

HEALTH CAMPAIGN EFFECTIVENESS
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Part III: Promising Practices for Campaign Transition to the Primary Health Care System: Insights from Implementation Research

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Implementation Research in Campaign Transition to PHC

Title	Organization, Country	Domains
Campaign linkages with the PHC system		
<u>Improving the Effectiveness of Mass Long Lasting Insecticide-treated Net Distribution Campaigns Through Community Health Planning and Services Programme</u>	University of Ghana SPH, Ghana	Malaria
<u>Building the links between campaigns and PHC: Evaluating serosurveillance and PHC referral during integrated NTD campaigns</u>	Bridges to Development, Vanuatu	NTDs, Immunization
<u>Challenges and Opportunities of partial integration of ivermectin mass drug administration to prevent onchocerciasis into primary health care system</u>	CRFiMT, Cameroon	NTD
Campaign transitioning to country ownership		
<u>Evaluating transition to government ownership of schistosomiasis and soil-transmitted helminth control programs</u>	The Carter Center, Nigeria	NTDs
<u>Integrating NTD campaign interventions into the Primary Health Care System: an exploratory implementation research</u>	Eyu, Ethiopia	NTDs
Campaign has transitioned to the PHC system & needs support		
<u>Assessment of the transition of vitamin A supplementation and deworming into the routine health care system</u>	Helen Keller International, Côte d'Ivoire	Vitamin A

Findings:

- **Promising Practices**
- **Challenges Encountered and Proposed Solutions**
- **Outcomes**

Promising Practices Identified Across IR Studies (1)

Theme	Promising Practice
Phased transition plan that includes all stakeholders and considers existing programs and resources	<ol style="list-style-type: none">1. Develop a phased transition framework that defines the players, their roles in each phase, and allocates budget amounts.2. Continue existing government partnerships and intergovernmental coordination to support campaign activities.
Inclusive engagement of stakeholders	<ol style="list-style-type: none">3. Include stakeholders from relevant government departments and ministries in an intersectoral approach and assess availability of resources to support campaign transition.4. Foster purposeful community engagement as an ongoing activity.5. Facilitate ownership of transitioned interventions among the community and health workers.

Promising Practices Identified Across IR Studies (2)

Theme	Promising Practice
Managing and strengthening human resources	<ol style="list-style-type: none">6. Assess existing and needed cadres of health workers and community health workers so that workers' roles and responsibilities align with campaign activities transitioning to the PHC system.7. Plan for capacity building needs, approaches to staff motivation, and supervision to ensure sustainability.8. Develop a strategy for identifying sources of financing for human resources where additional staffing is required.
Adequate and efficient information systems, supply chain management	<ol style="list-style-type: none">9. Develop and strengthen a reliable data management system on service delivery that includes the transitioned intervention.10. Establish and/or strengthen a system that adequately forecasts and manages drugs and supplies across district and health facility levels to ensure supply availability.

Challenges Encountered and Solutions Proposed (1)

Theme	Challenge	Solutions Proposed by the Study Team
Government commitment and funding	<ul style="list-style-type: none">● Campaign transition not prioritized, particularly in relation to funding	<ul style="list-style-type: none">● Advocacy● Phased transition● Leverage funding
Proportionate remuneration	<ul style="list-style-type: none">● Transition stretched the capacity of PHC system and staff● Lack of motivation	<ul style="list-style-type: none">● Additional staffing, capacity building for PHC workers, and implementation of motivation strategies
Sociocultural context	<ul style="list-style-type: none">● Beliefs, myths, and rumors negatively affected uptake of interventions	<ul style="list-style-type: none">● Community engagement to raise awareness, health education to dispel myths and misconceptions

Challenges Encountered and Solutions Proposed (2)

Theme	Challenge	Solutions Proposed by the Study Team
Coordination and communication	<ul style="list-style-type: none">● Activities were not coordinated across government departments	<ul style="list-style-type: none">● Harmonization and trust building among stakeholders
Information systems	<ul style="list-style-type: none">● Decisions were not data-driven due to poor quality or unavailable data	<ul style="list-style-type: none">● Establish an effective M&E system, including reporting and supervision tools to track and guide transition
Supply management	<ul style="list-style-type: none">● Stock outs and weaknesses in supply chain management affected the provision of the health intervention	<ul style="list-style-type: none">● Develop and use a data management system for decision making● Plan for & maintain correct stock levels● Regular reporting

Outcomes Measured in Transition/ Linkages Studies (1)

Coverage of the intervention(s) delivered

- The study in **Nigeria** assessed coverage for two interventions;
 - Coverage remained at target for soil transmitted helminthiasis (STH) - 80.9% prior to the transition to government and, 75.9% after transition (a non-significant difference)
 - Coverage in a MDA for for schistosomiasis decreased from 72.5% to 55.4% ($p= 0.007$) due to supply issues with praziquantel



Source: The Carter Center, Nigeria

Outcomes Measured in Transition/ Linkages Studies (2)

The study team in Vanuatu assessed three outcomes:



Source: Bridges to Development, Vanuatu

- **Referrals from campaign site to health facility**
 - From the integrated MDA, suspected cases of skin disease were identified
 - 4.7% of the identified cases were clinically confirmed with severe skin diseases and referred to the health facility, including 12 cases of yaws confirmed with assay that were treated
- **Linkages of campaign to multi-disease serosurveillance**
 - Specimens were collected for multi-disease
 - 83% of the targeted sample of MDA beneficiaries gave dried blood spots
 - 20% of the targeted sample gave specimen for stool test
- **Estimation of disease prevalence**
 - STH prevalence was found to be high in the communities among those who gave stool samples
 - 46.9% for ascariasis; 43.4% for trichuriasis; and 25.2% for hookworm

Outcomes Measured in Transition/ Linkages Studies (3)

Acceptability of transition or linkages with PHC:

- The study in Ghana found that 90% of community members surveyed described the CHAT (Community Health Advocacy Team) intervention to be acceptable, appropriate and feasible
- The team in Vanuatu conducted an online survey that found high acceptance of adding skin exams to integrated mass drug administration, among health workers



Source: University of Ghana

Knowledge Gaps

- Test the impact of specific transition strategies on routine coverage of interventions and **cost effectiveness**
- Identify **strategies to strengthen training and supply chains** to support campaign transition and maintain coverage with minimal-to-no external support
- Establish the **optimal time and stages** needed for successful transition



Source: Helen Keller International, Côte d'Ivoire

How Can Campaign Managers Act on the Findings?



Source: Helen Keller International, Côte d'Ivoire

- Assess readiness of the PHC system
- Develop a phased campaign transition framework
- Assess existing and needed workforce for the transition and plan for capacity building
- Use local structures to engage communities, dispel myths, and increase awareness and acceptance
- Ensure key indicators are included in the health management reporting system
- Plan for data use at all levels, including to plan for and maintain correct stock levels

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Learn more in the project briefs and the synthesis reports

- Promising practices are highlighted in the project IR report briefs, the synthesis brief and the synthesis report on the Coalition's [website](https://www.effectiveness.org) campaign effectiveness.org.

The screenshot displays the homepage of the Health Campaign Effectiveness Coalition website. At the top, the navigation bar includes 'About', 'Workgroups', 'Campaign Hub', 'Research', 'Resources', 'Events', and 'Newsroom'. Below the navigation are three dropdown menus: 'All Research Themes', 'Neglected Infectious/Tropical Diseases', and 'All Regions'. The main content area features a grid of six research project briefs, each with a thumbnail image, a title, a location, and a 'View Research Project' link.

Research Project Title	Location
A Study on Immunization-Related Campaign Integration in Bangladesh	Bangladesh
Exploring Patterns of Non-Participation Across Multiple Health Campaigns	Ghana and Indonesia
Co-Delivery of Preventative Chemotherapies Against Onchocerciasis and Soil-Transmitted Helminths	Ethiopia
Barriers and Opportunities to Offering Ivermectin Continuously in the Primary Health Care System	Cameroon
Mainstreaming NTD Campaign Interventions Into the Primary Health Care System	Ethiopia
Evaluating a Transition to Government Ownership of Schistosomiasis and Soil-Transmitted Helminth Control Programs	Nigeria

THANK YOU.



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