

# HEALTH CAMPAIGN EFFECTIVENESS: THEORY OF CHANGE

HEALTH CAMPAIGN EFFECTIVENESS  
Strengthen Systems. Maximize Impact.



**PROBLEM STATEMENT:** *In settings where multiple campaigns occur, planning and implementation may be carried out with little communication or collaboration among campaigns and inadequate coordination with country health systems. This may result in strategic and operational inefficiencies and inequities that can strain health systems, burden health care workers, weaken health services and limit the potential health impact of campaigns.*

**ASSUMPTIONS:**

- 1) *Different health campaigns can benefit from sharing experiences and working together*
- 2) *COVID-19 will alter campaigns, presenting new opportunities and challenges*
- 3) *Evidence-based and promising practices will be adopted and implemented by countries*
- 4) *Global partners are receptive to collaboration around country health strategies*