HEALTH CAMPAIGN EFFECTIVENESS Strengthen Systems. Maximize Impact.

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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			
Improving the Effectiveness of Mass Long Lasting Insecticide-treated Net Distribution Campaigns Through Community Health Planning and Services Programme	University of Ghana SPH, Ghana	Malaria	
Building the links between campaigns and PHC: Evaluating serosurveillance and PHC referral during integrated NTD campaigns	Bridges to Development, Vanuatu	NTDs, Immunization	
Challenges and Opportunities of partial integration of ivermectin mass drug administration to prevent onchocerciasis into primary health care system	CRFilMT, Cameroon	NTD	
Campaign transitioning to country ownership			
Evaluating transition to government ownership of schistosomiasis and soil-transmitted helminth control programs	The Carter Center, Nigeria	NTDs	
Integrating NTD campaign interventions into the Primary Health Care System: an exploratory implementation research	Eyu, Ethiopia	NTDs	
Campaign has transitioned to the PHC system & needs support			
Assessment of the transition of vitamin A supplementation and deworming into the routine health care system	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	 Develop a phased transition framework that defines the players, their roles in each phase, and allocates budget amounts. Continue existing government partnerships and intergovernmental coordination to support campaign activities.
Inclusive engagement of stakeholders	 Include stakeholders from relevant government departments and ministries in an intersectoral approach and assess availability of resources to support campaign transition. Foster purposeful community engagement as an ongoing activity. 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	 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	 Develop and strengthen a reliable data management system on service delivery that includes the transitioned intervention. 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

Government commitment and funding

Proportionate remuneration

Sociocultural context

Challenge

- Campaign transition not prioritized, particularly in relation to funding
- Transition stretched the capacity of PHC system and staff
- Lack of motivation

 Beliefs, myths, and rumors negatively affected uptake of interventions

Solutions Proposed by the Study Team

- Advocacy
- Phased transition
- Leverage funding
- Additional staffing, capacity building for PHC workers, and implementation of motivation strategies
- 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

 Activities were not coordinated across government departments Harmonization and trust building among stakeholders

Information systems

 Decisions were not data-driven due to poor quality or unavailable data Establish an effective M&E system, including reporting and supervision tools to track and guide transition

Supply management

 Stock outs and weaknesses in supply chain management affected the provision of the health intervention

- 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 praziguantel



Source: The Carter Center, Nigeria

Outcomes Measured in Transition/Linkages Studies (2)



Source: Bridges to Development, Vanuatu

The study team in Vanuatu assessed three outcomes:

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

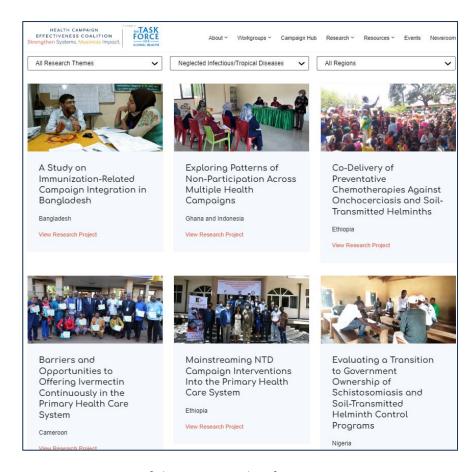
- Assess readiness of the PHC system
- Develop a phased campaign transition framework
- Assess existing and needed workforce for the transition and plan for capacity building
- Use local structures to engage communities, dispel myths, and increase awareness and acceptance
- Ensure key indicators are 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 <u>website</u> campaign effectiveness.org.



Some of the IR project briefs on campaigneffectiveness.org

THANK YOU.

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