

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

A program of



Implementation research in health campaign effectiveness: A retrospective study in immunization related campaign integration in Bangladesh

Country and Geographic Area(s): **Bangladesh**

Health Domains: **Immunization**

Theme: **Campaign Integration**

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Background and Problem to be Addressed

Background

- Long successful history of vaccine preventable diseases programs and integrated campaigns like National Immunization Days (NIDs), Measles-Rubella campaign, under National Expanded Program on Immunization (EPI) since 1995.
- Vitamin A capsule and Deworming tablets were provided
- This integrated campaign strategy resulted in high routine immunization coverage for OPV, MR, and VIT-A and deworming

Problem or Gap

- No integrated campaigns for EPI are now being conducted
- High risk for a number of existing emerging, and re-emerging infectious diseases.
- No implementation research has been done regarding the campaign effectiveness, success and challenges of EPI and other VPDs.

Purpose and Intended Application of Findings

Purpose

- The context and factors in integration of health campaigns,
- Facilitating factors and
- Challenges during implementation,
- Recommendations and suggestions regarding integrating health campaign for future program.

Expected Outcomes

- Creating a set of design principles and considerations
- Improving health campaign strategies
- Guiding our national policy makers to review national policies
- Creating sustainable partnership among government and other relevant agencies

Research Questions Addressed

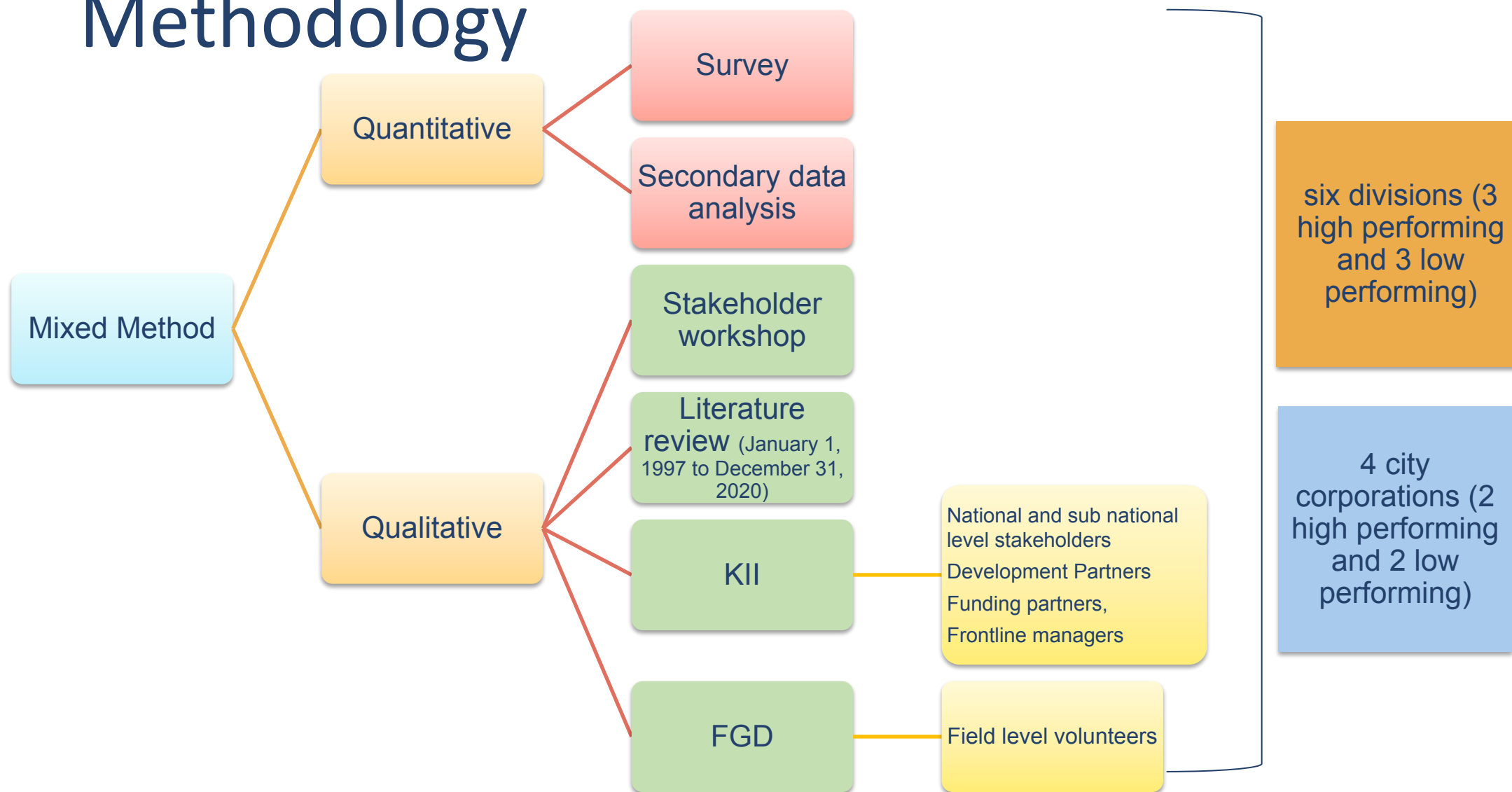
[Primary research question]

1. What factors lead to Vaccine Preventable Disease vaccination campaigns to be integrated with other health campaigns? (such as Vit-A Campaign, Deworming)
2. What are the enabling and hindering factors of integrated health campaigns at different levels of the health system?
3. What is the effect of integrated health campaigns on service delivery outcomes, such as increased awareness and improved coverage?
4. How can the components of integrated health campaigns be applied to strengthen Primary Health Care systems ?

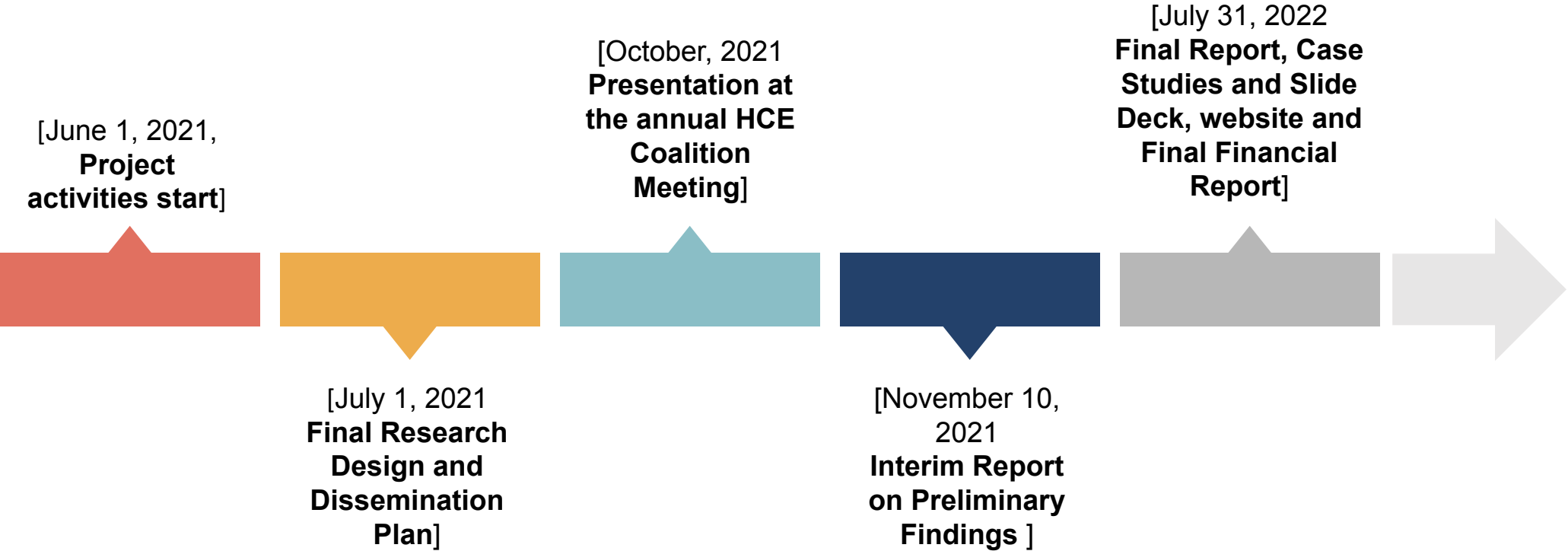
[Secondary research question]

- 1a. What were the context that lead to VPD campaigns to be integrated with other health campaigns?
- 1b. What were the positive and negative factors associated to VPD campaigns to be integrated with other health campaigns?
2. What are the enabling and hindering factors of integrated health campaigns at different levels of the health system?
3. What is the positive and negative effect of integrated health campaigns on service delivery outcomes?
- 4a. What are the components of integrated health campaigns that be applied to strengthen Primary Health Care systems in Bangladesh?
- 4b. How can those components of integrated health campaigns be applied to strengthen Primary Health Care systems ?

Methodology



Anticipated Project Timeline



Challenge in next 6 months

The Challenge(s)

- Increasing trend led to country wide lockdown due to COVID-19 pandemic
- Acquiring grey literature
- Retrospective data
- Might delay face to face data collection

Strategy for Mitigation

- Maintaining CDC infection control protocol including social distancing, using IPC material(data collector and respondent) and hand washing
- Giving subsequent amount of time for searching grey documents
- Include participants who worked during NIDs for interviews
- Using phone /online platform for interview

THANK YOU