

FOCUSING THE LENS: IDENTIFYING ACTIONS TOGETHER

First Annual Coalition
Meeting Agenda Overview

OCTOBER 20 | Day 1

PLENARY

Welcome and opening remarks

8:00AM EDT - 8:30AM EDT

Attendees will choose one of the following:

SESSION 1

HEALTH CAMPAIGNS DURING COVID-19

The COVID-19 pandemic has severely hampered the delivery of health interventions across the globe, as many countries have paused or scaled back their health campaigns and ongoing/routine services to help avoid further spread of the virus. Global guidance on conducting campaigns during the pandemic continues to evolve. As COVID-19-related restrictions are lifted, many countries may require innovative campaign delivery approaches to catch-up on intervention coverage efficiently, effectively, and rapidly. Participants will surface the knowledge needs of those who influence and contribute to health campaign planning, implementation, and evaluation.

8:30AM EDT - 10:00AM EDT

SESSION 2

INTEGRATION BETWEEN HEALTH CAMPAIGNS: INTERVENTION CO-DELIVERY AND COLLABORATION

While optimized to deliver specific results, health campaigns in countries are often scheduled, planned, and implemented using vertical approaches with limited or no knowledge, visibility, or collaboration across programs. A recent review of health campaigns across countries revealed that in 2020 alone each of the 52 countries has 11 or more campaigns planned, with some overlapping too. Repeated campaigns can strain limited human and financial resources and the capacity of public health systems to achieve other health outcomes. Participants will exchange practices and opportunities for countries and partners to integrate health campaigns or their components to improve campaign effectiveness and health outcomes.

8:30AM EDT - 10:00AM EDT

SESSION 3

HEALTH CAMPAIGNS AND SYSTEMS STRENGTHENING WITH ONGOING HEALTH SERVICES

Countries entering middle-income status, witnessing shifts in donor funding, experiencing positive changes in the epidemiological trends, and/or aiming for universal health coverage are realizing the need to transition the delivery of interventions from independent campaigns to the PHC system to ensure program sustainability, optimal utilization of resources, and improved health outcomes. Transitioning to a strategic balance of independent campaigns and integrated service delivery within the primary health care systems is an incremental process. Campaigns may not fully integrate service delivery at the outset and can involve partial integration of different aspects of service delivery with the PHC system in varying degrees. This session will explore the factors that enable and hinder campaign integration with the primary healthcare system.

8:30AM EDT - 10:00AM EDT

BREAK

10:00AM EDT - 10:15AM EDT

PLENARY

Discussion synthesis that identifies promising practices for which the Coalition invests implementation research awards and develops guidance that achieves greater impact while strengthening health systems.

10:15AM EDT - 11:00AM EDT

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OCTOBER 21 | Day 2

PLENARY

Welcome and opening remarks

8:00AM EDT - 8:15AM EDT

Attendees will rotate to each of the following:

ROTATION 1

HEALTH CAMPAIGNS DURING COVID-19

Participants develop an analytical framework that examines campaign restart cases

8:15AM EDT - 9:45AM EDT

ROTATION 2

INTEGRATION BETWEEN HEALTH CAMPAIGNS: INTERVENTION CO-DELIVERY AND COLLABORATION

Participants develop a shared diagram of integration models and their success requirements

8:15AM EDT - 9:45AM EDT

ROTATION 3

HEALTH CAMPAIGNS AND SYSTEMS STRENGTHENING WITH ONGOING HEALTH SERVICES

Participants develop a roadmap toward a future state of campaigns integrated with primary healthcare systems and essential health services

8:15AM EDT - 9:45AM EDT

BREAK

9:45AM EDT - 10:00AM EDT

PLENARY

Discussion synthesis culminating into a Call to Action

10:00AM EDT - 11:00AM EDT