



STATE OF CAMPAIGNS

Volume 5, January 2024

THANK YOU TO OUR PARTNERS

Since 2019, the Health Campaigns Intelligence Hub has boosted transparency into campaign planning across disease programs and geographies, improved data collection and analysis, and offered insights into performance. This work would not be possible without the support of our partners. In addition to providing data and sharing ideas, our partners have contributed to a better world through their tireless efforts to make campaign-based delivery more effective.

All updated calendar information can be found at campaigneffectiveness.org. Our team is happy to provide the underlying data used for this report. Please direct inquiries to hce@linksbridge.com.

DATA COLLABORATION

The Campaign Hub relies on a network of global partners to keep its data current. Our team receives weekly updates through direct API connections, monthly insights from partners and media monitoring, and annual or semiannual updates from specific contributors. We review the data, validate it against existing data and supplementary data sources, and add it to our database. We also offer an online data input tool so partners can make direct edits. This collaboration supports a comprehensive and current health campaign database, ensuring the relevance and value of the Campaign Hub for stakeholders.



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GLOSSARY

AFR	WHO African Region
AMR	WHO Region of the Americas
API	Application Programming Interface
EMR	WHO Eastern Mediterranean Region
EUR	WHO European Region
HPV	Human Papilloma Virus
ITN	Insecticide-treated Nets
LF	Lymphatic Filariasis
MCV	Measles-containing Vaccines
nOPV2	Novel Oral Polio Vaccine 2
PC-NTDs	Preventive Chemotherapy Neglected Tropical Diseases
RI	Routine Immunization
Schisto	Schistosomiasis
SEAR	WHO South-East Asia Region
SIA	Supplementary Immunization Activity
SMC	Seasonal Malaria Chemoprevention
STH	Soil-transmitted Helminths
TCV	Typhoid-conjugate Vaccine
Td	Tetanus & Diphtheria
UNICEF	United Nations Children Fund
WHO	World Health Organization
WPR	WHO Western-Pacific Region
YF	Yellow Fever

INTRODUCTION

Three important themes emerged in the health campaign landscape over the past 12 months. While high-level 2023 data from the Health Campaigns Intelligence Hub show relative stability in the number of campaigns carried out worldwide, underneath the surface there were noteworthy patterns:

- a renewed focus on outbreak response;
- the use of campaigns when countries introduced new vaccines;
- and continued investment in integrated delivery of multiple health interventions during campaign activities.

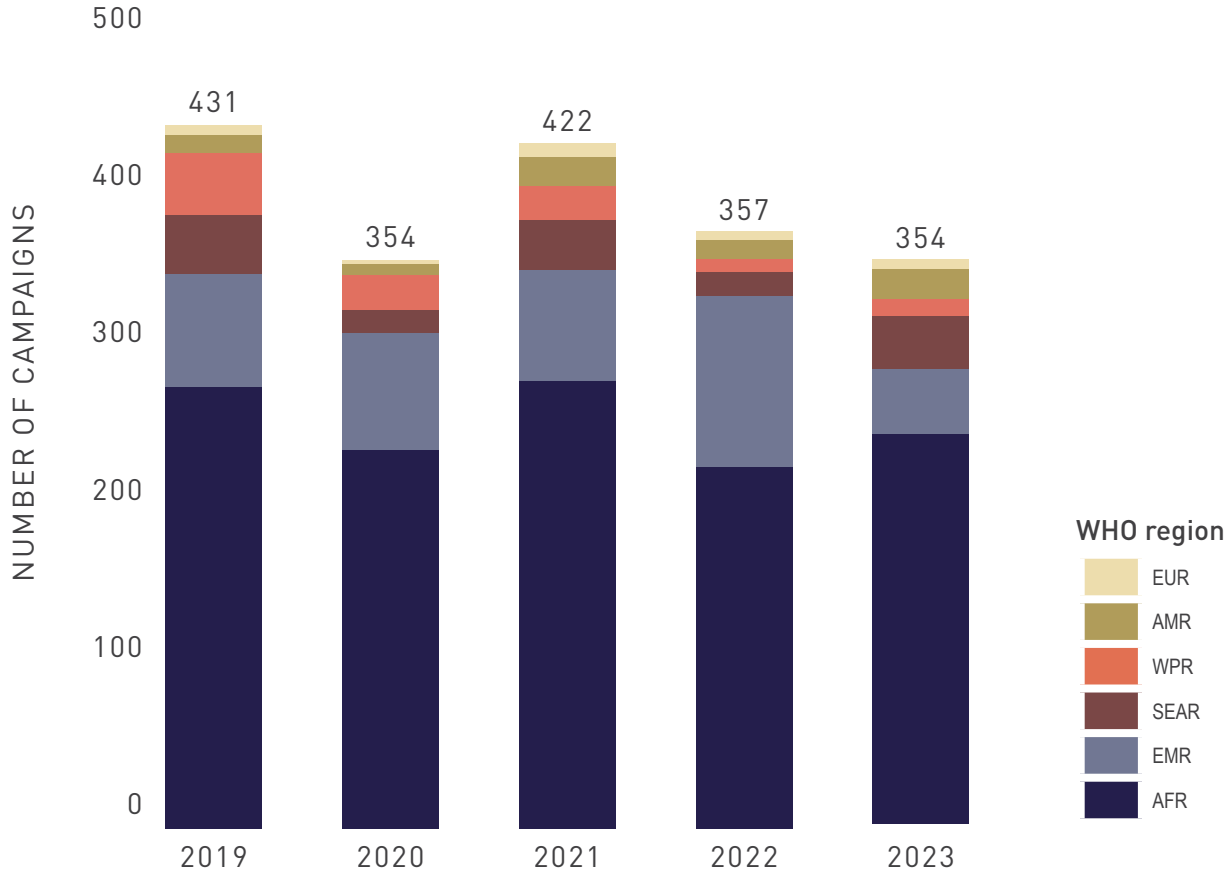
In addition to ongoing efforts to contain polio, the uptick in outbreak response campaigns reflected an increasingly collaborative global push to contend with surging disease outbreaks, notably of measles. Meanwhile, countries continued to deploy campaigns to support successful introductions of new vaccines into routine immunization programs. Finally, the move toward fully integrated campaigns—coordinating campaign components to co-deliver two or more health interventions at the point of delivery—remained evident, improving the efficiency and health impact of a range of efforts, including outbreak response and vaccine introduction campaigns.

The following overview draws on publicly available data from the Campaign Hub.

CURRENT STATE OF CAMPAIGNS

Excluding Covid-19, the Health Campaigns Intelligence Hub recorded similar numbers of total completed campaigns worldwide over the past two years. According to our 2023 data, the World Health Organization’s African Region again carried out the majority of campaigns (66%). The number of campaigns in the Eastern Mediterranean region was cut in half last year, while campaigns increased by 52% in the Americas region and roughly doubled in the South-East Asia region.

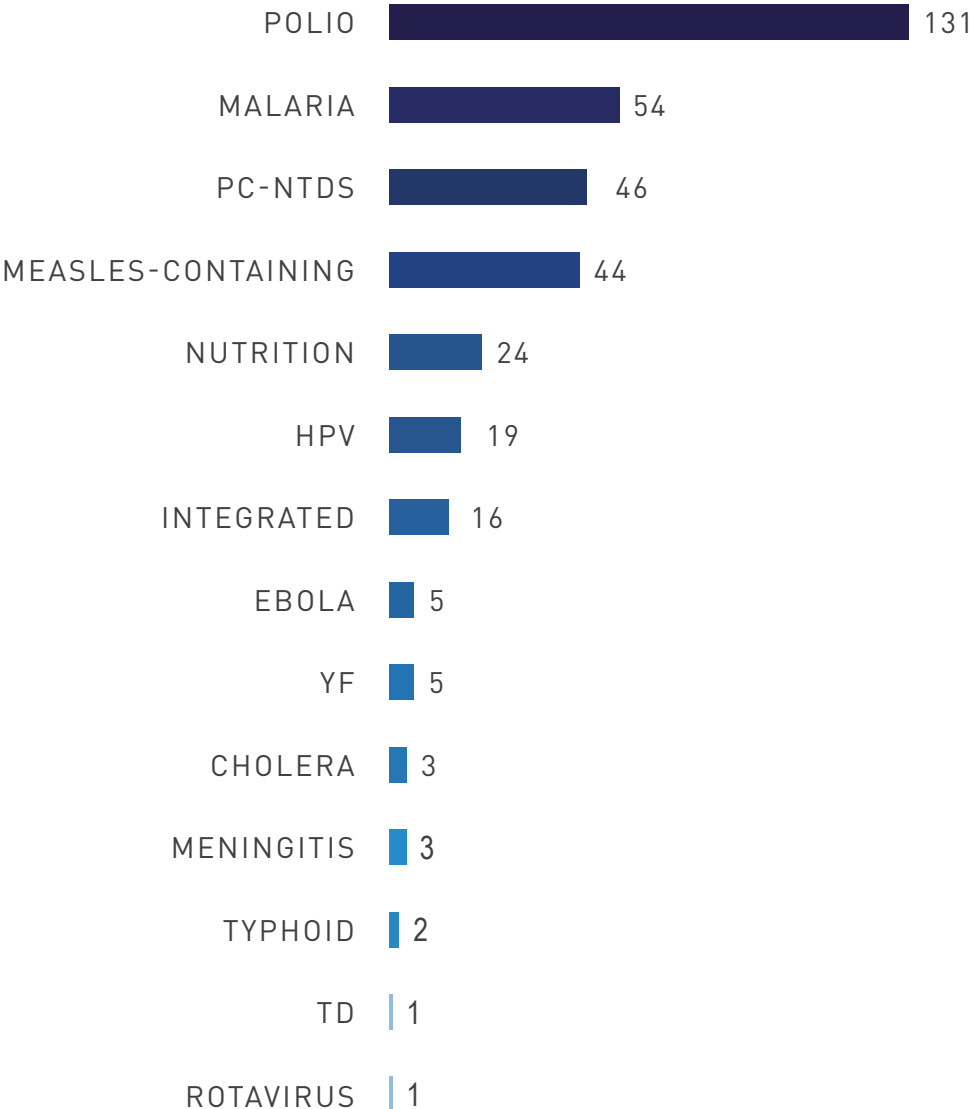
Figure 1: Number of health campaigns by year and WHO region, 2019-2023



Note: Counts for all figures only include those campaigns reported or assumed (status of on track/planned and start date passed) completed as of January 8, 2024.

Exercises against polio continued to dominate the tallies of campaign activities, making up 37% of the 2023 total, followed by malaria (15%) and NTDs (13%). (Note that these tallies reflect “first-reported” disease groups, meaning additional diseases targeted in fully integrated campaigns are omitted. For example, an nOPV2 campaign fully integrated with measles and deworming would appear only under polio.)

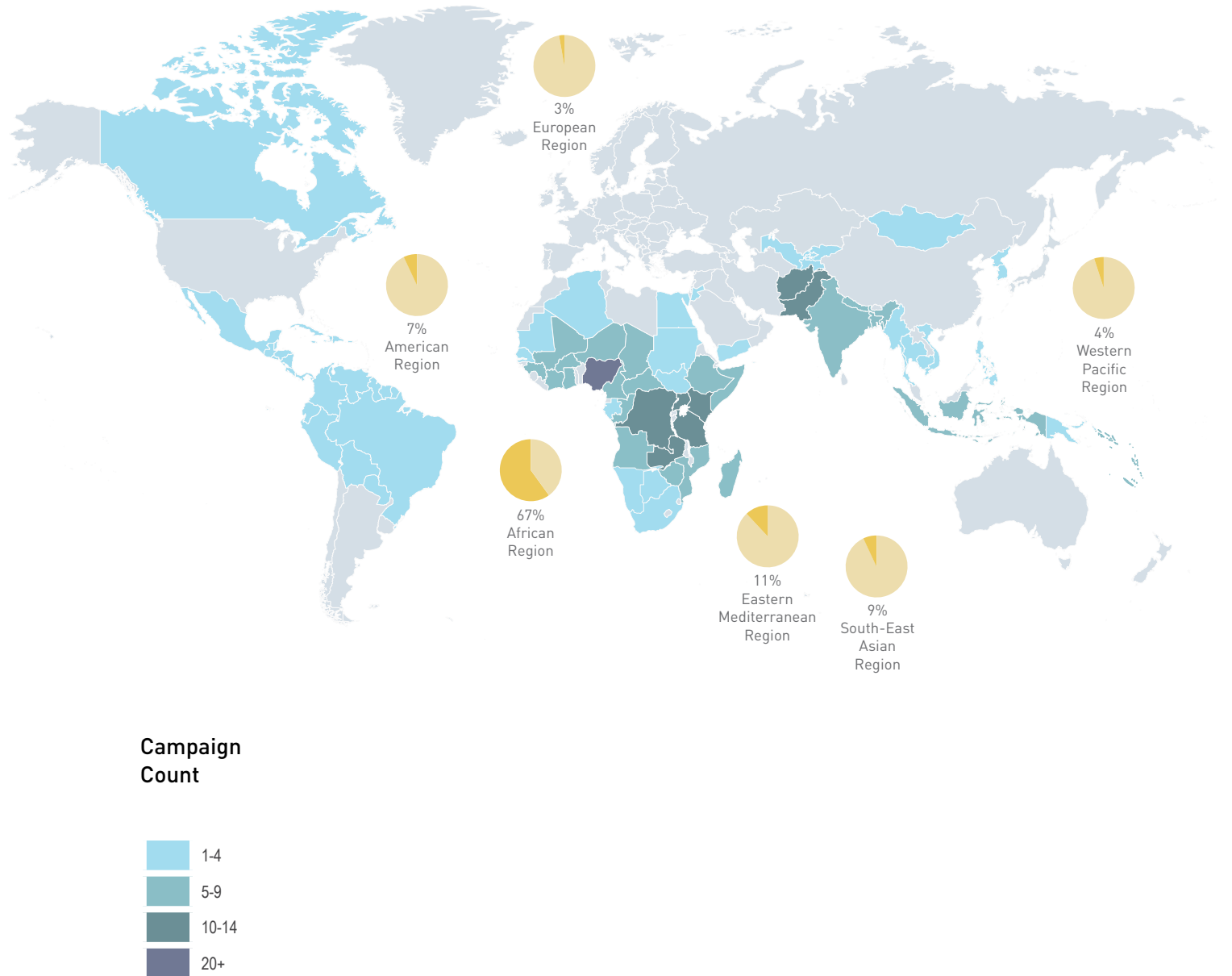
Figure 2: Number of campaigns by disease group, 2023



Note: PC-NTDs include lymphatic filariasis (LF), onchocerciasis, schistosomiasis, and soil-transmitted helminths (STH). Nutrition refers to Vitamin A supplements.

Campaigns took place in 102 countries, of which 45 were located in WHO's African region. Nigeria had the largest number of campaigns conducted globally, with 21 total campaigns.

Figure 3: Number of campaigns by country, 2023



Note: Sum of percentages exceeds 100% due to rounding.

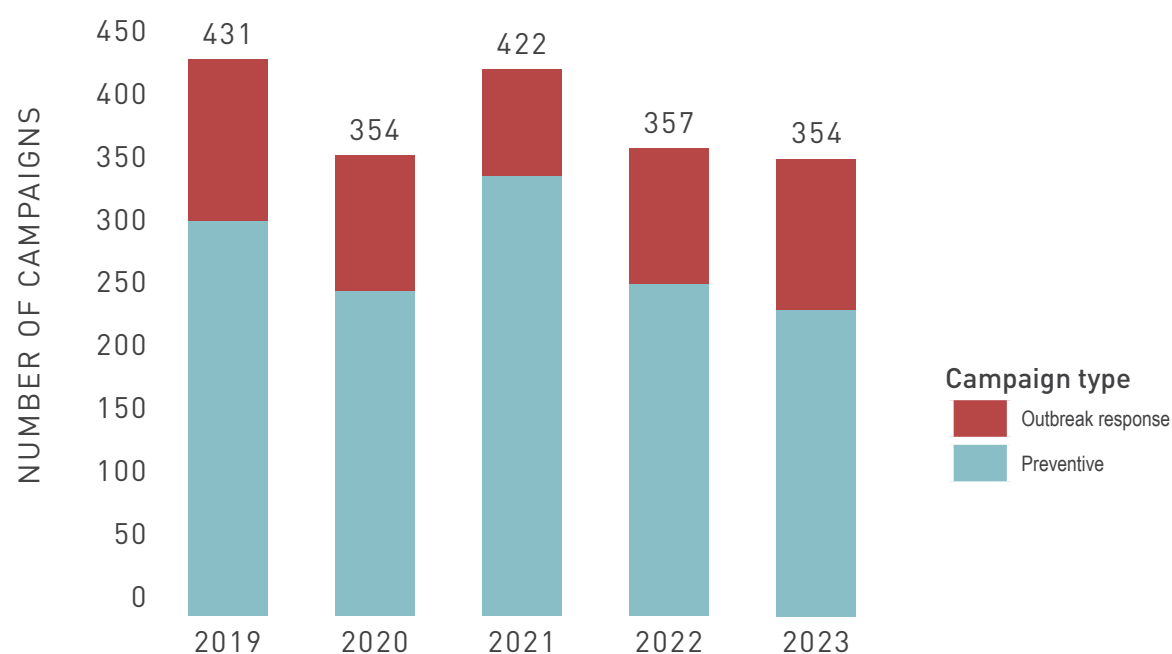
OUTBREAK RESPONSE

Although the World Health Organization ended its recognition of Covid-19 as a public health emergency in May 2023, vaccination rates continued to lag as a result of pandemic-era disruptions. Decades of progress in immunization had been reversed. It was in this context that disease outbreaks continued to impact public health around the globe.

Deaths caused by measles leaped 43% from 2021 to 2022,¹ and WHO data from November 2023 listed four countries with outbreaks exceeding 10,000 cases. Meanwhile, fueled in part by armed conflict and environmental disasters, cases of cholera reported to WHO doubled from 2021 to 2022,² and the outbreaks simmered into 2023 as the International Coordinating Group managed a vaccine shortage by instituting a single-dose regimen for response campaigns.

Data from the Campaign Hub reflect intensified efforts to address these challenges, with outbreak response campaigns making up 43% of all completed campaigns in 2023 (up from 36% the year prior). The bulk of outbreak response campaigns focused on polio (80%), followed by measles (12%); cholera, meningitis, and yellow fever made up a smaller number of activities, at 2% each.

Figure 4: Outbreak response as a percentage of total campaigns, 2019-2023



In addition, global health partners in April 2023 launched an ambitious initiative—the Big Catch-Up—intended to lift vaccination rates. Focusing particularly on the 20 countries that are home to 75% of the children who missed vaccinations in 2021, the strategy prioritizes outbreak pathogens (including measles, rubella, polio, diphtheria, yellow fever, and meningococcal A) and incorporates campaigns to supplement routine immunization approaches.

VACCINE INTRODUCTION CAMPAIGNS

Catch-up campaigns are another recognized tool used when countries introduce new vaccines, with Gavi (for example) extending support to well-tailored campaigns that contribute to successful introductions.

In 2023, campaigns played prominent roles in introducing HPV, typhoid conjugate vaccine, and yellow fever vaccines.

The Campaign Hub's database and our monthly health campaigns newsletter recorded numerous examples throughout the year:

- **Bangladesh in October kicked off the first of three phases of a national anti-HPV campaign** that aimed to reach over 10 million girls ages 10 to 14 (i.e., 95% of the population in the age bracket) in advance of incorporating the vaccine into the routine immunization program.)
- **Nicaragua launched a nationwide campaign against HPV on November 6**, targeting 300,000 girls ages 10 to 14 as it added the jab to its routine schedule.
- **Nigeria introduced HPV into its routine immunization schedule with a campaign** that commenced in October in 16 of the country's 36 states and the Federal Capital Territory.
- **Togo targeted 656,240 girls ages 9-14** in an anti-HPV catch-up campaign preceding the vaccine's December introduction into routine immunization.

Similarly, Madagascar and Malawi relied on catch-up campaigns as they rolled out typhoid conjugate vaccines, and Uganda targeted 13.3 million people in a nationwide campaign against yellow fever while introducing the vaccine into its routine program.

CAMPAIGN HUB USE CASE: GAVI

For Gavi's Internal Review Committee, the Campaign Hub operates a [country campaign profile tool](#) that provides ready snapshots of countries' past, current, and future planned campaigns. While it's not a replacement for health campaign partners' existing systems, the Campaign Hub's comprehensiveness and accessibility help partners to collaborate in new ways, with heightened efficiency and ease. The Campaign Hub's data is readily available for download and customized uses.

CAMPAIGN INTEGRATION SPOTLIGHT

Partners have continued seeing value in campaign integration, which holds potential for improved efficiency and more equitable health outcomes. WHO has prioritized integration as key to achieving universal health coverage. When Gavi funds campaigns in support of vaccine introductions, it requires that the funded exercises integrate campaign planning “with other relevant campaigns or other primary healthcare interventions.” The Campaign Hub’s 2023 integration data reflect ongoing integration efforts. (Note that the data below reflect “fully integrated” or “co-delivered” campaigns, i.e., campaigns that coordinate most or all typical campaign components—microplanning, household registration, logistics, implementation and distribution, evaluation, etc.—to co-deliver or simultaneously offer two or more health interventions at the point of delivery.)

Per Figure 5, in 2023, the Campaign Hub saw a 50% increase in what we classify as “integrated health campaigns,” i.e., integrated campaigns, reported through media monitoring, in which no primary disease program is singled out. Measles, while still the program with the most reported integrated campaigns in 2023, saw a 53% decrease in integrated campaigns and a 20% decrease in overall campaigns. Integrated health campaigns targeted nine diseases including measles, tetanus & diphtheria, and HPV while measles campaigns targeted six additional diseases largely focused on vitamin A supplementation, polio, and deworming.

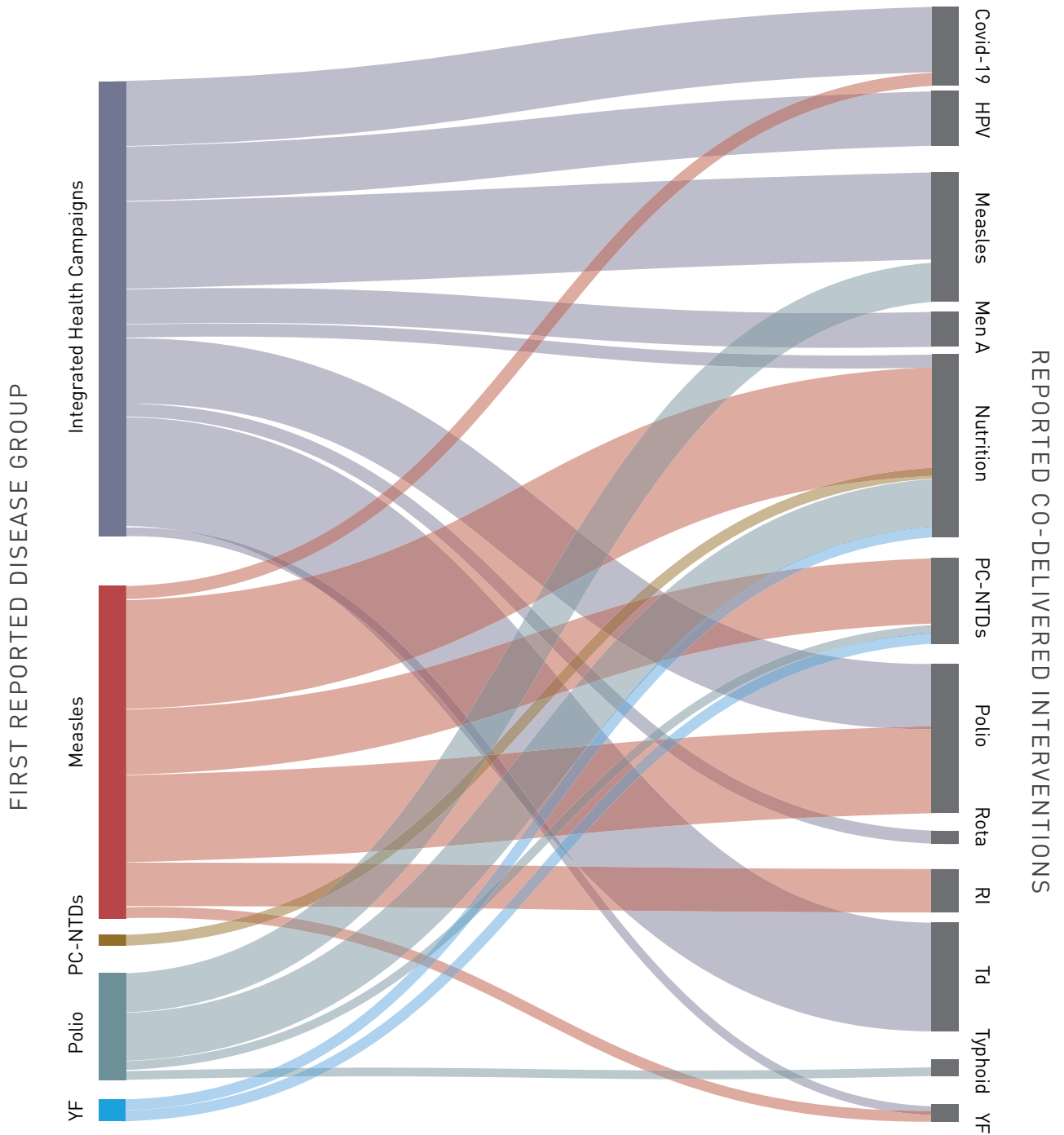
CAMPAIGN HUB USE CASE: INTEGRATION

The Campaign Hub [tracks integrated campaigns](#) and offers an integration tool to help decision-makers analyze campaign exercises for compatibility. UNICEF has used the Campaign Hub to integrate vitamin A campaigns with other planned health interventions. The Campaign Hub also supports Immunization Agenda 2030 with a “missed integration opportunity analysis” that examines retrospective data to inform integration in the future.

The Campaign Hub noted several important instances of integration in 2023:

- **Malawi in May ran a weeklong integrated nationwide SIA** against measles, rubella, polio and typhoid, targeting over 9 million children. This effort was also a case of introduction preparation, as the effort preceded the government’s incorporation of TCV into the routine schedule.
- **Angola in September completed the first phase of a polio drive** that was integrated with vitamin A supplements and (in some areas) with the distribution of albendazole tablets for intestinal worms.
- **Also in September, Yemen targeted 1,267,082 children** in a subnational measles and rubella vaccination effort integrated with Covid-19 shots and vitamin A supplements.

Figure 5: Co-delivery in campaigns by first-reported disease group, 2023



Note: Counts include campaigns co-delivering interventions across disease programs.

LOOKING AHEAD

The Campaign Hub plans substantial upgrades in the year ahead. Extensive feedback from partners and Campaign Hub users has inspired our team to incorporate more data and more extensive campaign details.

Table 1: Campaign Hub upgrade plan

Category	New feature	User benefit
Expanded database variables	Campaign-level coverage data	<ul style="list-style-type: none"> Data download includes campaign coverage data Campaign Hub adds visuals highlighting coverage
	Commodity data	<ul style="list-style-type: none"> Users see requested commodity amounts and actual received amounts
Additional campaigns	Forecasted campaigns	<ul style="list-style-type: none"> Forecasted campaigns will extend to 2040 Will include campaigns accompanying forecasted routine immunization vaccine introduction Will include measles campaigns based on country needs and campaign cadence
More detailed data	Improved co-delivered (fully integrated) campaign details	<ul style="list-style-type: none"> Improved data structure will let users see more detail on each intervention planned This new structure will include intervention-level detail on target population, target population age, and associated subnational areas
	Admin2 data	<ul style="list-style-type: none"> The addition of admin2 (i.e., district-level) data will allow visibility into targeted districts
	PC-NTD campaigns by disease	<ul style="list-style-type: none"> An improved data capture process will enable Campaign Hub visuals to break out preventive chemotherapy campaigns by specific disease

With its foundation of transparency and coordination, the Campaign Hub is well-positioned to continue serving as a cross-cutting resource to help campaign stakeholders make informed decisions. The support of our partners and funders will help drive data enhancements, delivering a more dynamic and responsive Campaign Hub. Together, we envision a future where the Campaign Hub empowers more counterparts around the world in advancing global health campaigns.