

# STATE OF CAMPAIGNS

## 2023 Midyear Update

In 2023, health campaigns are proving critical to addressing a resurgence in disease outbreaks



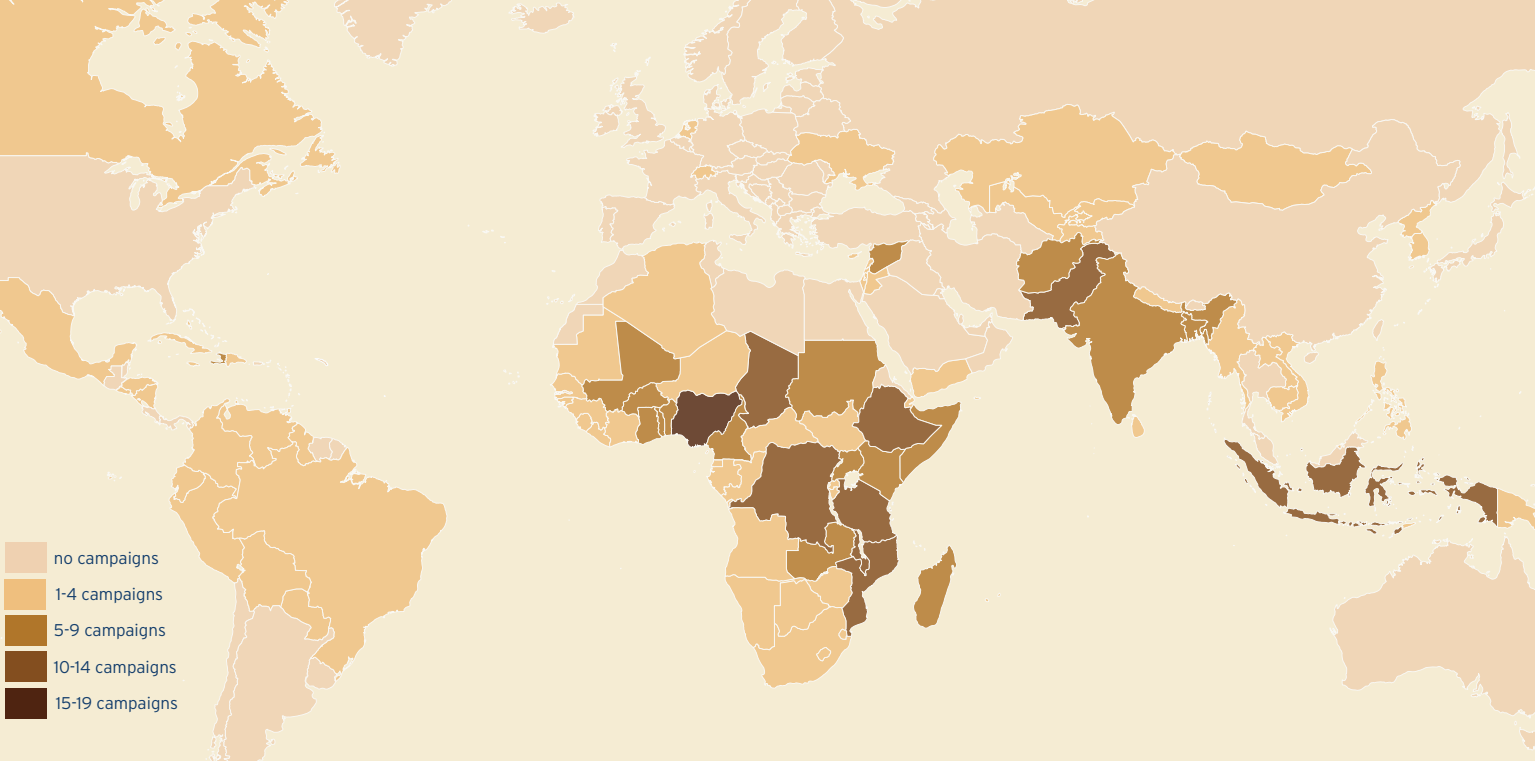
## THE STATE OF CAMPAIGNS IN 2023

**Health campaigns continue to be a key tool for the delivery of vaccines and other health products in support of routine services.** So far in 2023, we have seen the increased importance of outbreak response campaigns to tackle today's challenges: the reemergence of wild poliovirus outside endemic countries, a worrisome series of cholera outbreaks, and an increasing number of measles outbreaks across the globe. This **notable increase in outbreak response campaigns** falls within the context of widespread drops in routine immunization coverage brought on by the Covid-19 pandemic.

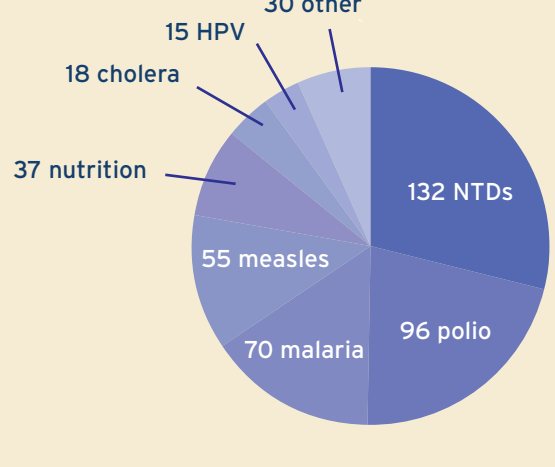
This mid-2023 snapshot of the state of health campaigns, pulled from the Health Campaign Effectiveness Coalition's [Campaign Hub](#) on June 28, includes a **2023 Campaign Overview**, a deep dive into **2023 Outbreak Response Campaigns**, and **News Highlights** of notable campaigns from the Health Campaign Effectiveness Coalition's monthly news roundup.

## 2023 CAMPAIGN OVERVIEW

In 2023 to date, **407 campaigns** have been scheduled in **97 countries**. Some 67% of those campaigns are in the **African region**.



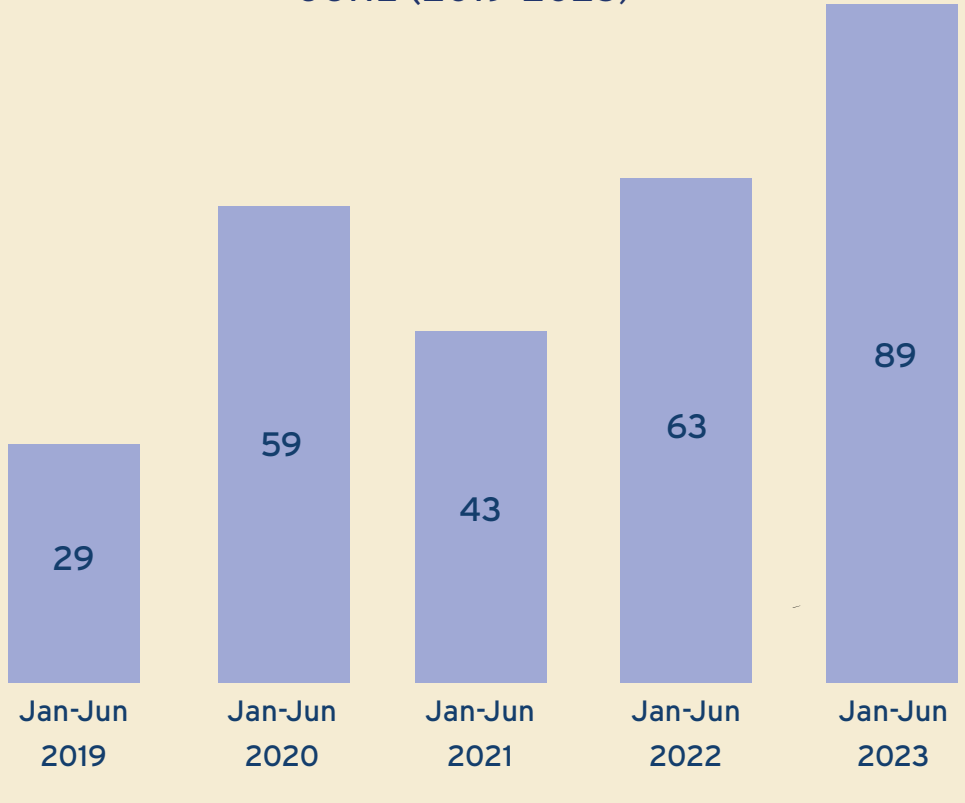
The majority of campaigns (completed and planned) in 2023 span **malaria, measles, NTDs, and polio**.



## 2023 OUTBREAK RESPONSE CAMPAIGNS

When comparing the first half of each year over a five-year period, we see the number of outbreak response campaigns **trending upward**. Of the **89 campaigns in the first half of 2023**, **61 address polio**.

NUMBER OF OUTBREAK RESPONSE CAMPAIGNS FROM JANUARY TO JUNE (2019-2023)



## NEWS HIGHLIGHTS

The coalition's **monthly campaign news roundup** captures a broad range of health campaigns. In 2023, **48%** of the 95 stories in 2023 to date feature outbreak response campaigns. The highlights below are representative of the geographic and disease scope of our outbreak response coverage:

JANUARY	FEBRUARY	MARCH
India's West Bengal state launched a statewide vaccination campaign against measles and rubella. →	Cameroon's Littoral region ran a reactive vaccination campaign against cholera in five health districts. →	Indonesia's Garut regency in West Java started a diphtheria outbreak response campaign. →
APRIL	MAY	JUNE
The Argentine capital of Buenos Aires started a fumigation campaign against dengue. →	In response to outbreaks, Zimbabwe carried out the third round of a vaccination campaign against polio. →	Fiji kicked off an outreach and vaccination campaign against typhoid in its Northern Division.

## LOOKING AHEAD

The consequences of interrupted routine and campaign services during the Covid-19 pandemic are widespread and significant, as shown by the increase in outbreak response campaigns this year. **Campaigns will remain a critical tool** to fight ongoing outbreaks in addition to their important role as a complement to routine services.

The **Campaign Hub** is committed to tracking all reactive and preventive campaigns and we look forward to ongoing collaboration with the broader campaign effectiveness community.

