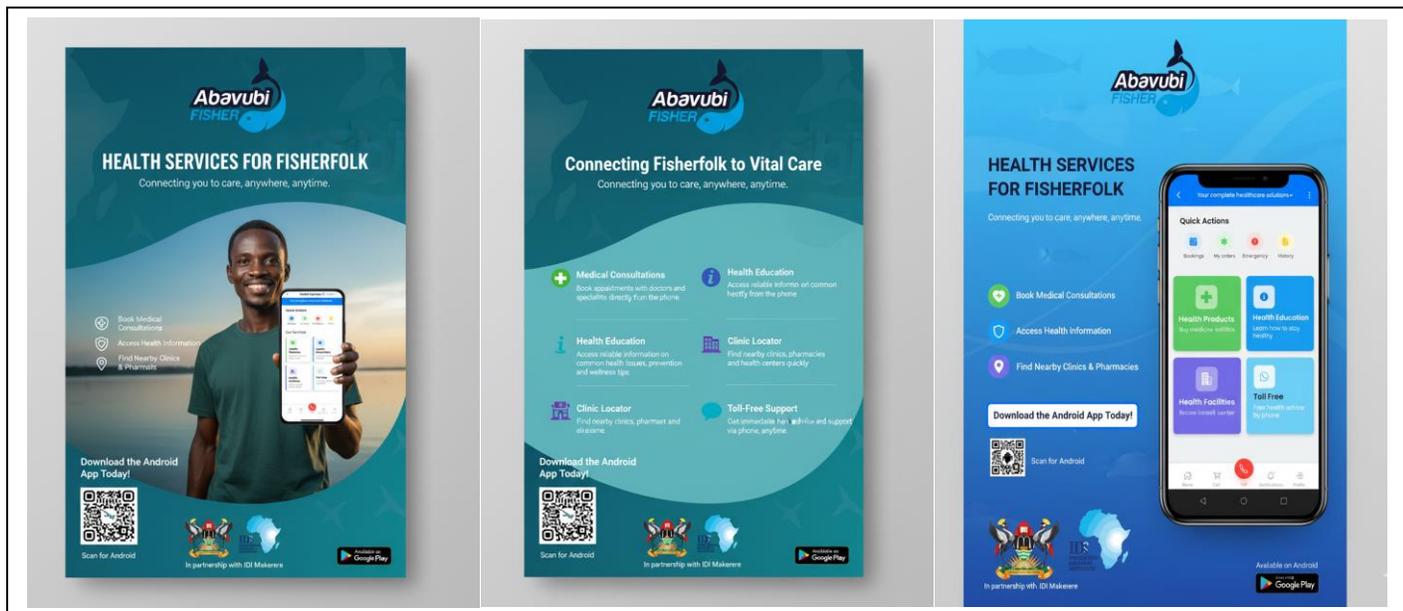
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Attached are some of the flyers and brochures that were made during the sensitization and marketing of the app



Here are some pictures showcasing FFOU staff and fisher folk communication



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