

HEALTH CAMPAIGN EFFECTIVENESS

Strengthen Systems. Maximize Impact.

A program of



Evaluating the effectiveness, acceptability, and Feasibility of fully integrated two Mass Drug Administrations and three other complementary health interventions campaigns (2MDA⁺³): A pragmatic implementation research in Ethiopia

Country and Geographic Area(s): Ethiopia, Oromia, Jimma zone
Domains: NTDs, Immunization, WASH and COVID-19
Theme: Campaign Integration

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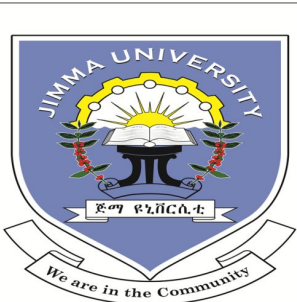
Project Team

Academic

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Health system

1. Mr Gebeyehu Bulcha (Member), MPH, Jimma Zone Health Department
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Background and Problem to be Addressed

Background

- In Ethiopia, several health campaigns are occurring each year with inadequate coordination and communication among campaigns, communities, regional and national health programs (MOH, 2020)
- Even within specific program (eg. **NTDs-5MDAs campaigns**), there is a limited coordination and co-delivery of health interventions (MOH 2020).
- Moreover, COVID-19 pandemic disrupted health campaigns including mass drug distributions (MDAs) and immunizations campaigns (Mulat et al, 2020 Yonas et al 2021, Seid et al, 2020)

Problem or Gap

- Weak integration, poor coordination, communications and co-delivery of health campaign interventions resulted in several challenges (MOH, 2020):
 - **Inefficiencies, inequities, strain health systems, burden to health workers and communities, and limit the potential impact of health campaign interventions.**
 - **Weak integrations and considerations of SBCC**
- While **integration of health campaigns** are a potential solutions to overcome these challenges; evidence are meager regarding how effective, acceptable and feasible it is.

Purpose and Intended Application of Findings

Purpose

To test the **effectiveness, acceptability and feasibility** of the full integration of two MDA campaigns and three other complementary health interventions(2MDA⁺³) in the Ethiopian health care context
(MDA for STH/Oncho + immunizations/WASH/COVID-19)

Expected Outcomes

Yield tested & credible evidences: 2 major evidences

- Campaign effectiveness:** The effectiveness of co-delivery of 2MDA⁺³ health campaigns in improving **health campaign outcomes**(reach/coverage, efficacy)
- Implementation effectiveness:** The extent to which the implementation of full integration of 2MDA⁺³ are effective and factors (implementation metrics, barriers/inhibitors, facilitators/enablers) shaped it
- Lessons and best practices** which has a potential to be scaled up and **influence changes in campaign practice, policy or guidance**

Research Questions Addressed

Primary research question

1. What is the **effectiveness** of full integrations of two core MDA campaigns with other three complementary health intervention outcomes such as improved coverage, reach/uptake and equity in reaching eligible populations?
 - **2MDA: deworming STH and Onchocerciasis**
 - **WASH, immunization (potentially 7 antigens), and COVID-19**
 - **All the services will be co-delivered at village level**
2. What are the factors (barriers and facilitators) and **process outcomes** at the different levels of the health system and community affecting the integrations, implementations, reach/uptakes, adoptions and maintenance of health the 2MDA⁺³ campaigns?

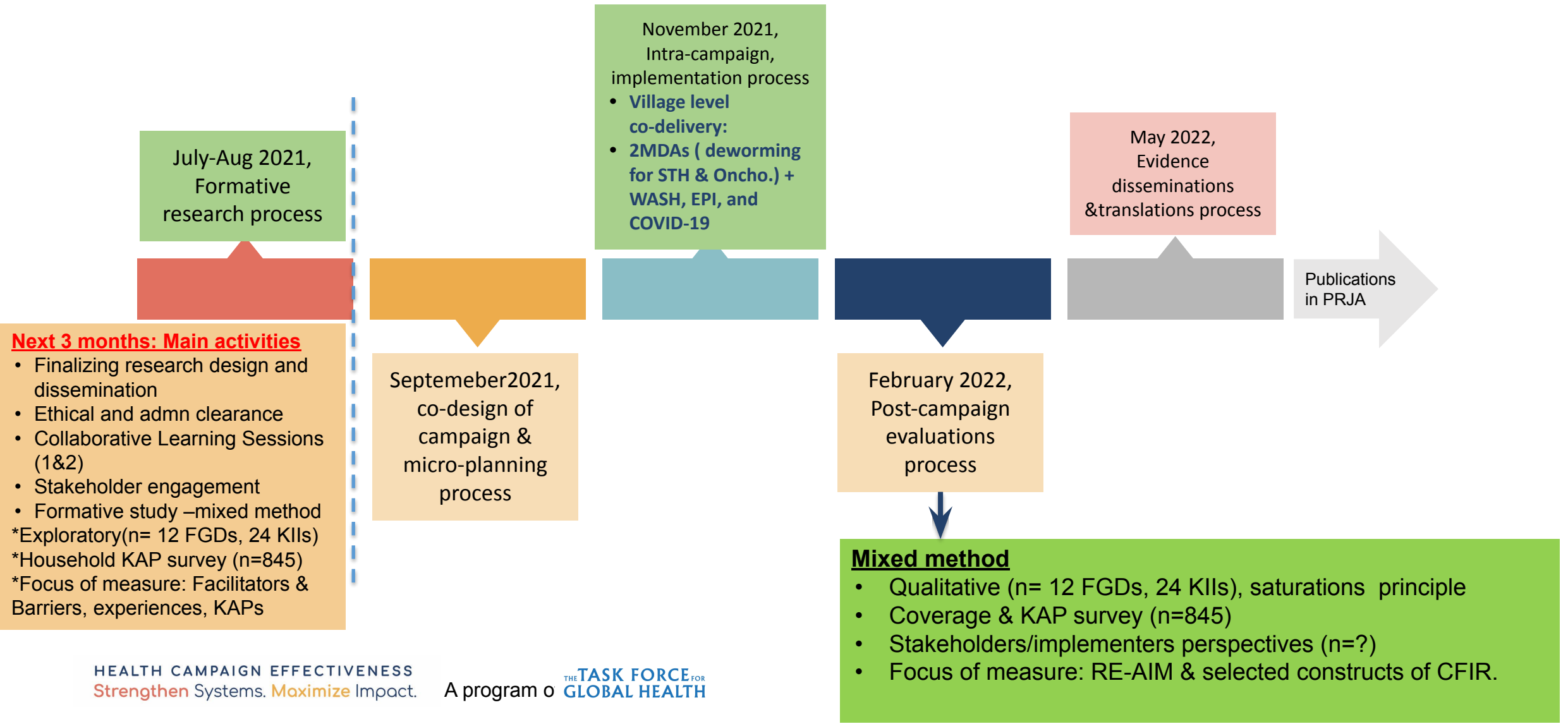
Secondary research question

1. Does integration of tailored social and behavioral change communications (SBCC) interventions to MDAs improve communities' knowledge, attitude and healthy practices in relations to NTDs (STH and Oncho), sanitation and hygiene behaviors; child vaccinations and COVID-19?

SBCC Effects on:

- Perceptions, Knowledge and practices towards STH and Oncho.
- Sanitation and hygiene behaviors
- Child vaccinations attitude and concerns
- COVID-19 awareness and self-care practices
- MDAs attitude and acceptance by communities

Anticipated Project Timeline



Challenge in next 6 months

The Challenge(s)

Minimal challenges:

- COVID-19 risk
- Security issues

Strategy for Mitigation

COVID-19 risk mitigation

- **Strictly follow ethical standards and procedure for research during COVID-19 and public emergency (WHO, 2016/20, Bioethics 2020)**
 - Safety and precautions measures: Research team and research participants, communities
 - Maximum of two data collectors/interviewers will present during interview
 - FGDs will be held, by maintaining physical distancing, facemask use, and use hand sanitizer
 - Number of group participants will be reasonable size (6-8) participants
- **Security issues**
 - work closely with key stakeholders, security, secure permissions from concerned bodies and administrative clearance
 - Already started engaging regional and national program to ensure smooth implementation
 - May 18, 2021-Held discussions with ORHB and FMOH



Thank you ! Galatoomaa!