

Forming a Roundtable for Integrated Campaign Planning in Colombia: A Use Case of the Health Campaign Effectiveness Integration Decision Tool

2022

HCE's partner, La Universidad de Los Andes in Bogotá, Colombia, used *HCE's Decision Guidance Tool for People-Centered Integration of Health Campaigns* to identify key stakeholders that were invited to join a roundtable determining which health campaigns to integrate in the Vaupes department of Colombia.

The Need and Context

- Indigenous communities in the Amazon region of Colombia are often inaccessible and have complex needs (remote location, prevalence of neglected tropical diseases (NTDs), and cultural barriers).

Extensive hours of travel and substantial resources are needed to offer culturally-appropriate medical attention.

- The University, the Vaupes Ministry of Health (MOH), and other key local stakeholders developed a plan to eliminate trachoma and reduce soil-transmitted helminthiasis (STH) with mass administration of antibiotics and deworming drugs along with other environmental and behavioral change strategies.
- The partners decided that an integrated campaign would be the most effective way to address these public health problems and the most efficient use of resources.



Key Stakeholder Identification

- The part of the decision tool entitled “Key Criteria for People-Centered Integration Decisions at Various Levels” was used to identify stakeholders to invite to a roundtable convened to discuss campaign integration and identify potential challenges that could arise *before* implementation.
- The key stakeholders identified included:
 - Leaders of indigenous communities;

- Public health experts from different departments;
- Hospital delegates;
- University representatives;
- The governor of Vaupes,
- Mayors from different municipalities,
- Experts in WASH and Departments of Health; and
- A representative in the departmental office for cross-cultural affairs.
- Identifying stakeholders was an important step in the campaign integration process as it allowed the university and the Vaupes MOH to receive input from key organizations and institutions at different levels (national, local, and grassroots).

Effect on Quality of Campaign Planning

- The University and Vaupes MOH's 2021's health campaign to eliminate STH, trachoma and ectoparasitosis was the first time the implementers negotiated with key stakeholders about campaign integration and identified potential barriers prior to implementation. The use of the integration decision tool was used with the participation of indigenous communities and indigenous health promoters. The tool facilitated communication and helped uncover community needs and viewpoints and resulted in jointly identified solutions that were supported by the community.
- As a result of this collaboration, the Colombia partners jointly conducted microplanning for the integrated campaign. Together, they collected comprehensive information on community members in the HMIS system, created a basic community sanitation plan, carried out strategies to reduce animal-to-human disease spread, and designed culturally appropriate materials for NTD education.

Future Plans:

Following the use of the integration decision tool, partners in Vaupes went through a process of campaign pre-planning and planning and developed a case study on the facilitators and barriers to integration and ways to overcome those barriers. Capacity building with campaign workers and community members occurred in 2022, along with the delivery of the medicines and behavior change information in the integrated campaign implementation.

Useful links

- Access [the HCE Integration Decision Tool here in English, Spanish, and French](#)
- Take a closer look at [Colombia's case study on collaborative planning here](#)
- Travel to the Cubiyu River in [a 6-minute video on the Colombia project here](#)
- Meet the [local champion for eliminating NTDs in Vaupes in HCE's Annual Report](#)