

HEALTH CAMPAIGN EFFECTIVENESS
Strengthen Systems. **Maximize** Impact.

A program of

THE **TASK**
FORCE
FOR
GLOBAL HEALTH

Lessons from the integrated mOPV2 and Vitamin A supplementation campaign in the context of COVID-19 pandemic in Ghana

Country: Ghana

Health & Nutrition



Rationale and Background to Collaborative Campaign Planning

- COVID – 19 in Ghana:
 - outpatient attendance dropped by 15.3% from February 2020 to March 2020,
 - More than 32,000 children left unvaccinated in the first quarter of 2020
 - Vitamin A coverage for period Jan – June 2020 was only 28%.
- Save cost, time and reach more people with several health and nutrition interventions within a short time.
- Bring together the health and nutrition interventions that are delivered by the same cadre of health workers and the target the same beneficiaries and accelerate their uptake in the context of COVID-19

Research Questions Addressed

Questions

How do we improve the quality of future integrated health campaigns

what worked well, and why

What did not work well and why

What were the lessons learned from the planning/ preparations to the campaign implementation?

How do we reach all the children with several health and nutrition interventions?

How many children were left out, why and how could they be reached?

Were the messages and strategies for social mobilization successful and what could be improved

What is the appropriate time/ approach to reach all children?

What are the efficiency gains made due to the integrated approach to the campaign]

Maximize resources and get higher value for money.

Cost, human resource, transport etc

What were the missed opportunities?

Stakeholder Analysis

[Health Programs]

- Research and Development Division (RDD)
- Family Health Division (FHD)
- Nutrition Department
- National Expanded Programme on Immunization (EPI)

[Government Levels]

- Ministry of Health
- Ghana Health Service
- District Assembly
- Ministry of Children, Gender and Social Protection
- Ministry of Information/Information Service Department

[Implementing Partners]

- Ghana Health Service
- Red cross
- Coalition of NGOS in Health
- Ghana Polio Plus Committee of Rotary

[Other Stakeholders]

- UNICEF
- WHO
- CDC

Anticipated Enabling and Hindering Factors of Collaboration

Enabling Factors

- Same cadre of health workers and the target the same beneficiaries
- Existing mechanism for inter-sectoral collaboration - EPI Leadership and Coordination Programmatic Working Group and the Micronutrient Task Force
- Complementary roles of various stakeholders

Hindering Factors

- Limited funding to execute the integrated campaign in the Covid-19 pandemic
- Coordination challenges due to inability to meet face to face due to COVID-19-
- Low awareness of integrated services being provided

Approaches to foster collaboration, build from enablers and address challenges

- **Leverage on the scarce financial resources** for the two campaigns to maximize results - in the context of COVID-19 have become more expensive because of the need to protect health workers and volunteers with Personal Protective Equipment (PPEs) and social distancing
- **Formation of working groups and sub committees** such as logistics, social mobilization, data and coordination committees with schedule duties and timelines
- **Harmonization and alignment of field tools** such as tally sheets and monitoring tools
- **Joint training sessions** for volunteers and health workers
- **Integrated messaging** for social mobilisation
- **Leveraging transport opportunities** to distribute campaign materials

Telling the story

- Traditional Media – television, radio and print
- Online media channels/portals
- Social media – targeted at the general public – including influencers, potential donors, development partners etc.
- Articles, press releases, stories, videos and photographs documenting the findings

THANK YOU