

HEALTH CAMPAIGN
EFFECTIVENESS COALITION
Strengthen Systems. **Maximize** Impact.

A program of

THE **TASK**
FORCE
FOR
GLOBAL HEALTH



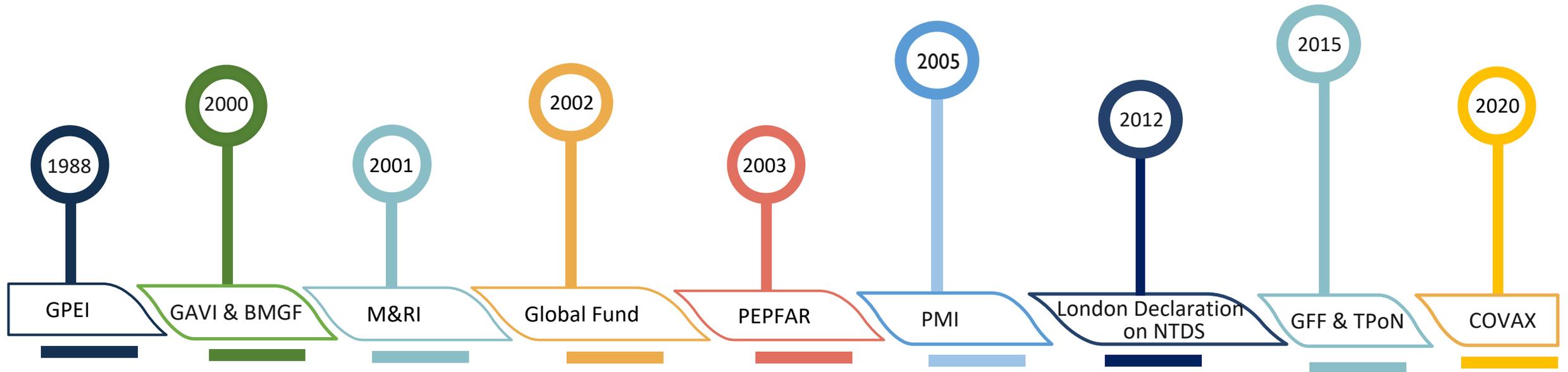
Health Campaign Effectiveness Coalition

Campaign Financing Landscape Analysis Part 2

Annette Ozaltin
June 2022

There has been a growth of disease-specific financing, which has driven a proliferation of standalone campaigns.

Disease-Specific Coordinating Bodies and their Year of Inception



Amidst growing interest in and momentum for integration, what is preventing it from happening?



**Polio Endgame
Strategy 2019–2023**

Gavi, the Vaccine Alliance strategy 2021 - 2025

Leaving no-one behind with immunisation

**Ending the neglect to
attain the Sustainable
Development Goals
A road map for neglected
tropical diseases 2021–2030**

**Fighting Pandemics
and Building a Healthier
and More Equitable World**

Global Fund Strategy
(2023–2028)

Vitamin A Supplementation Remains Vital in Sub-Saharan Africa
Declaration made in Dakar, April 6, 2016

Landscape Analysis Purpose

Purpose of the Analysis

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

“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

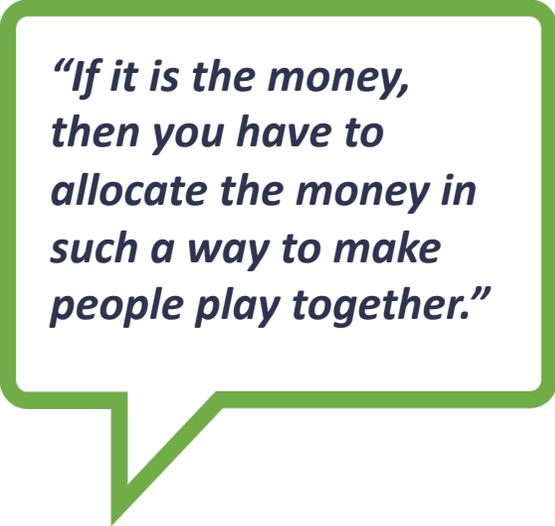
“We need guidance on where this makes sense. It doesn't make sense everywhere or every time.”

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.”

Our Opportunity Space

Collaborating, co-investing, and learning (2/3)

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.”

Our Opportunity Space

Advocacy and coordination (2/2)

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?

**Collaborating,
Co-investing,
and Learning**

**Advocacy
and
Coordination**

**Research,
Guidance,
Tools**

“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	Teshome Gebre	Eric Laurent	Ellyn Ogden	Helen Saxenian
Rifat Atun	Lilia Gerberg	Fatuma Manzi	Folake Olayinka	Susan Sparkes
Logan Brenzel	Christopher Gregory	Deborah McFarland	Sarah Pallas	Mariana Stephens
Simon Brooker	Ulla Griffiths	Godwin Mindra	David Powell	Hemant Shukla
Kelly Callahan	Andreas Hasman	Alex Mphuru	Allison Portnoy	Carmen Tull
Lieven Desomer	PJ Hooper	Ann Levin	Christian Rassi	Perpetua Uhomoibhi
David Doledéc	Annette Imohe	Carol Levin	Shola Dele-Olowu	Linda Vanotoo
Paul Emerson	Kebede Kassaye	Laura Nic Lochlainn	Maria Rebollo Polo	Aaron Wallace
Marcy Erskine	Modibo Kassogue	Benjamin Loevinsohn	Stephen Resch	Chris Wolff
Erin Ferenchick	Andrew Kigozi	Sussann Nasr	Shalini Rozario	Suleiman Yakubu
				Rose Zulliger

R4D Contributors:

Samantha Burdock, Cheryl Cashin, Alex Chekole, Katy Coleman, Mary D'Alimonte, Leah Ewald, Maria Francisco, Jose Gonzalez, Cammie Lee, Agnes Munyua, Albertha Nyaku, Elizabeth Ohadi, Edward Owino, Helen Saxenian, Linda Vanotoo