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

- Part I:
  - Overview of HCE Coalition & Implementation Research
  - Definitions
  - Rationale
  - Objectives and Methods of Synthesis

- Part II - Results:
  - Campaign Integration

- Part III - Results:
  - Campaign Transition to PHC System

Source: Helen Keller International, Côte d’Ivoire
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

- **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

Source: Jimma University, Ethiopia

*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 system\(^1\)
- 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 impact\(^2\)

2. Health Campaign Effectiveness Technical Brief on Campaign Transition to PHC, 2021

Source: University of Ghana
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).

2. Health Campaign Effectiveness [Technical Brief on Campaign Transition to PHC], 2021 (a) including financing, planning, supply chain, service delivery, and monitoring and evaluation

Source: [Technical Brief 2020](#)
## HCE Coalition Research and Learning Agenda Questions

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<tr>
<th>Campaign Ecosystem and COVID-19</th>
<th>Campaign Integration</th>
<th>Campaign Transition to PHC</th>
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<tr>
<td>1. Challenges and opportunities to improve campaign effectiveness, measure outcomes, and reach zero dose/never treated communities</td>
<td>1. <strong>Enabling factors and barriers</strong> to full or partial campaign integration</td>
<td>1. <strong>Process</strong> of transitioning campaign delivery to the primary healthcare system</td>
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<td>2. Planning and delivery of campaigns during the COVID-19 pandemic</td>
<td>2. <strong>Collaborative planning approaches</strong> and models for sharing specific campaign components and decision-making processes</td>
<td>2. <strong>Outcomes and impact</strong> (e.g., coverage, resource allocation and costs, equity, community demand and satisfaction, country health goals)</td>
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<td>3. Lessons for campaign planning and delivery of COVID-19 vaccines; effects of COVID-19 vaccines on campaigns</td>
<td>3. Effective strategies to <strong>engage communities</strong> and campaign workers</td>
<td>3. Application and use of campaign inputs, processes and resources to <strong>strengthen routine PHC system</strong></td>
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<td>4. Use of <strong>digital tools</strong> and technology</td>
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<td>5. Impact of full and/or partial campaign integration on <strong>outcomes</strong>: coverage, equity, efficiency, safety, cost, sustainability, and health systems and inter-sectoral linkages</td>
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## 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