



# Toolkits

## UPDATING THE K4HEALTH TOOLKIT

K4Health Toolkits are continually updated to capture the most current quality resources on a particular global health topic and identify and fill remaining information gaps to meet the program and policy needs of decision makers, program managers, and service providers. Technical working groups (TWGs) or organizations that manage the Toolkits are encouraged to employ several methods to ensure Toolkits are kept up-to-date.

### Periodic Literature Reviews

The steering committee should commit to conducting a formal scan of the literature related to the Toolkit topic on a periodic basis. K4Health recommends that this be conducted at least once a year, or more often if the knowledge base is constantly evolving. The steering committee should review the search results to identify relevant resources that meet the criteria for inclusion. At the same time, if existing resources become outdated, they should be removed from the Toolkit.

### New Resources Produced or Collected by Members of the TWG

Organizations involved in the TWG will inevitably develop new materials or update existing materials related to the Toolkit topic. These organizations can suggest their new resources for inclusion through the Toolkit Feedback Form, by contacting the steering committee directly, or by emailing [toolkits@k4health.org](mailto:toolkits@k4health.org). TWG members are also responsible for updating their resources already included in the Toolkit with the most up-to-date versions as they are released.

A successful model has been put in place to keep the resources in the [Measuring Success Toolkit](#) up-to-date. The Measurement, Learning & Evaluation (MLE) Project for the Urban Reproductive Health Initiative has created a shared Dropbox folder, where TWG members drop new resources that come across their inboxes. Once a quarter, the TWG meets to review these new resources and decide which meet their inclusion criteria for the Measuring Success Toolkit.

### Web Statistics

Google Analytics have been integrated into the K4Health Toolkits site so that any Toolkit manager who logs into the site can generate a web usage report. Upon request, K4Health can provide additional web statistics and offer instruction on how to interpret and use the data in these reports. Google Analytics provides a range of Web statistics that offer insight into how users respond to your site. This can help inform Toolkit updates, as well as future dissemination efforts; an update to the Toolkit provides an ideal opportunity for ongoing promotion. Please see the document on [Monitoring and Evaluating the K4Health Toolkit](#) within this guidance package for a detailed description of the Google Analytics reports accessible from the Toolkit site. Of the available indicators, a few are particularly relevant to the process of updating the Toolkit.



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- **Average number of page views per visit:** If this number is close to one, people are not looking around your Toolkit once they arrive, and you might want to revise your landing pages to engage your users more deeply. If the number of page views is higher, users are exploring different pages of the Toolkit once they have arrived—a good sign.
- **Average visit duration:** Similar to average number of page views, if the average visit is very short, consider how to better orient users and draw them in to your Toolkit.
- **Most frequently viewed pages and most frequently accessed or downloaded documents:** This and, conversely, a look at which pages and documents are *not* often accessed can help you decide whether certain pages need to be revised or particular documents should be removed from the Toolkit.
- **Source of traffic:** Are more people reaching your Toolkit through a web search, a referral (link from another site), or by directly visiting your URL? Google Analytics can show the **top keywords** that have led users to your Toolkit from an online search. These keywords shed light on the kinds of information and tools users are seeking and can inform your search for new or updated materials. This information can also inform future promotion efforts. For example, if the current percentage of Toolkit visits from referrals is low, you might consider asking relevant organizations to include a link to the Toolkit from their websites.

## Toolkit Feedback Form

An easy-to-use feedback form is built into each Toolkit so that field-based and other Toolkit users can provide continuous feedback, suggest new resources for inclusion, and share information about how they use the Toolkit. When a feedback form is submitted, K4Health receives the completed form and shares the feedback with the steering committee when appropriate. This feedback helps the TWG meet the needs of the Toolkit audience and keep the Toolkit up-to-date.

The screenshot shows a web interface for a feedback form. At the top, there is a navigation bar with links: "Toolkits Home", "All Toolkits", "Browse Resources", "Collaborating Organizations", "About Toolkits", and "Support & Training". Below this is a red header with the text "Feedback on the Elements of Family Planning Success Toolkit" and icons for "TOOLKIT SITEMAP" and "FEEDBACK". The main content area has a large heading "Feedback on the Elements of Family Planning Success Toolkit" in a dark red font. Below the heading are four input fields: "Email Address \*", "First Name", "Last Name", and "Feedback \*". To the right of the form is a sidebar with a dark red background. It features a heading "Elements of Family Planning Success" and a list of navigation links: "Home", "About", and "All Resources". Below these links is a list of categories with expandable arrows: "Supportive Policies", "Evidence-Based Programming", "Leadership & Management", "Effective Communication", and "Contraceptive Security".

## Other Steps in the Toolkit Development Process

K4Health offers guidance on completing each step of the Toolkit development process. These guidance documents can assist you with your next steps and with ongoing collaboration to promote, maintain, monitor, and evaluate the toolkit:

[How and When to Establish a Technical Working Group](#)

[Developing a User-Friendly K4Health Toolkit](#)

[Promoting and Disseminating the K4Health Toolkit](#)

[Monitoring and Evaluating the K4Health Toolkit](#)

Be sure to also take a look at our templates and other tools to help throughout the Toolkit-building process. These include:

- [a sample agenda for an initial Toolkit steering committee meeting](#)
- [an Excel workbook for organizing Toolkit resources](#)
- [a sample online survey](#)
- [a form to obtain feedback about Toolkits in development](#)