Health Campaign Effectiveness Coalition

Campaign Financing Landscape Analysis
Part 2

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There has been a growth of disease-specific financing, which has driven a proliferation of standalone campaigns.
Amidst growing interest in and momentum for integration, what is preventing it from happening?
Landscape Analysis Purpose

To identify the:

1) **Financial barriers, bottlenecks, and bureaucratic obstacles** to integration/coordination between health programs and across campaigns.

2) **Disincentives at the global and country level** that hinder integration of campaign components/functions or co-delivery of interventions.

3) **Opportunities** to overcome financial barriers, address disincentives, and strengthen cross-campaign collaboration and integration with health systems.
Summary of Methods

Rapid qualitative exercise to identify barriers, disincentives, opportunities

Semi-structured interviews with 51 key informants

Limited review of global strategy and guidance documents
Barriers and Disincentives

- Global aid and financing architecture
- Unproductive competition and power dynamics
- Fragmented financing
- The tragedy of the commons
- Powerful disincentives
- Lack of coordination
- Integration is complex and change is hard
Our Opportunity Space

Collaborating, Co-investing, and Learning

“How have all the funding channels commit to working with the government in a more integrated way.”

Advocacy and Coordination

“How can you get anything done unless it’s someone’s full-time job to do it and to be held responsible for it?”

Research, Guidance, and Tools

“We need guidance on where this makes sense. It doesn't make sense everywhere or every time.”
Our Opportunity Space
Collaborating, co-investing, and learning (1/3)

Aligned and Coordinated Funding

1. Cost sharing arrangements (i.e., pooled funding mechanisms)
2. Planning and grant cycle alignment across funders
3. Common platform for increased visibility and harmonization of payment rates
4. Sustainable Financing for Health Accelerator (SFHA) and PHC Accelerator agenda

“If it is the money, then you have to allocate the money in such a way to make people play together.”
Optimized Incentives for Collaboration

1. Upward payment rate adjustments for frontline workers in recognition of their additional responsibilities

2. Results-based financing

3. Retainment of cost savings from integrated campaigns by the government

“My country has been implementing integrated SIAs over the last couple of years. My observation is that integration is easier when there is a financial incentive to integrate.”
Our Opportunity Space
Collaborating, co-investing, and learning (3/3)

Functional Integration

1. Investment in joint health system functions and tools across campaigns to support coordination and addresses inefficiencies

2. Broadening of COVID-19 infrastructure/function investments to address other antigens/interventions
Our Opportunity Space
Advocacy and coordination (1/2)

Global platforms
1. Measles and polio working group
2. IA2030 disease-specific working group
3. WHO leadership
4. Gavi, Global Fund, WHO, and UNICEF leadership

Regional platforms
1. WHO AFRO leadership
2. Africa Union leadership
3. ALMA leadership and scorecard

“There is no global forum to talk about these things. There is no platform for this to be discussed. If everyone wants it in IA2030, and UNICEF wants it, and Gavi, and WHO. Why is there not a platform? Get the right people around the table or on the screen. That would push the discussion forward.”
Country platforms

1. Funded campaign integration working group
2. Single NTD platform for all the endemic NTDs
3. 5-year strategic plan for integrated campaigns

Designated focal points

1. ...within major campaign funding institutions and implementing partners
2. ... within government – a funded, high-level position

“Even though integration is identified as a strategy, there's nobody assigned to it in any of the key programs. If you have nobody assigned to looking for opportunities and for making sure that we get the applications, there's nobody to make sure that we're taking advantage of every opportunity. With nobody in charge, nothing really happens.”
Our Opportunity Space
Research, guidance, tools (1/3)

Synthesize existing evidence
1. Systematic reviews:
   - Questions in this financing landscape analysis
   - Integration impact across 5 diseases
   - Child Health Days and MNCH Weeks
2. Documentation of lessons learned:
   - Key global initiative integration efforts
   - Country-led integration efforts
   - Country coordinating platforms

Generate new evidence
1. Inclusion of campaigns in cross-programmatic efficiency (CPE) analyses
2. Mapping of campaign functions and funding flow analysis
3. Expenditure tracking/costing exercises
4. Modeling exercises
Our Opportunity Space
Research, guidance, tools (2/3)

Global guidance and tools

1. WHO guidance on antigens/interventions that can be integrated/co-delivered
2. WHO requirement for campaign data reporting on 1 template for different diseases
3. Investment guiding principles/checklist for campaign funders
4. Cross-cutting campaign digital tools
5. Integrated campaign budgeting tool

Country policies and plans

1. Operational guidelines on the health interventions and campaign components that warrant integration
2. National level policies that encourage integration
3. National health sector plans that include integration
Where Does Change Need to Start?

“Do we need to open Pandora’s box? We can come up with some short-term solutions and figure out how campaign A & B can be integrated, or the next campaign in 2023, but that doesn't solve the longer-term problem. At some point, we really need to have these difficult conversations about governance and financing.”
THANK YOU.

Key Informants:
- Jalaa' Abdelwahab
- Rifat Atun
- Logan Brenzel
- Simon Brooker
- Kelly Callahan
- Lieven Desomer
- David Doledec
- Paul Emerson
- Marcy Erskine
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- Alex Mphuru
- Ann Levin
- Carol Levin
- Laura Nic Lochlann
- Benjamin Loevinsohn
- Sussann Nasr
- Ellyn Ogden
- Folake Olayinka
- Sarah Pallas
- David Powell
- Allison Portnoy
- Christian Rassi
- Shola Dele-Olowu
- Maria Rebollo Polo
- Stephen Resch
- Shalini Rozario
- Helen Saxenian
- Susan Sparkes
- Mariana Stephens
- Hemant Shukla
- Carmen Tull
- Perpetua Uhomeibhi
- Linda Vanotoo
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