Health campaigns continue to be a key tool for the delivery of vaccines and other health products in support of routine services. 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. The number of outbreak response campaigns from the first half of 2023, including the control of outbreaks, is a testament to the unremitting surge 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.

### Outbreak Response Campaigns

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

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.

### 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:

- **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.**
- **India’s West Bengal state launched a statewide vaccination campaign against measles and rubella.**
- **Fiji kicked off an outreach and vaccination campaign against typhoid in its Northern Division.**
- **In response to outbreaks, Zimbabwe carried out the third round of a vaccination campaign against polio.**
- **The Argentine capital of Buenos Aires started a fumigation campaign against dengue.**

### Number of Outbreak Response Campaigns from January to June (2019-2023)

<table>
<thead>
<tr>
<th>Year</th>
<th>1-4 campaigns</th>
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The majority of campaigns (completed and planned) in 2023 span malaria, measles, NTDs, and polio.

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.