

The Collaborative Action Strategy for Campaign Effectiveness will be the catalyst for transforming the ways campaigns are planned, implemented evaluated and financed

Background

Health programs for immunizations (including polio), neglected tropical diseases (NTDs), malaria, and nutrition, depend in part – or at times almost entirely – on large-scale campaigns to reach marginalized and at-risk populations, and to achieve disease elimination and impact goals, including the UN Sustainable Development Goals (SDGs). There are many settings where these campaigns serve as an essential part of the delivery toolkit to supplement ongoing primary health care services. However, health campaigns are frequently carried out with little communication or collaboration across disease domains and stakeholders, including inadequate coordination with national health systems. This leads to strategic and operational inefficiencies and inequities that can strain those health systems, burden health care workers, and limit the impact of campaigns. The institutions and individuals leading and implementing health campaigns have all felt these acute needs and challenges and have called for increased collaboration and alignment to improve the efficiencies and effectiveness of campaigns.

To address these challenges, in 2020 a diverse group of global and country stakeholders came together to form the [Health Campaign Effectiveness \(HCE\) Coalition](#). Coalition leadership aims to transform often fragmented health campaigns into more integrated, equitable, efficient interventions that work in concert with primary health care services, freeing up resources for other critical needs. Its [members](#) envision a future where health systems have been strengthened thereby lessening the need for multiple, individual campaign interventions, and empowering countries to achieve and sustain health-development goals for all people.

Since its inception, the HCE Coalition has taken several important steps towards turning its vision of high quality, high impact health campaigns into reality on the ground in countries. These include a series of learning events and [implementation research studies](#) in more than 15 countries that identified multiple opportunities and promising practices to bolster cross-sectoral and cross-domain collaboration to improve campaign and overall health outcomes.

Purpose and Added-Value of the Collaborative Action Strategy (CAS)

To transition research findings into practice, in 2023 the HCE Coalition co-developed the **Collaborative Action Strategy (CAS) for Health Campaign Effectiveness** with over 40 partners from both global and country-level settings, representing more than 20 organizations, and collectively covering all 5 major health campaign domains: immunizations, polio, neglected tropical diseases (NTDs), malaria and nutrition/Vitamin A supplementation.

The CAS is a first of its kind commitment by the global health community to work with countries to plan, implement, evaluate and finance campaigns in a fundamentally different way. It is designed to add practical but transformative value to countries' existing efforts to develop smart integration approaches (to decrease the number of single intervention or antigen health campaigns), improve efficiency, and strengthen core health system functions. In countries, the adaptation and implementation of the CAS will:

- Decrease fragmentation, improve the timely release of donor funds and better coordinate planning, financing, and timing across programs via stronger collaboration among campaign partners (e.g., Ministry of Health, implementers, funders, subnational & community stakeholders) & with primary health care (PHC) services
- Create more efficient, targeted and integrated campaigns -- including co-delivery when and where appropriate -- that optimize financial, technical and human resources and reach underserved or zero-dose communities
- Streamline approaches to measurement, monitoring, evaluation, and learning while fostering sharing of information about the effectiveness of interventions and missed populations among the different programs
- Harmonize funding processes and streams from campaign donors to decrease the burden on countries and support integrated and cost-sharing approaches
- Transition health campaigns interventions to the PHC system in the long-term
- Deliver high-quality, equitable, accessible and people-centered health services that meet multiple health needs

High-level Overview of the CAS Recommendations

The 12 concrete recommendations seek to improve health campaign effectiveness at the national and sub-national levels. Collectively, the CAS recommendations propose a meaningful and ambitious shift from the current ‘status quo’ of siloed campaign approaches to country-led, coordinated and integrated health programming.

The CAS recommendations are intended to be adaptable and flexible, allowing for country specific decision making based on evidence and what is appropriate for each unique health system, population, and community context. **The adjacent column lists a high-level snapshot of the recommendations**, covering planning, implementation, monitoring, evaluation and learning, and financing. For the full CAS document and additional details on activities and resources to implement the recommendations, please contact campaigneffectiveness@taskforce.org.

Planning & Implementation

1. Establish (or leverage existing) a multi-sectoral, cross-campaign National Coordination Body
2. Identify campaigns and domains for collaboration and integration
3. Develop a multi-year, cross-campaign workplan and schedule for campaigns
4. Harmonize tools and operations (e.g., logistics, supply chain) across campaigns
5. Develop a coordinated and effective approach to enable active community engagement at all levels and phases

Monitoring, Evaluation, Research, Learning and Adaptation (MERLA)

6. Within countries, develop a coordinated and collaborative cross-campaign MERLA strategy
7. Aligned with the coordinated country MERLA strategy, improve the ability of campaigns to identify, measure, utilize, and share data on campaign effectiveness
8. At the global level, develop a MERLA framework as practical guidance to countries

Campaign Financing

9. Create a comprehensive view of campaign financing at the country level
10. Take incremental steps toward harmonizing and aligning campaign financing
11. Harmonize and align incentive payment modalities and rates across campaigns
12. Advance government role in campaign financing

Implementation of the CAS in Focus Countries and Beyond

In late 2023, three countries will be invited by the HCE Coalition’s Leadership Team to opt-in to the CAS, and adapt, contextualize and implement its recommendations. The initial focus countries were identified based on a variety of factors including: frequency of health campaigns, existing partner engagement and prioritization, and history of integration and/or other innovations in campaigns. HCE Coalition partners, including funders and global health organizations, will align and actively support the development and implementation of each country’s plan. The HCE Coalition Program Office will also support a cross-country learning platform that will provide relevant tools to help countries facilitate programmatic and policy change for campaigns. In the coming years, the CAS will be updated and implemented in additional countries, drawing on the experiences and recommendations from the first three “focus countries” that opt-in.

The HCE Coalition Leadership Team is deeply committed to advocating and advancing necessary changes within their respective organizations. Working together today will build high quality, high impact campaigns that will deliver improved health outcomes and equity in the near term. In the long term, this commitment and collaboration will catalyze stronger, more resilient country-led health systems.

It is only through **collective action** that this vision for transformative change will be realized. By continuing to collaborate in the years to come, future generations will have the chance to lead healthier, longer and more productive lives.