

USAID Knowledge Management Inventory

Media/Materials Clearinghouse (M/MC) website and CD-ROM

1. Describe your knowledge sharing activity - what did you do? – how did you do it?

Media/Materials Clearinghouse (M/MC) website and CD-ROM. The M/MC is an international resource for programs and individuals in search sample communication materials - pamphlets, posters, videos, etc. designed to promote public health. Through its website and CD-ROM, the M/MC provides a way to view sample materials, find out background information about them, and get in touch with the organization that produced them. The Mediabank database of materials contains 7,500+ sample materials with images and some with links to full-text; the contact database, Netlinks, has information on 2,600+ organizations and web resources. The website and CD-ROM also contain Photoshare, with over 7,000+ health-related photos, Videoshare, a catalog of over 135 videos that can be ordered from the M/MC, and Health Communication Materials Network, a network of health materials development specialists.

2. Describe your motivation / rationale / value proposition / business case for the initiative – why did you do it? – for whom?

We created the web site to provide a one-stop shop for people interested in reproductive health materials development. We developed the CD-ROM to mirror the web site and provide those with poor internet access with the same resources that users of the web site had access to.

3. Describe the results of the effort – who and/or what was impacted and how? – what are the benefits?

- A unique web site that brings together thousands of resources for health communication and health materials development in an easy-to-use format.
- Quicker, more timely access to sample materials, which helps to decrease both money and time spent developing materials.
- Full and up-to-date contact information for all materials in order to facilitate networking.

4. Describe any future implications or issues related to the initiative, e.g., what plans are in place? What current constraints or challenges are you facing? How is the initiative being sustained / maintained? How can it be replicated or scaled up?

Based on user feedback and usability tests conducted on the old site, the web site has been completely redesigned to be much more user-friendly. Users can search for materials, photos, or contacts through a single interface. Or they can browse through materials and photos through a clickable interface. We plan to continue to add materials, photos, contacts and full-text documents. This approach could be replicated for other subject areas.

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Electronic documentation link (if available): <http://www.jhuccp.org/mmc/>