

HEALTH CAMPAIGN EFFECTIVENESS  
Strengthen Systems. Maximize Impact.

A program of

THE TASK  
FORCE  
FOR  
GLOBAL HEALTH

# The Health Campaign Effectiveness Coalition: Opportunities for learning and engagement with RBM partners

Presentation to the RBM VCWG meeting

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# Health Campaign Effectiveness: Case for Action

- Campaigns are a **key strategy for achieving priority global health** epidemiological, coverage, and equity **goals**
- Countries report significant **overlap in geography, timing, and target populations** between campaigns
- Campaign planning and implementation may be carried out with **little communication or collaboration** among campaigns and with **inadequate coordination** with country health systems.
- Operational **inefficiencies and inequities** can strain health systems, burden health care workers, and pull resources away from routine services.
- Recognition that current approach didn't always meet community needs, achieve goals and created missed **opportunities to link and integrate campaigns to the PHC system**
- Full [Landscaping Analysis](#) available on HCE Website

*Global health campaigns are time-bound, intermittent activities that address specific epidemiological challenges, expediently fill delivery gaps, or provide surge coverage for health interventions.*

*They can be used to respond to disease outbreaks, eliminate targeted diseases as a public health problem, eradicate disease altogether, or achieve other health goals.*

# Coalition Vision and Goal

## Vision

Country-led health systems use a strategic balance of targeted health campaigns in concert with regular health services to achieve and sustain health-related development goals for all people.

## Goal

Health systems objectives are met through highly effective and equitable use of campaigns that are planned and delivered in conjunction with ongoing health services and that reach all populations targeted for the intervention(s).

**Theory of Change** available at [campaigneffectiveness.org](https://campaigneffectiveness.org)

# Commonalities between HCE & GVCR aims

HCE Coalition's role is to:

- Foster **improved communication and collaboration** among country leaders, donors and implementing groups.
- Support **implementation research** to identify, test and scale up effective health campaign practices and tools.
- Advocate for **policy alignment and collaboration** between global partners and countries on campaign funding and support.

The GVCR calls for “**better coordination and integrated action across sectors and diseases**”. Four pillars of action:

- Strengthen inter- and intra-sectoral action and collaboration
- Engage and mobilize communities
- Enhance vector surveillance, and monitoring and evaluation of interventions
- Scale up and integrate tools and approaches

# HCE malaria-related implementation research awards

**Ghana: LLIN Malaria:** Improving Effectiveness of Mass Long Lasting Insecticide-treated Net Distribution Campaigns Through Community-based Health Planning and Services) *University of Ghana, School of Public Health*

**Nigeria-MC: VAS SMC Delivery:** Improving Vitamin A Coverage through integration with Seasonal Malaria Chemoprevention delivery: IR in rural and urban settings. *Malaria Consortium*

**Nigeria: SMC & ITN:** Scaling Up Access to Preventive Malaria Intervention Through an Integrated Campaign Approach in Gombe and Jigawa States. *Iboda Health International*

**Ethiopia: Integration of NTDs with ITNs, Immunization, VAS.** Evaluating the Effectiveness, Acceptability, and Feasibility of Fully Integrated Health Campaign: A pragmatic implementation research in Ethiopia. *Jimma University*

# Opportunities for involvement and collaboration with the HCE Coalition

- Engage with our malaria-related implementation research on collaborative campaign planning and integration.
- Share findings, practices, and lessons learned on conducting ITN and SMC campaigns during COVID-19 and opportunities for cross-campaign collaboration
  - Contribute to building the evidence base on what works (and what doesn't)--specific interest in microplanning, SBC community approaches, data digitization, household registration, use of geospatial imagery for population enumeration, M&E approaches
  - Participate in our “test and learn” series and other Coalition events
  - Contribute materials to our website resources and newsletter
- Collaborate on tool development (e.g. integration decision tool)

# THANK YOU.



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