

HEALTH CAMPAIGN EFFECTIVENESS
Strengthen Systems. Maximize Impact.

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FORCE
FOR
GLOBAL HEALTH

Part I: Introduction to the Implementation Research Synthesis on Campaign Integration and Campaign Transition to the Primary Health Care System

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Outline



Source: Helen Keller International, Côte d'Ivoire

- Part I:
 - Overview of HCE Coalition & Implementation Research
 - Definitions
 - Rationale
 - Objectives and Methods of Synthesis
- Part II - Results:
- Part III - Results:
 - Campaign Transition to PHC System

Additional Presentations

Definition of Health Campaigns

Global health campaigns are:

- Time-bound, intermittent activities that address specific epidemiological challenges,
- Expediently fill delivery gaps, or
- Provide surge coverage for health interventions.
 - See HCE Brief on [Defining Health Campaigns](#)

Campaigns are used to:

- Respond to disease outbreaks,
- Eliminate targeted diseases as a public health problem,
- Eradicate disease or achieve other health goals.
 - See the [HCE Intelligence Hub](#)

Terms Used

- Mass Campaign
- Mass Drug Administration
- Supplemental Immunization Activity
- Seasonal Malaria Chemoprevention Platform
- Point Mass Distribution

Health Campaign Effectiveness: Case for Action

Case for Action

- Campaigns are a **key strategy for achieving priority global health** epidemiological, coverage, and equity **goals**.
- Countries report significant **overlap in geography, timing, and target populations** across campaigns.
- **Little communication or collaboration** among campaigns and **inadequate coordination** with country health systems.
- Operational **inefficiencies and inequities** can strain health systems, burden health care workers, and pull resources away from routine services.
- Missed **opportunities exist to improve campaign quality, integrate functions, and align with PHC services**.
- Camber Collective [Landscaping Analysis](#) for HCE in 2019:
 - From 2015-17, \$6.7B spent annually on health campaigns
 - Almost \$5B on Malaria and Vaccine preventable diseases;

\$0.3 on NTDs

HCE Purpose and Vision

- Launched in early 2020, the Coalition aims to **strengthen collaboration among global and country partners** to enhance the impact, efficiency, and health systems strengthening potential of large-scale public health campaigns.
- HCE's vision is that 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.
- Theory of Change available at campaigneffectiveness.org.

Rationale for IR on Campaign Integration



Source: Jimma University, Ethiopia

- **Current single-intervention campaigns**
 - Vertically address specific health concerns
 - Populations have multiple health needs and overlapping risks
 - Campaign fatigue after receiving one after another
- **Integrated campaigns**
 - Potentially more efficient utilization of resources
 - Continuum of options: *partial* or *full* integration
 - May increase demand and participation

[Technical Brief in 2020; Scoping Interview Study](#)

Rationale for IR on Campaign Transition to PHC

- Shift towards reducing external donor aid for the delivery of health interventions, paving the way for transition of campaigns to government ownership and into the PHC system¹
- Some MDAs or campaigns reach a stop once disease elimination goals are met
- Transition should be properly planned and managed to sustain gains in health intervention coverage
- Literature shows potential benefits and challenges of transitioning health campaigns - evidence needed on process and impact²



Source: University of Ghana

1. Huffstetler HE, Bandara S, Bharali I, Kennedy Mcdade K, Mao W, Guo F, et al. The impacts of donor transitions on health systems in middle-income countries: a scoping review. *Health Policy Plan.* 2022 Jul 29;37(9):1188–202.
2. Health Campaign Effectiveness [Technical Brief on Campaign Transition to PHC](#), 2021

What do we mean by campaign integration and campaign transition?

Co-delivery, or full integration, is the coordination of most or all campaign activities or functions to provide two or more health interventions together at point of service.

Partial integration is the collaboration or sharing of specific campaign activities or functions between vertical health programs *without* co-delivery.

The **transition of a health campaign** is the integration of the delivery of targeted interventions delivered via campaigns into the PHC system and transfer to government ownership (1). Transition may be the full integration of all components into domestic governance (a) or may involve the strengthening linkages with the PHC system of one or more components into the PHC system (2).

Source: [Technical Brief 2020](#)

1. Huffstetler HE et al.. Health Policy Plan. 2022 Jul 29;37(9):1188–202.
2. Health Campaign Effectiveness [Technical Brief on Campaign Transition to PHC](#), 2021
 - (a) including financing, planning, supply chain, service delivery, and monitoring and evaluation

HCE Coalition Research and Learning Agenda Questions

Campaign Ecosystem and COVID-19	Campaign Integration	Campaign Transition to PHC
<ol style="list-style-type: none"> 1. Challenges and opportunities to improve campaign effectiveness, measure outcomes, and reach zero dose/never treated communities 2. Planning and delivery of campaigns during the COVID-19 pandemic 3. Lessons for campaign planning and delivery of COVID-19 vaccines; effects of COVID-19 vaccines on campaigns 	<ol style="list-style-type: none"> 1. Enabling factors and barriers to full or partial campaign integration 2. Collaborative planning approaches and models for sharing specific campaign components and decision-making processes 3. Effective strategies to engage communities and campaign workers 4. Use of digital tools and technology 5. Impact of full and/or partial campaign integration on outcomes: coverage, equity, efficiency, safety, cost, sustainability, and health systems and inter-sectoral linkages 	<ol style="list-style-type: none"> 1. Process of transitioning campaign delivery to the primary healthcare system 2. Outcomes and impact (e.g., coverage, resource allocation and costs, equity, community demand and satisfaction, country health goals) 3. Application and use of campaign inputs, processes and resources to strengthen routine PHC system

Synthesis Objectives and Methods

Objectives

- Identify challenges encountered and proposed solutions, promising practices, and outcomes of IR studies on
 - Integrated campaigns
 - Campaigns transitioning to or forging linkages with the PHC system, and transferring to government ownership
- Inform global and country campaign managers and policy makers
- Contribute to answering the research and learning agenda questions

IR Study Methods

- Primary and secondary data
- Mixed-methods approaches: qualitative and quantitative data

Synthesis

- Descriptive analysis of the outcomes
- Qualitative evidence synthesis to identify themes, enablers, challenges, and promising practices & knowledge gaps
- Task Team of field and global experts who advised on the synthesis and reporting