



Health Campaign Effectiveness Coalition Test and Learn Series, Session 1 – Webinar Feb 16

HEALTH CAMPAIGN EFFECTIVENESS
Strengthen Systems. Maximize Impact.



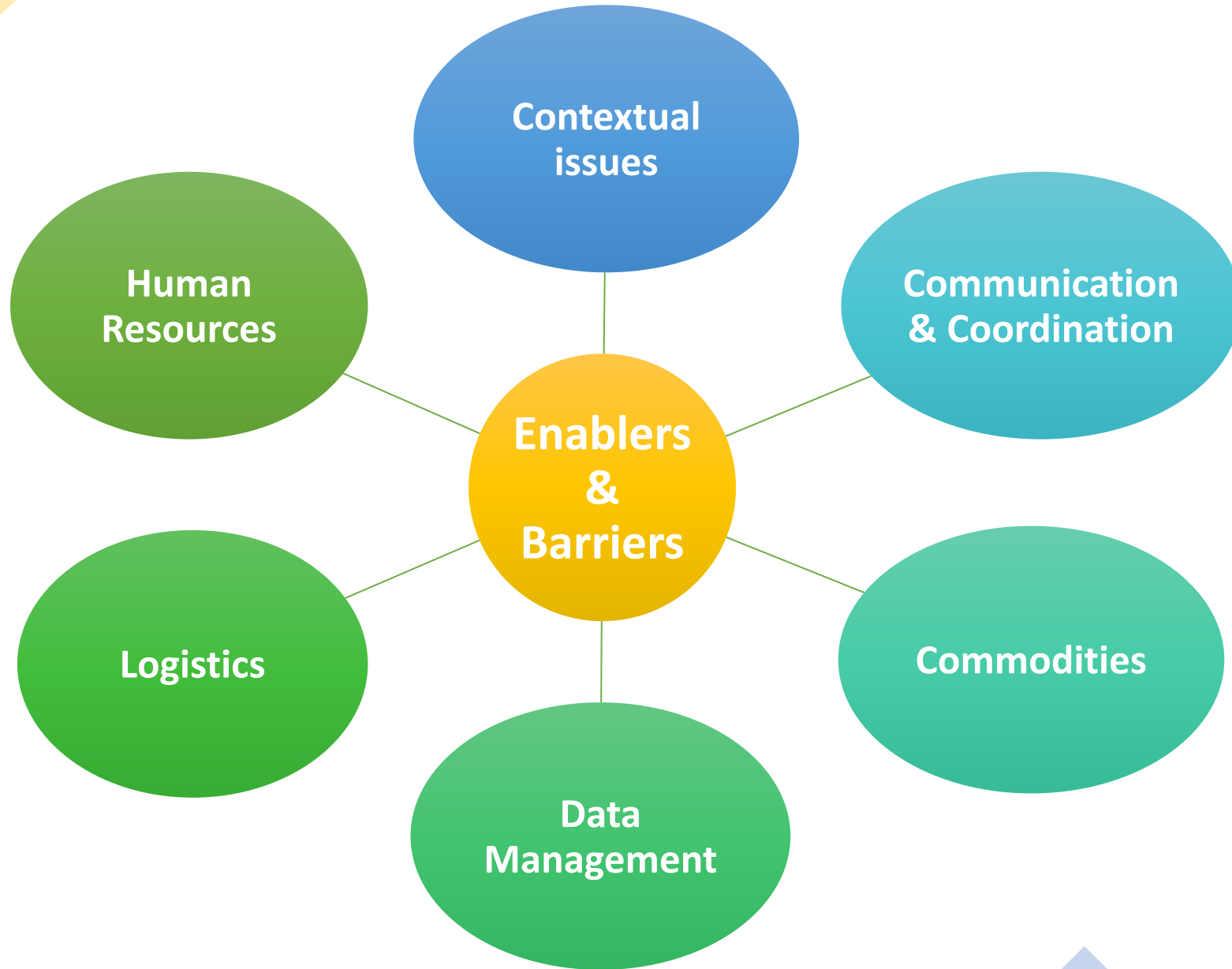
RESEARCH TEAM

- Alison Krentel PhD, School of Epidemiology and Public Health, uOttawa and Bruyère Research Institute (Canada)
- Margaret Gyapong PhD, University of Health and Allied Sciences (Ghana)
- Olumide Ogundahunsi PhD, University of Medical Sciences, Ondo (Nigeria)
- Tuoyo Okorosobo PhD, University of Medical Sciences, Ondo (Nigeria)
- Afzaa Rajabali MPH, Bruyère Research Institute (Canada)

Summary of study participants

N=26		Country A	Country B	Country C	Country D	Country E
Gender	Male	5	2	3	3	3
	Female	0	5	2	2	1
Domains	Vitamin A	0	0	1	2	0
	NTD	3	3	1	2	3
	Immunisation	2	3	3	1	0
	Polio	1	4	0	1	0
	Malaria	0	3	0	0	2
Affiliations	Donor/Implementing partners	4	4	5	4	1
	Ministry of Health	1	3	0	1	3

**Factors
that enable
or hinder
integration**



Discussion of key themes across the different domains

	NTD + Malaria (n=14)	Immunization + Polio + Vitamin A (n=12)
Combination of commodities		
Communication Coordination		
Contextual Issues		
Data		
Human Resources		
Logistics		

Less mentions  More mentions

Leadership qualities



“ For this kind of integration, where everyone sometimes thinks that he must have the monopoly of an intervention, the first thing first of all is humility. You have to be humble. You have to be humble and you have to know that by integrating you always learn from others.
- MOH perspective ”

“ You should be very transparent, you should be very accountable, and you should not take credits of anybody else. So, if you're that kind of person, the leadership quality really matters very much.
- Implementing partner perspective ”

“ One of the major skills that are needed is the ability to pull, bring people together and let them see what the vision is. If you cannot bring your people together and share the vision and let them catch on and be passionate about the vision, then forget it, they are not going to be any followers. So, it's the ability to listen to what the experts are saying, speaking with one voice with your expert who advised and then ensuring that the vision is well laid out without confusion.
- Implementing partner perspective ”

“ This is like a long uh... uh trip together. You sit with somebody, next to somebody. If you start with good greeting, you are likely to enjoy the flight. But if you are not willing to just ask somebody uh to uh to the next seat, then you are unlikely to enjoy the flight...
-Implementing partner perspective ”



“

Integration must be a process and the process takes place over time. And so, it's progressive. It shouldn't be a trend... Integration had reached its peak in 2014 where we were only talking about integration, integration, integration. But there are many aspects that had not been taken into account.

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- Ministry of Health perspective

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We can say ok let's integrate but if we have not enough resource to integrate, I think that... that there is a risk for failing.

- Implementing partner perspective

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Well, before it was, I would say, it was an idea. It was something you could do. And COVID ensured that it's something that you must do, because we cannot neglect to deliver health and we realized that there's a lot of people that can't reach us.

- Ministry of Health perspective

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