

HEALTH CAMPAIGN EFFECTIVENESS
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**THE TASK
FORCE**
FOR
GLOBAL HEALTH

2021 HCE Annual Meeting

Results from the Post-Meeting Survey

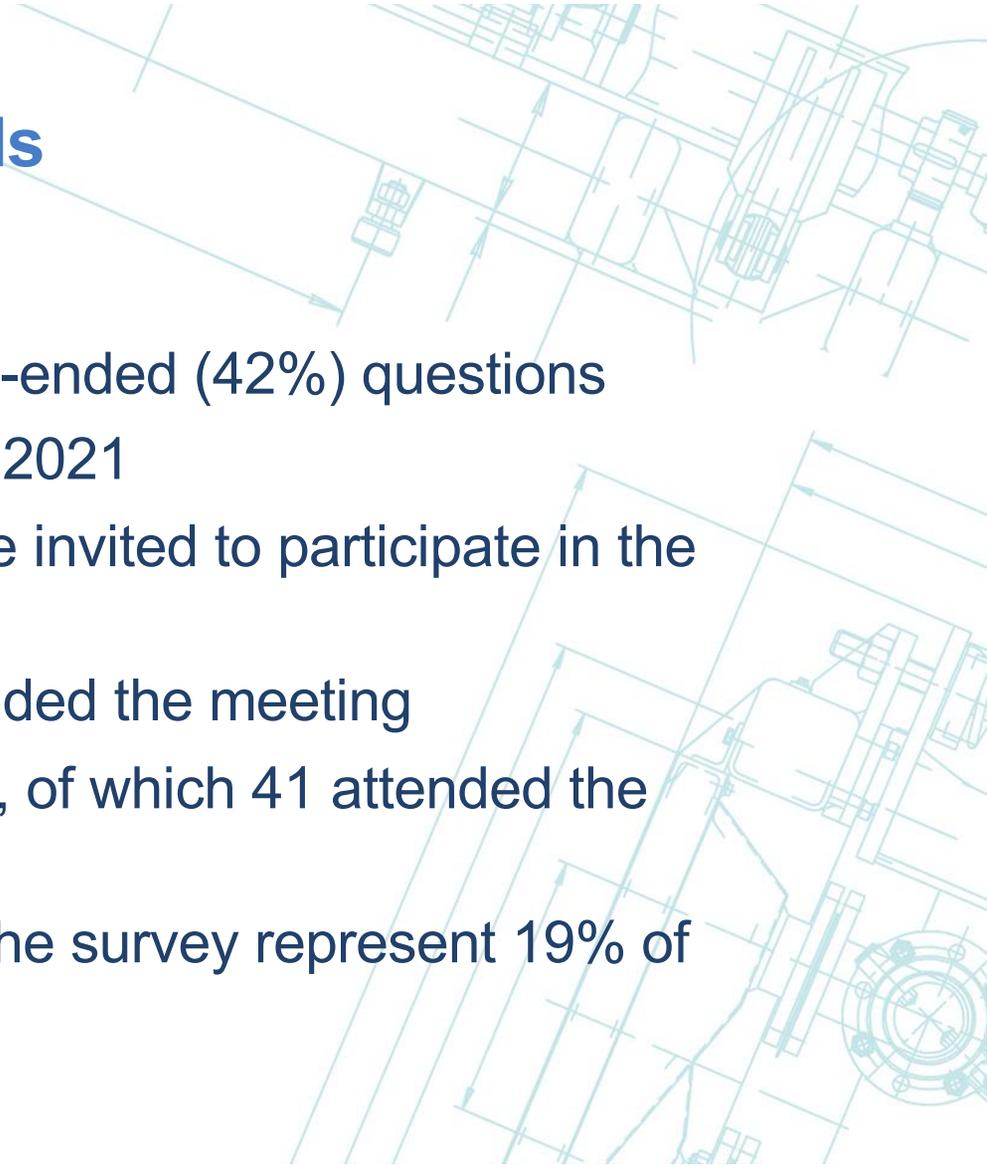
November 2021

Background and Methods

Background

- 2nd Annual HCE Coalition meeting held October 19-20, 2021
- Meeting objectives
 - a. Identify promising practices that use campaigns and ongoing services effectively
 - b. Build consensus around actions the Coalition can take to foster learning, collaboration and systems change
- Survey conducted to assess satisfaction with meeting and elicit additional input on HCE priorities for 2022

Methods

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- 26-item online survey
- Mix of close-ended (58%) and open-ended (42%) questions
- Data collected from October 22-29, 2021
- All meeting registrants (n=420) were invited to participate in the survey
- Of all meeting registrants, 212 attended the meeting
- Survey completed by 47 individuals, of which 41 attended the meeting
- The 41 individuals who completed the survey represent 19% of meeting attendees

Characteristics of Survey Respondents

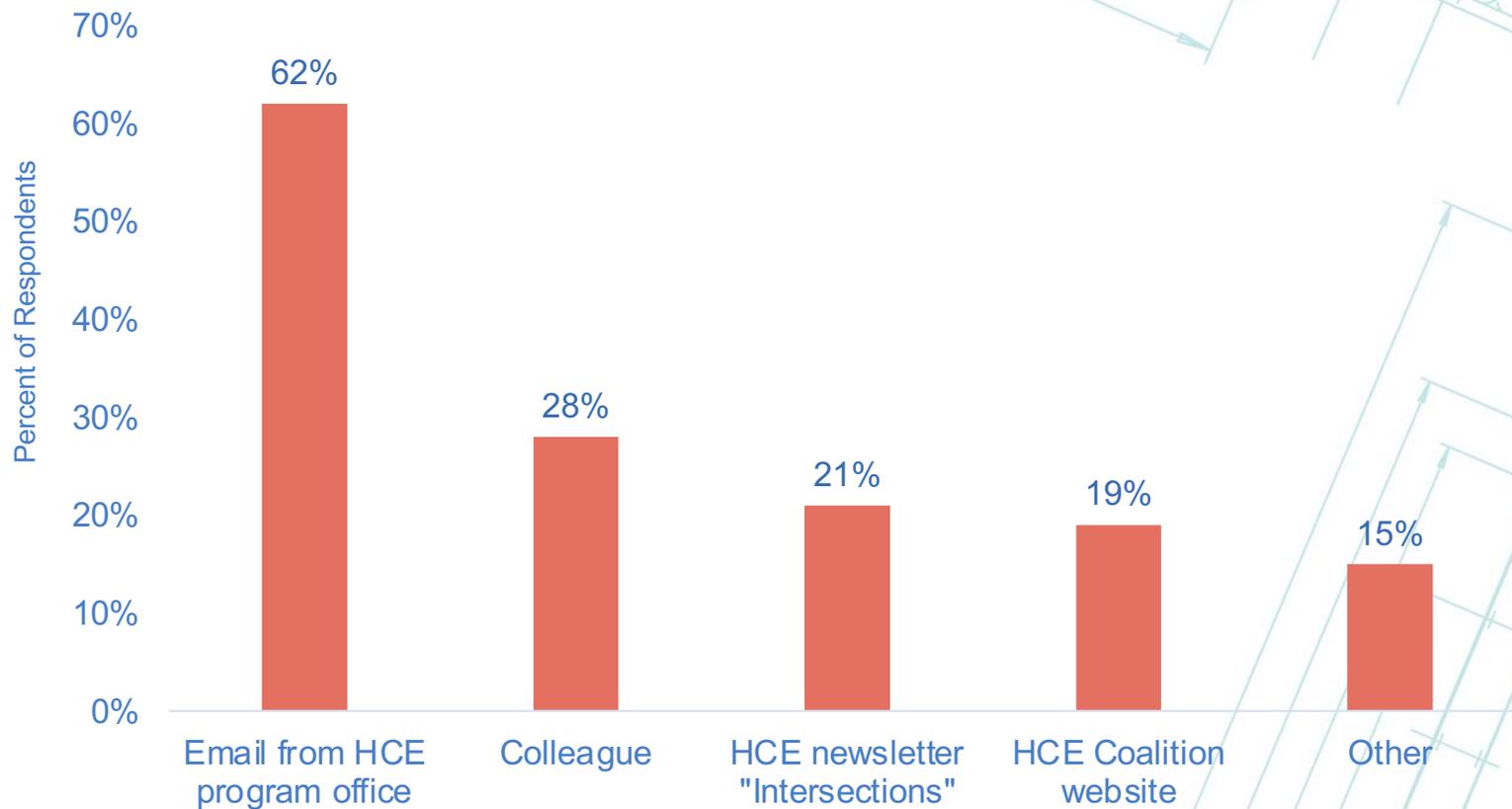
Survey Respondents (N=47)

- 16 countries represented
- Six types of organizations

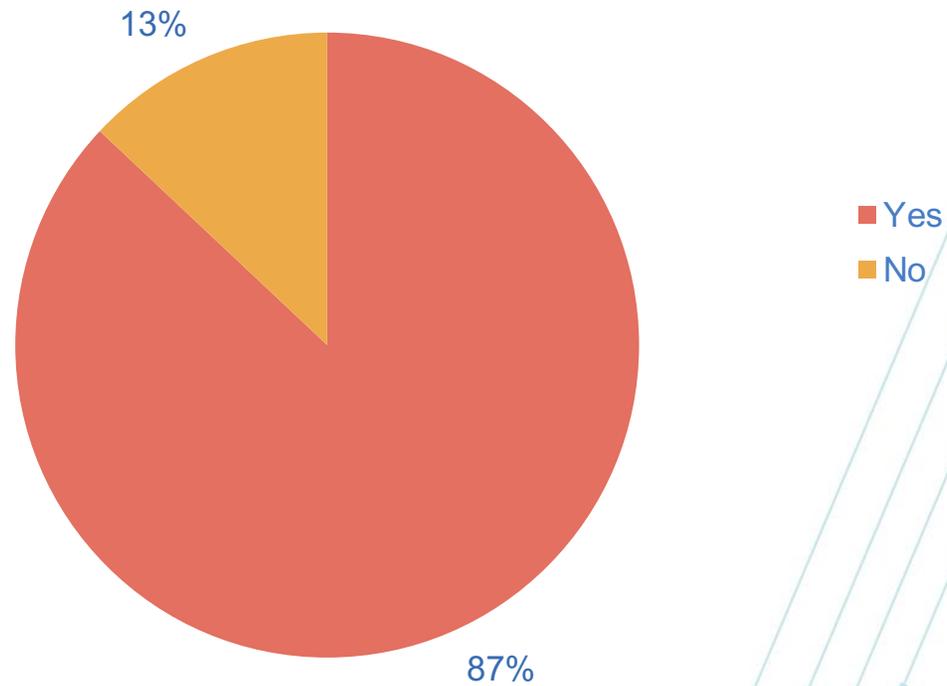


Meeting Attendee Experiences

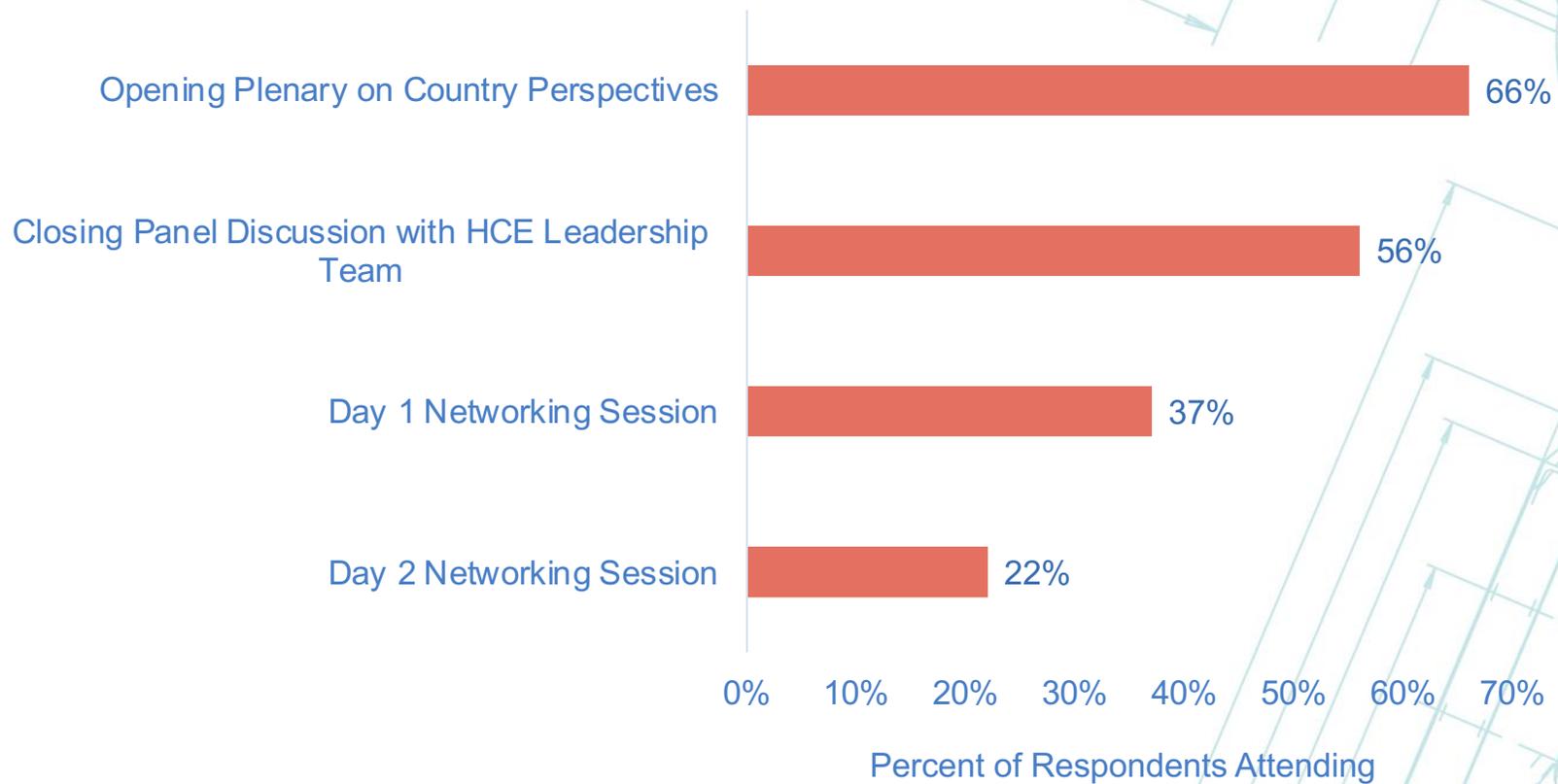
How did you hear about the 2021 HCE Coalition annual meeting? (n=47)



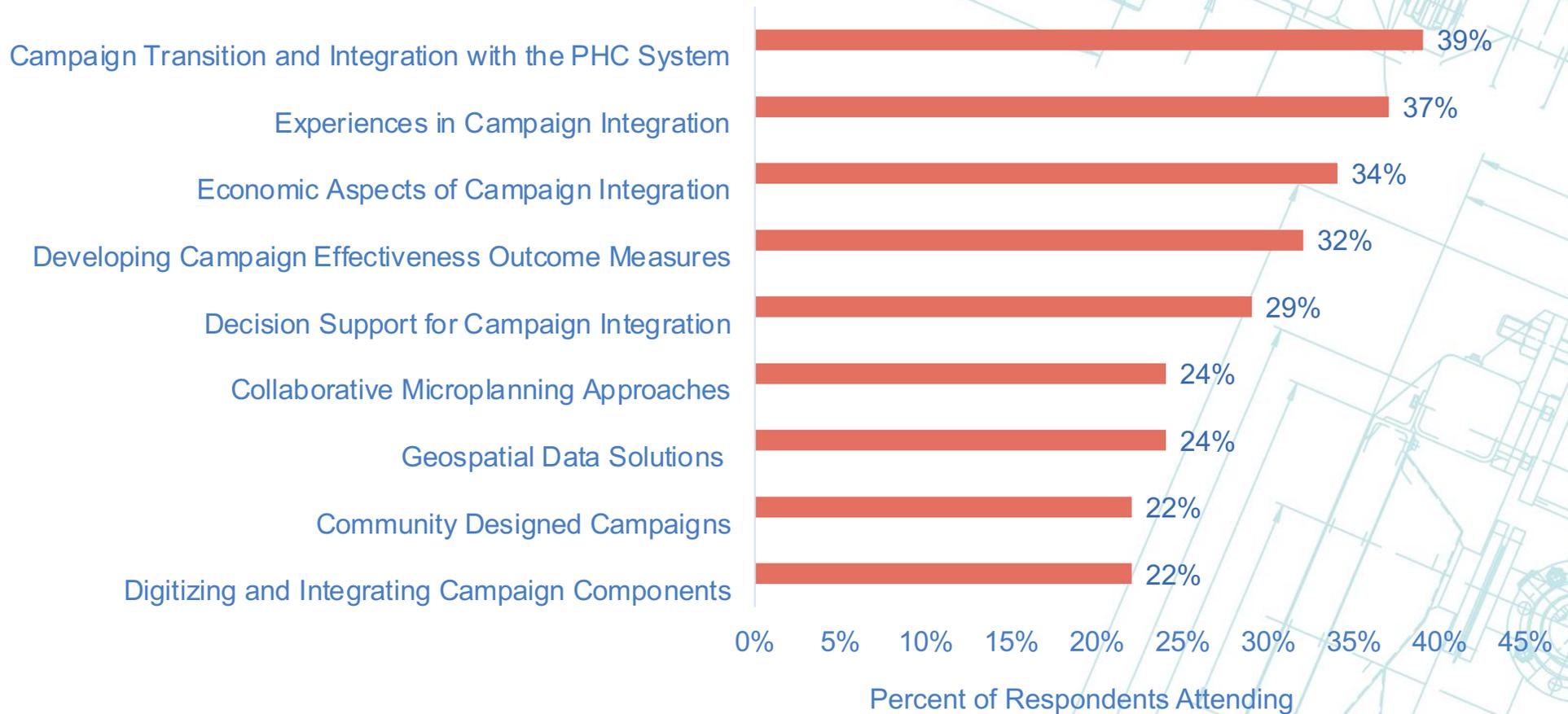
Did you attend any of the sessions of the 2021 HCE Coalition annual meeting? (n=47)



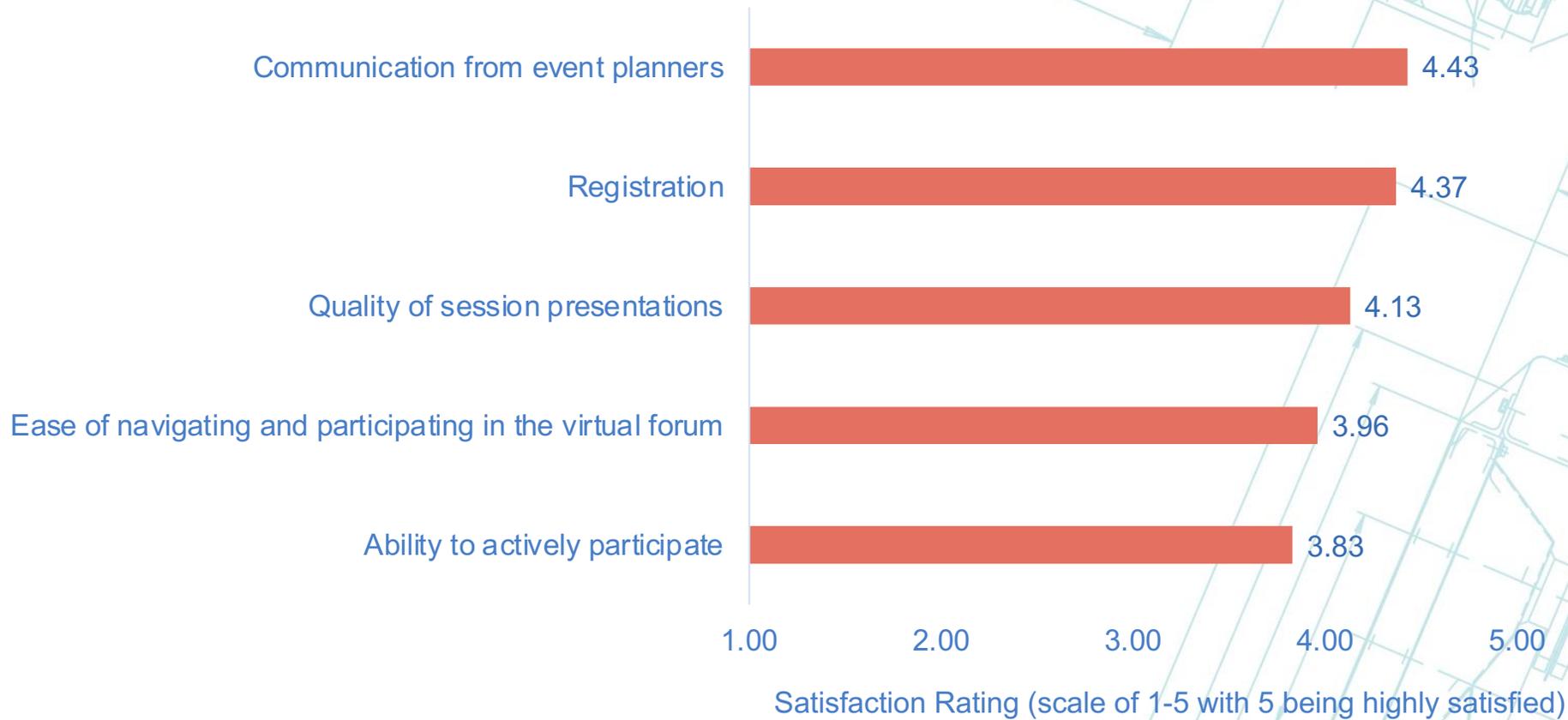
Plenary and Networking Sessions Attended by Respondents (n=47)



Break-out Sessions Attended by Respondents (n=47)



Satisfaction with Specific Aspects of the Annual Meeting (n=41)



Any feedback about how to make overall experience more satisfactory?

- Streamline registration process (i.e., shouldn't need to register for event and networking separately)
- Allow more time for session discussions
- Eliminate participants needing to move from one platform and/or session to another
- Provide more instruction about how to navigate virtual platform
- Enhance consistency of poster design/layout
- Offer more sessions over a longer period
- Reduce number of emails from meeting organizers
- Enhance audio quality during network sessions
- Refer to as conference, seminar or workshop (rather than meeting)

What did you learn or appreciate during the meeting?

- Networking opportunities
- Speaker expertise
- Discussions on community engagement
- Discussions on costing
- Ability to move from one room to another
- Opportunity to identify promising practices
- Variety of presentation and discussion topics
- Poster sessions
- Outlining economic questions to be answered via research

HCE Priorities for 2022

Priority Coalition Activities for 2022 (N=47)

74%: Support additional country implementation research on campaign integration and transitioning campaigns into PHC services

60%: Synthesize and disseminate evidence on promising practices and effective tools from countries and partner organizations (knowledge translation)

40%: Develop new tools and campaign guidance on integration and campaign transition

40%: Work with campaign funders to improve campaign financing policies

36%: Advocate and communicate for change with global stakeholders

30%: Replicate and promote the adoption of best practices and tools in select countries and contexts

Priority Areas for 2022 Related to Digitizing Campaign Components (N=46)

70%: Digital tools for real-time monitoring

61%: Geospatial mapping techniques for microplanning

57%: Digital post-campaign surveys and evaluation

50%: Digitalizing supply chain and logistics platforms

41%: Digital payments to campaign workers

Examples of Comments Related to Digitizing Campaign Components

Digitizing supply chain and integrating it with geospatial mapping could ease the supply chain of drug stocks.

Develop simplified digital mechanisms for mapping and analysis of cold chain equipment and mapping of healthcare workers during the planning phase of mass vaccination campaigns.

It would be valuable to learn what the current best practices and lessons learned are in all these areas.

Digitalization is important but testing its feasibility in different contexts is very important.

High-Priority Topics for 2022 Related to Campaign Integration Tools and Resources (N=45)

82%: Monitoring and evaluation

73%: Financing and cost-sharing

61%: Community and stakeholder engagement

59%: Microplanning

59%: Logistics and supply chain

57%: Macro planning and strategic planning

54%: Advocacy

Examples of Comments Related to Campaign Integration Tools and Resources

Both planners and grassroots actors need tools that facilitate communication and the design of agreed campaign processes and inputs with clear roles and responsibilities.

Without adequate and detailed planning (macro and micro) you can't have a successful campaign.

Advocacy is a critical skill set of planning & managing campaigns that is overlooked as it is considered a "soft skill" but sometimes it's the soft skills that can make or break a campaign's success.

Tools can be standardized but what works well in a particular community should be validated and developed at a local context (e.g., in a particular village or urban ward).

High-Priority Topics for 2022 Related to the Transition of Campaigns to the PHC System (N=46)

72%: Develop and/or promote a tool to assess the readiness of the PHC system to integrate services otherwise provided primarily through health campaigns (e.g., readiness assessment)

59%: Synthesize evidence and promising practices related to the transition process

59%: Focus on sustainability and financing of campaigns transitioned to PHC

57%: Develop and/or promote advocacy and communication materials related to transitioning campaigns services to primary healthcare systems

Examples of Comments Related to Transition of Campaigns into the PHC System

Health ministries need to know the readiness of the system to decide what and when campaigns/vertical programs can be integrated and mainstreamed into the primary health care system.

Aside from readiness assessment tools, ministries of health need evidence that can trigger critical thinking and decisions to pilot or replicate promising practices toward sustainable undertakings within the established health care delivery system.

What steps could the HCE Coalition take to promote equity across health campaigns?

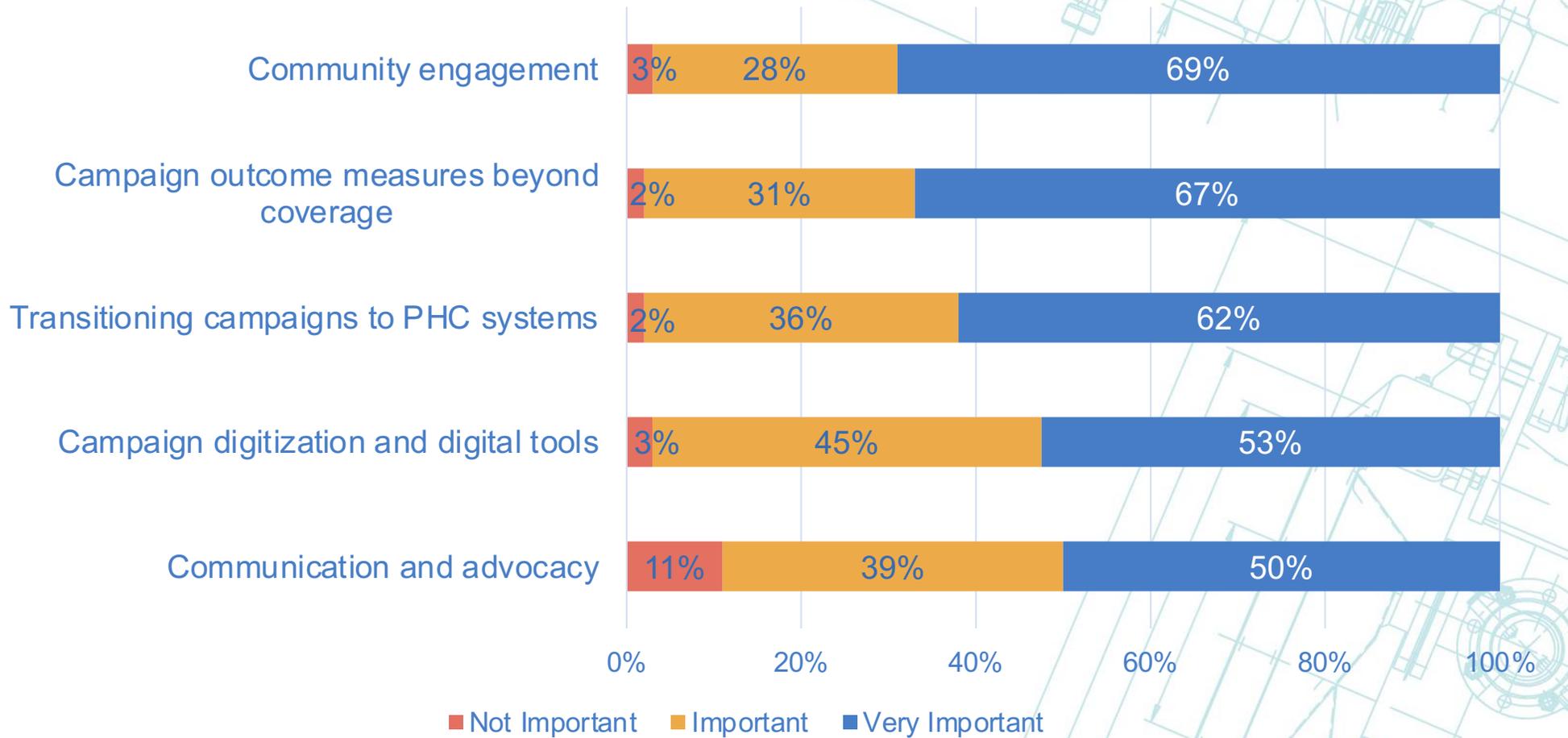
- Support research on barriers and enablers to equitable campaigns
- Build evidence of inequalities and identify resolution strategies
- Promote equitable gender and minority representation from planning stage onward
- Support the use of strategies that ensure campaign access to hard-to-reach and security-compromised areas
- Promote direct disbursement of incentives and remuneration
- Ensure that diverse perspectives inform HCE Coalition priorities
- Award fund to IR proposals that focus on equity
- Provide technical assistance re: assessing and improving equity
- Support development of tools to identify and reduce inequities

What role can the HCE Coalition play in serving the “zero dose” or “never reached” populations?

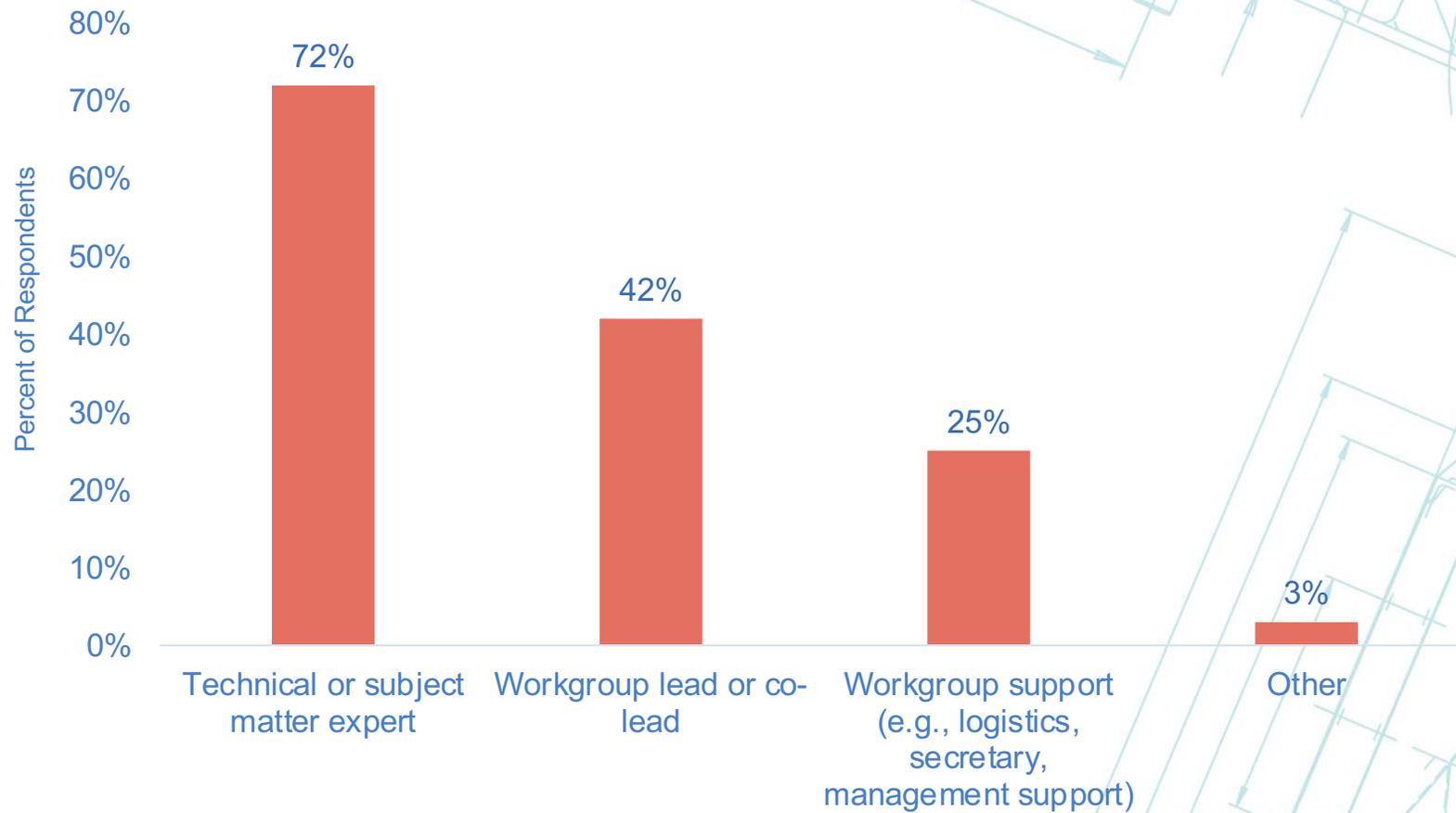
- Support the identification, enumeration and monitoring of these populations
- Support research to identify barriers to and effective strategies for reaching these populations
- Facilitate engagement of these communities and those who understand the barriers (e.g., terrain, norms, beliefs)
- Advocate for the use of special strategies to reach these populations
- Coordinate with others working on this issue (e.g., Gavi, WHO)
- Support resources needed by community health workers (i.e., payment, tools)

HCE Workgroups

Importance of Initiating Additional Workgroups in 2022, by Topic (N=42)

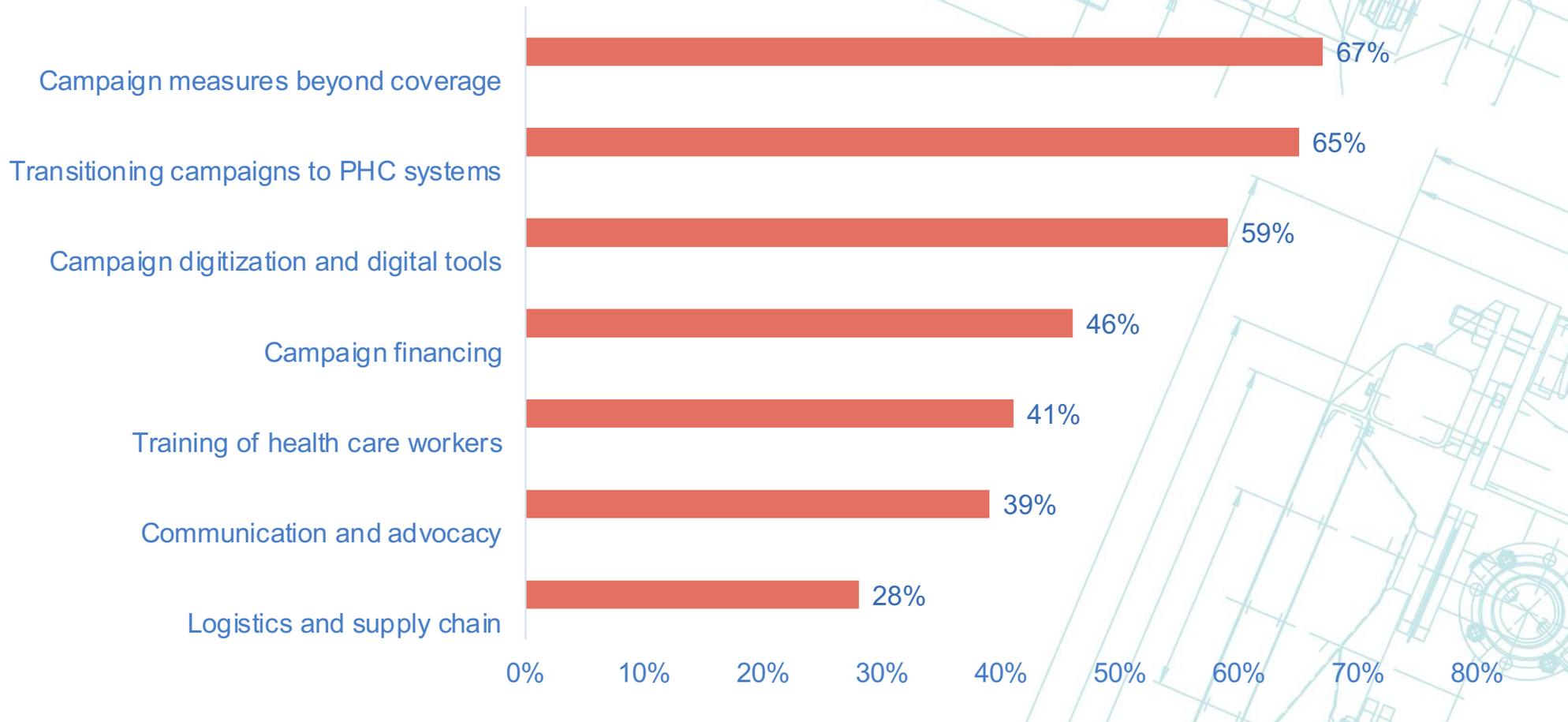


What role would you like to play in workgroup(s) of interest? (n=47)



Future HCE Coalition Events

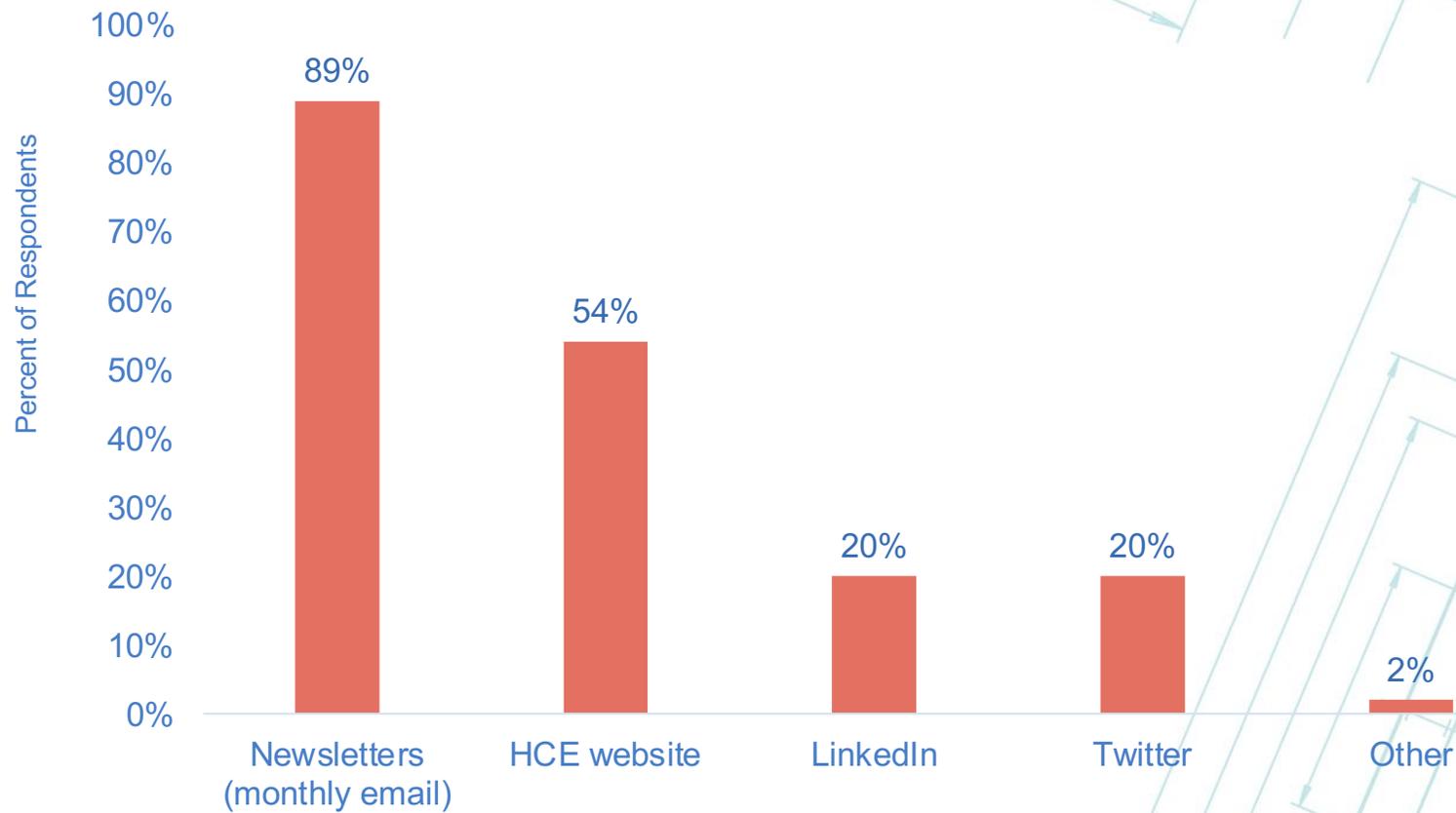
Which topics would you like to learn more about in future HCE Coalition events? (n=47)



Any suggestions to better foster engagement and learning in future HCE Coalition events?

- More interactive sessions on how campaigns are effectively conducted in low- and middle-income countries and those in conflict zones
- Offer more workshops in community engagement and microplanning
- Share information about managing the role of the community and volunteer workers in program management and capacity building
- Facilitating monthly meetings for country-level campaign managers
- Integration of NTDs
- Feature a workshop or meeting on “de-colonizing” health campaigns

How do you prefer to receive updates from the HCE Coalition? (n=47)



Thank You!

