

# THE PROMISE OF COLLABORATIVE ACTION:

## Second Annual Coalition Meeting Overview



OCTOBER 19 • DAY 1

### PLENARY

8:00AM EDT - 8:15AM EDT  
WELCOME AND OPENING REMARKS (Interpretation available)

### PANEL

8:15AM EDT – 8:50AM EDT Moderators: Asma Ali, Consultant; Fikreab Kebede, Ethiopian Ministry of Health  
Panelists: Martha Saboya, PAHO; Bassey Okposen, NPHCDA; Pauline Mwinzi, WHO  
COUNTRY PERSPECTIVES ON CROSS-CAMPAIGN COLLABORATION (Interpretation available)  
Individuals who drive decisions about health campaigns at the country-level discuss contextual, structural, and political factors that enable and hinder cross-campaign collaboration approaches. Panelists will identify actions needed to achieve improved health outcomes, and strengthen health systems and inter-sectoral linkages.

### BREAK

8:50AM EDT – 9:00AM EDT

[REGISTER HERE](#)

**SESSION A 9:00AM EDT – 9:50AM EDT**

Moderator: Joseph Oteri, Nigeria Governors' Forum  
Panelists (3): Dr. Jean Anne Baptiste, WHO Nigeria; Njara Rakotonirina, Catholic Relief Services Congo; Dr. Achintya Srivatsa, PATH India

**DECISION SUPPORT FOR CAMPAIGN INTEGRATION**

Participants dive into [The Decision Guidance Toolkit for People-Centered Integration of Health Campaigns](#) to examine steps taken that informed decisions in [campaign integration](#) from the perspectives of the panelists in India, Congo, and Nigeria. Participants will identify actions in the pre-planning phase of campaign integration that gain leadership support for and address governance issues in full to partial campaign integration.

Panelists include a recipient of the [Health Campaign Effectiveness Program Case Study Collaborative Planning Awards](#) in India; a [HCE Scientific and Technical Advisory Committee](#) member in Congo Brazzaville; and a WHO representative in Nigeria. Panelists will discuss a lymphatic filariasis and soil transmitted helminths campaign in India, along with planning for pulse polio; malaria bed net campaign integration decision making in Congo; and measles/meningitis A campaign planning in Nigeria.

**SESSION B 9:00AM EDT – 9:50AM EDT**

Panelists: Elizabeth Jere, Akros

**COLLABORATIVE MICROPLANNING APPROACHES**

[Literature and past HCE discussions](#) highlight a number of promising practices for collaborative microplanning -- and highlight that many of these practices are within reach but require collaboration across silos. Discussion will focus on current efforts to bring promising practices to the fore to advance microplanning practices.

**SESSION C 9:00AM EDT – 9:50AM EDT**

Moderator: Andreas Hasman, UNICEF

Panelists: Zewdie Birhanu, Jimma University; Olusola Oresanyu, Malaria Consortium

**DEVELOPING CAMPAIGN EFFECTIVENESS OUTCOME MEASURE**

This session builds on a [recent study that explores measures of effectiveness](#), in addition to coverage, that would be helpful to program implementers. By the end of the session, participants will propose monitoring and evaluation systems and metrics that can be used to assess the impact of campaign implementation.

**BREAK 9:50AM EDT – 10:00AM EDT****SESSION D 10:00AM EDT – 10:50AM EDT**

Moderator: Gladys Muhire, Catholic Relief Services Panelists: Sumitra Devi Shrestha, HEAL Nepal; Abdourahamane Diallo, FOSAD Guinea

**EXPERIENCES IN CAMPAIGN INTEGRATION (Interpretation available)** In this session, participants will learn how campaign integration is collaboratively planned. Campaign implementers will speak on the key factors considered for successful integration. Participants will hear about the promising practices from vitamin A supplementation and lymphatic filariasis campaign planning in Nepal and measles/meningitis A campaign planning in Guinea. Panelists are from HEAL in Nepal and FOSAD in Guinea, and are among the [Health Campaign Effectiveness Program Case Study Collaborative Planning and Implementation Research Awards](#).

**SESSION E 10:00AM EDT – 10:50AM EDT**

Moderators: Marc Levy, GRID3 Panelists: Muhammad Nazir Halliru, GRID3; Anna Winters, Akros; Prince Clem Agba, Federal Government of Nigeria; Heather Chamberlain, GRID3

**GEOSPATIAL DATA SOLUTIONS FOR IMPROVED HEALTH CAMPAIGN**

**EFFICIENCY AND EFFECTIVENESS** This panel will explore the use of geospatial data innovations to improve microplanning for health campaign effectiveness and efficiency. GRID3 will provide a population model update, and panelists will share how maps have been used for microplanning in Nigeria and Zambia, while discussing the sustainable and integrated use of geospatial data products within government processes.

**SESSION F 10:00AM EDT – 10:50AM EDT**

Moderators: Emmanuel Emukah, The Carter Center Panelists: Dr. Guy Sadeu Wafeu, University of Yaounde; Dr. Toure Djeinam, Helen Keller International; Dr. Abel Eigege, The Carter Center; Dr. Jude Winful-Orieke, Delta State Primary Health Care Development Agency

**CAMPAIGN INTEGRATION WITH PHC SYSTEMS** Session participants identify how health campaign inputs, processes, and resources can be successfully used to strengthen routine services and impact PHC systems. This session will be informed by recipients of the HCE Implementation Research Awards.

**NETWORKING SESSION 11:00AM EDT – 12:00AM EDT**

Connect with individuals who submitted a digital poster. Ask questions, find resources, and opportunities to collaborate.

OCTOBER 20 • DAY 2

**NETWORKING SESSION** 7:00AM EDT – 7:50AM EDT

Link with individuals who are leading implementation research projects in collaborative planning, campaign integration, and transitioning campaigns to primary healthcare systems.

**BREAK** 7:50AM EDT – 8:00AM EDT

Attendees will choose one of the following concurrent sessions:

**SESSION G** 8:00AM EDT – 9:10 AM EDT

Moderator: Sherine Guirguis, Common Thread Panelists: Alison Krentel, Bruyere Research Institute; Jovana O’Campo Cañas, Universidad de los Andes; Mariana Sarmiento Gallego, Universidad de los Andes  
**ENGAGING COMMUNITIES IN CAMPAIGN PLANNING AND DELIVERY**

Campaign managers share perspectives and promising practices for engaging communities in campaign planning, implementation, and evaluation phases. By the end of the session, participants will examine actions campaign actors can take to move community engagement from informing to shared leadership.

**SESSION H** 8:00AM EDT – 9:10 AM EDT

Moderators: Lakshmi Balachandran, CHAI; Moredreck Chibi, WHO/AFRO  
**DIGITIZING AND INTEGRATING CAMPAIGN COMPONENTS**

Countries will discuss the value of digitizing and integrating major components of campaign activities across disease programs, including planning, supply chain management, campaign worker training, intervention delivery, payment, and monitoring and evaluation into the broader routine health system infrastructure. Panelists will share where technology can be most impactful to address public health campaign gaps, and what factors and considerations lead to its most effective use.

**SESSION I** 8:00AM EDT – 9:10AM EDT

Moderators: Deb McFarland, Emory University  
**ECONOMIC ASPECTS OF CAMPAIGNS AND INTEGRATION**

This open, semi-structured session will explore economic incentives and disincentives to campaign integration at all levels. Participants will explore how benefits and costs accruing to the communities/households are incorporated in economic analyses. Participants in this conversation are encouraged to share their thoughts on costing, financing, costs/benefits, and needs for action.

OCTOBER 20 • DAY 2

BREAK

9:10AM EDT – 9:20AM EDT

PLENARY

9:20AM EDT – 9:50AM EDT

THE PROMISE OF COLLABORATIVE ACTION—Member input into Coalition priorities for 2022 (Interpretation available)

Participants reflect action items that have been identified during the breakout sessions and vote on priorities for the HCE Coalition to address in the coming year.

PLENARY  
PANEL

9:50AM EDT – 10:50AM EDT

PERSPECTIVES FROM THE HCE LEADERSHIP TEAM: COALITION PRIORITIES FOR THE COMING YEAR

(Interpretation available)

Moderator: Patrick O’Carroll, Task Force for Global Health

Panelists: Marcos Espinal, PAHO; Christopher Gregory, UNICEF; Chris Wolff, Bill & Melinda Gates Foundation; Anuradha Gupta, Gavi; Hamid Jafari, WHO

Members of the HCE Leadership Team from PAHO, UNICEF, GAVI Vaccine Alliance, The Bill & Melinda Gates Foundation and WHO discuss ways to strengthen collaboration and improve financing for health campaigns, and identify priorities for the Coalition for the next year.

CLOSING  
REMARKS

10:50AM EDT - 11:00AM EDT (Interpretation available)

[REGISTER HERE](#)