**HEALTH CAMPAIGN EFFECTIVENESS: THEORY OF CHANGE**

**VISION**

| Country-led health systems use a strategic balance of targeted health campaigns in concert with regular health services to achieve and sustain health-related development goals for all people. |

**IMPACT**

| Health systems objectives are met through highly effective and equitable use of campaigns that are planned and delivered in conjunction with ongoing health services and that reach all populations targeted for the intervention(s). |

**LONG-TERM OUTCOMES**

| Countries lead decision making about campaign delivery and financing based on evidence and what is appropriate for their health system, population and community context. | Donor and global campaign policies and financing structures are guided by evidence and aligned to support country needs. |

**INTERMEDIATE OUTCOMES**

| Countries plan, implement, monitor and evaluate effective campaigns that serve their unique context and needs and reflect national and global program standards. | Countries and global partners both use and contribute to an evidence base on effective, efficient and equitable campaign delivery approaches and financing models. | Countries and their partners demonstrate strong collaboration in the design, financing, implementation and evaluation of public health campaigns. |

**APPROACHES**

| Form a first-of-its-kind cross-campaign coalition to foster learning, collaboration and systems change, which positions country leaders at the helm. | Support implementation research that fosters the identification, testing, evaluation and replication of evidence-based campaign practices, delivery models, tools and approaches which are relevant and acceptable to country health program. | Advocate for policy alignment and collaboration between global partners and countries on campaign funding and support. |

**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