Planning and Piloting an integrated disease control campaign in Uttar Pradesh

Gorakhpur and Deoria, Uttar Pradesh, India

NTDs, Immunization, Vitamin A, Others (Screening of common non communicable diseases, COVID-19 communication campaign)

INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH

Rationale and Background to Collaborative Campaign Planning

Integration of public health programmes, whether partial or complete

- Is a strategy for increasing the coverage of programmes, encouraging programme efficiency, and promoting universal health care goals.

- leverages the strengths of compatible programs and avoid geographic and temporal duplications in efforts.

- is cost effective, client-oriented, equitable and locally owned

The prevailing COVID-19 situation also calls for integration

In India, multiple programme campaigns proceed one after the other, leading to duplication/repetition of some of the common activities for different campaigns including planning, coordination, recording and reporting of information leading to an overall decrease in efficiency and effectiveness of programmes

- **In a study conducted in a PHC, it was seen that one round of Intensified Pulse Polio Immunization (IPPI) campaign had consumed 4446 person hours with only pre-round preparation taking up 500 person hours**

- **The activities related to one round of campaign also results in suspension of routine activities; it was noted that a Medical Officer is unable to attend to his/her routine duties for 7–9 days because of each IPPI round**

The proposed campaigns in the integrated campaign are:

- Single dose treatment for Lymphatic Filariasis

- Single dose treatment for Soil transmitted helminthiasis

- Childhood vaccination inclusive of OPV/IPV/ Mission IndraDhanush

- One recording of Blood pressure & Random Blood Sugar with referral, if needed

- Distribution of information material for COVID-19

Research Questions Addressed

Questions

What is the local landscape for integration of the selected integrated campaign in terms of a SWOT analysis of the local health care system in terms of infrastructure, human resource, service delivery, drugs, financing, technology and governance structures?	How can an integrated campaign be planned describing the infrastructural and human resource commitments, financial resources and collaborative, inter sectoral, coordination mechanisms ?	What are the lessons learnt in terms of what worked and what did not by planning for and implementing the plan in a limited area?
Mapping of existing campaigns along with organizations responsible for those	Based on analysis of the existing situation and multiple stakeholder consultations, strengths and weaknesses will be identified.	The integrated plan can be piloted in one block each of 2 districts (tentatively Gorakhpur and Deoria) involving all stakeholders which will be ensured by designating responsibilities and accountability.
Following a health systems approach to critically evaluate the existing campaigns.	Discussions will be conducted with the key stakeholders to address the gaps to develop the implementation plan in two districts	The variables will be the efficiency and effectiveness in terms of successful implementation, facilitating factors and the challenges
conduct semi-structured interviews with each stakeholder to understand the scope of integration.	Feasibility of the implementation assessed by interacting with the local partners and community. Rapid surveys would be conducted to estimate the coverage of the campaign at the population level.	We shall explore scope and ways to incorporate integrated approach to health campaigns in the state Program Implementation Plans (PIPs)

Stakeholder Analysis

[Health Programs]

- Programme implementers – Medical Officers, Staff Nurse, Para medical staff, Male and Female Multi purpose workers, volunteers, ASHA and Anganwadi workers

[Government Levels]

- State functionaries of the government – health and other departments : State Programme Officers
- District functionaries of the government – health and other departments - District Programme Officers
- Other departments – Women and Child , Water and Sanitation, Education

[Implementing Partners]

- International organizations, NGOs
- Community based organizations,
- Panchayati raj institutions

[Other Stakeholders]

- Community members

HEALTH CAMPAIGN
EFFECTIVENESS COALITION
Strengthen Systems. Maximize Impact.

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Anticipated Enabling and Hindering Factors of Collaboration

Enabling Factors

- Health human resource well versed with different campaigns
- Enhanced human resource commitment and motivation
- Availability of budget dedicated for different campaigns

Hindering Factors

- Collaboration between stakeholders and health personnel from multiple health programmes
- Compatibility among campaigns to be integrated within the given timeline
- The budget allocated for the integrated campaign may be high as compared to the budget allocated for an individual campaign and merging of budget heads could be a problem.

Approaches to foster collaboration, build from enablers and address challenges

A collaborative partnership is the key to effectively manage and implement any program including health campaigns. The purpose is to identify and optimally utilize the resource thus avoiding any duplication of efforts and wastage of resources. The steps will involve

1. Mapping of stakeholders - State Government, District Authorities, Medical Colleges, Development Sectors, Non-Governmental Organizations, Community based Organizations

2. Meetings with stakeholders for sensitization, consultations, plan development, monitoring , as needed from time to time. Continuous, ongoing coordination with regular feedback on the integration

3. Plan design will consider common microplanning, logistics management, pooled funding, common formats for monitoring

4. IIHMR – a facilitatory role

Telling the story

- Case studies - a powerful tool to tell the journey of a health programme as it evolves, from the problem to its solution

- We will use different formats for different audiences

- Traditional format for documentation – replete with visuals and quotations

- For advocacy purposes, we will add infographics

THANK YOU