

Awardee Exchange

2 June 2021 8:00 AM - 10:00 AM EDT

Notes from Final Plenary Discussion

Report outs from Breakout Rooms

Breakout Room 1: Campaign Integration

Presenter 1: Sangeeta Jobanputra (Connecti3) (Rwanda)

Presenter 2: Humayra Binte Anwar (BRAC University) (Bangladesh)

Presenter 3: Olusola Oresanya (Malaria Consortium) (Nigeria)

Presenter 4: Zewdie Birhanu (Jimma University) (Ethiopia)

1. What IR projects hope will be changed through the research (application of study findings on campaign practice/guidance)
 - Trying to learn about the following:
 - Team 1: Will using Big Data/AI better identify communities less likely to receive care?
 - Team 2: What factors lead to vaccine preventable diseases to be integrated with other campaigns?
 - Team 3: What is the acceptability of iterating VAS with SMC, particularly when it comes to the workers' perception of feasibility?
 - Team 4: What is the effectiveness of integration, and does interaction of tailored social and behavioral change communications interventions improve knowledge and attitudes?
 - Application:
 - Team 1: Find whether use of big data will identify communities
 - Team 2: Create principles to improve campaign strategies
 - Team 3: Design implemented campaign at scale
 - Team 4: Test effectiveness, acceptability and feasibility of full integration
2. Main challenges and opportunities
 - Challenges:
 - Team 1: Significant delays and disruptions due to COVID
 - Team 2: COVID delays; acquiring "grey" literature and retrospective documents
 - Team 3: Delay in ethical clearance impacting timelines; stakeholders with capacity and knowledge must be available at all levels and willing to participate

- Team 4: COVID delays, security risks
- Opportunities:
 - Team 1: Potential to develop and implement a new digital AI tool to greatly improve data collection
 - Team 2: Hope to create set of design principles and considerations to improve health campaign strategies
 - Team 3: Provide policymakers with body of evidence to decide on adopting integrated instead of stand-alone campaigns
 - Team 4: Yield tested and credible evidence on campaign effectiveness of codelivery in improving outcomes, and implementation effectiveness

Breakout Room 2: Transitioning Delivery to the Primary Health Care System (A)

Presenter 1: Phyllis Dako-Gyeke (University of Ghana)

Presenter 2: Alan Brooks (Bridges to Development) (Papua New Guinea/ Vanuatu)

Presenter 3: Guy Sadeu Wafeu (CRFiMT) (Cameroon)

1. What IR projects hope will be changed through the research (application of study findings on campaign practice/guidance)
 - Trying to learn about the following:
 - How to engage stakeholders or mobilize communities for health campaigns
 - Gap in use of campaigns such as LLINs & MDA
 - Enablers and barriers to successfully rolling out and integrating campaigns into PHC
 - Methods for effectively working through COVID-19 challenges
 - How to build the capacities of CHWs in campaigns
 - Application:
 - How can we not simply address health campaign optimization, but ultimately impact behavioral change
 - Close the loop between creating demand within community and strengthening PHC system
2. Main challenges and opportunities
 - Challenges:
 - COVID-19 impacting access or participation in the studies
 - Data collection among stakeholders
 - Access to hard-to-reach areas
 - Opportunities:
 - Engagement of multiple levels of stakeholders (MoH, regional health workers, community workers, etc.)

Breakout Room 3: Transitioning Delivery to the Primary Health Care System (B)

Presenter 1: Esmael Habtamu Ali (Eyu-Ethiopia)

Presenter 2: Oka René, Programme National de Nutrition - Ministère de la Santé et de l'Hygiène Publique (HKI Côte d'Ivoire)

Presenter 3: Emmanuel Emukah (The Carter Center) (Nigeria)

1. What IR projects hope will be changed through the research (application of study findings on campaign practice/guidance)
 - Try to learn about the following:
 - What factors facilitate full and partial transition of campaign activities into the PHC system
 - What is the capacity of the PHC system to be able to carry out functions now performed by campaigns
 - How can processes and resources from campaigns be used to strengthen PHC systems?
 - Application:
 - Some guidance documents will be developed to inform transition of campaign activities into the PHCS
 - Apply learnings from study and contribute to country NTD program master plan for full ownership of MDAs and other NTD control initiatives
2. Main challenges and opportunities
 - Challenges:
 - Uncertainty around COVID-19 and potential impact on implementation
 - Data collection during inclement weather
 - How to get government buy-in for ownership of transition plan
 - Maintaining consistent supply chain for medications during transition
 - Opportunities:
 - To strengthen the PCHS through the transition of resources and processes from campaigns to the PHCS
 - To transition campaigns that have traditionally "piggy backed" on polio campaigns
 - To better understand barriers to transitioning campaigns into the PHCS and strategies to mitigate these challenges

Closing Plenary

- Discussion - **Jim Lavery, Moderator**
 - Ownership of campaigns is a very complicated concept that we have not yet thoroughly "unpacked." Need to grapple with many factors (e.g., leadership, political will) as we think about campaign ownership and transitioning the ownership of campaigns.
 - Many common challenges related to COVID, weather, urban versus rural distinctions. These will be important but not sufficient insights. These insights can help us

understand what we need to pay attention to in the political space that campaigns exist.

- Normative dimensions are also emerging. For example, issues related to equity.
- Important for us all to keep issues of ethics in mind.
- Questions from Participants:
 - Q) Are all projects securing IRB approval?
 - Yes.
 - Q) Was the COVID-19 pandemic unexpected in that it occurred after the start of the HCE initiative? If so, what has been learned about helping resource-strapped countries to prepare for such challenges?
 - It is true that HCE launched just before the pandemic hit. The pandemic underscores the need for building capacities to respond to unexpected events.
 - Pandemic hit all countries; not selective. Therefore, countries should take this opportunity to look closely at their health system and opportunities to build it. It also takes high-resource countries to a place of humility and this could be good for global solidarity.
 - Q) How will we address issues of social and political climate?
 - Assess unique factors that facilitate or hinder integration/transition.
 - The COVID pandemic revealed new and effective communication channels for planning and implementing campaigns, such as use of WhatsApp groups and Zoom meetings. So agreement with the “blessing in disguise” comment about COVID.
 - Q) Agree that supply is an easy to overlook but potentially huge underlying constraint in moving from campaigns to PHC. How many funders providing commodities for campaigns allow their products to be delivered instead through PHC systems? Are there (unintended?) incentives maintaining a reliance on campaigns?
 - PAHO has the Revolving fund through which countries can purchase vaccines at competitive prices using their own funding. Something similar we have for drugs and supplies: the strategic fund. Perhaps similar mechanisms can be available for other Regions to facilitate access to affordable supplies for countries integrating actions into their PHC systems
 - This will be addressed by using the CFIR model, which has five components of integration strategies implementability among which one is looking at the outer setting - including social and political factors that may facilitate or be a barrier for integration. Data on such factors will be collected across five regions in Ethiopia with different political and social stability.
 - How will the rollout of COVID-19 vaccines affect the implementation of any of the campaign interventions being covered in these implementation research studies?
 - The pandemic also presents many opportunities to think outside the box in many facets of research.
- Overview of the Coalition Workspace
 - Tool accessed from the HCE website
 - The how-to guide for using the tool is available here:
<https://campaigneffectiveness.org/wp-content/uploads/2021/06/Coalition-Workspace-How-to-Guide.pdf>
 - The how-to guide and a series of how-to videos can also be found on the website:
<https://campaigneffectiveness.org/pl-ir-awardee-exchange/>
 - Discussion board will be live starting tomorrow.

- Next Steps and Closing
 - Continue dialogue via the Coalition workspace
 - IR Awardees develop study plans and seek IRB approvals; country projects underway
 - Test & Learn webinars coming up on July 8 (Unicef) and July 27 (Thinkwell)
 - Collaborative peer learning exchange #2 will be scheduled for September
 - Next HCE Coalition meeting will be on October 19-20, 2021.