

# **HCE Coalition Annual Meeting**

## **Breakout Group Report Outs - Days 2 and 3**

*March 18-20, 2025*



HEALTH CAMPAIGN  
EFFECTIVENESS COALITION  
**Strengthen** Systems. **Maximize** Impact.

# **CAS Implementation Breakout Discussion 1 Report-Out**

**March 19, 2025**

# I. CAS Implementation

*March 19, 2025 / Breakout Discussion 1 - 3 challenges/solutions for action-planning tomorrow*

- Many global initiatives (Big Catch Up, GPEI) are in alignment with CAS recommendations and their customized version in Nigeria and Ethiopia
- Available resources is the main challenge for CAS implementation. Government are discussing ways to bridge the gap and reorienting funding/tying some of it to CAS might need to be discussed
- To practically support CAS in 2025 in countries three things have been discussed by the break-out: official endorsement and continued socialization ; catalytic funding mobilization ; and effective partner engagement and coordination beyond the MoH

# **Campaign Financing Breakout Discussion 1 Report-Out**

**March 19, 2025**

# II. Campaign Financing

*March 19, 2025 / Breakout Discussion 1 - 3 challenges/solutions for action-planning tomorrow*

- **Financial Planning and Coordination**

- Intentional budgeting for campaigns within countries annual budgets
- Introduction of digital payments to reduce inefficiencies
- Strengthen accountability and transparency of fund utilization

- **Resource mobilization and optimization**

- Long term coordinated funding plans to improve efficiency
- Process integration at the country level (one plan for all health campaigns)
- Introduction of policies to guide campaign financing

- **Data Management**

- Implement biometrically verified, timely and direct digital payment systems for HCWs
- Identifying and upgrading paper-based processes in current financial systems
- Strengthening of government and donor coordination structures towards aligning financial systems and improving budgeting processes for campaigns

# **Advocacy & Partnerships Breakout Discussion 1 Report-Out**

**March 19, 2025**

# III. Advocacy & Partnerships

## *March 19, 2025 / Breakout Discussion 1 - 3 takeaways*

- Note - there are ~2 types of GHIs on the list - they will require different strategies and approaches
  - some that are more narrow in scope than the HCE Coalition (eg: GPEI, BCU, RLM, Gavi 6.0, other disease or health program-specific initiatives)
  - some that are much broader in scope (eg: PAHO disease elimination initiative, Lusaka agenda, AU 2030 Roadmap, etc)
- Specific near-term opportunities with:
  - RLM- upcoming learning session re: integration should include key messages/recommendations from CAS
  - GPEI- inflection point requires stronger links to other programs to support multi-antigen campaigns and move to RI strengthening
  - In general- development of broader HCE Coalition messaging/advocacy package
- Suggested additional criteria for which GHIs to target/prioritize for alignment:
  - Considering private sector partners (e.g. Merck for Mothers)?
  - Advocacy from within the community (e.g. community health volunteers)

# **Measurement & Defining Success Breakout Discussion 1 Report-Out**

**March 19, 2025**



# IV. Measuring and Defining Success

*March 19, 2025 / Breakout Discussion areas for action-planning tomorrow*

- **Refinement of Health Campaign Effectiveness Measures**
  - In addition to coverage, equity, efficiency, availability and acceptance, prioritize service quality, timeliness, and community acceptance as key measures.
  - Review existing effectiveness measures by campaign type and map available indicators.
  - Address data quality variations and social/cultural contexts in measurement.
- **Strengthening Campaign Planning and Integration of Existing Frameworks**
  - Position planning as key to improving coverage, quality, and equity.
  - Align with WHO HQ efforts to enhance campaign planning and evaluation.
  - Integrate existing program guidelines and ensure field staff involvement.
- **Support for Implementation and Capacity Building**
  - Provide guidance on evaluating existing indicators against the menu of potential measures.
  - Offer technical assistance and change management support
  - Assess country readiness and resource needs for adopting new measures.

# **HCE Coalition Annual Meeting**

## **Breakout Group Report Outs - Days 2 and 3**

*March 18-20, 2025*

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## **Day 3 Report-Out**

**March 20, 2025 Breakout Discussions**

# **CAS Implementation Breakout Discussion 2 Report-Out**

**March 20, 2025**

# I. CAS Implementation: Near-Term Actions

March 20, 2025 / Breakout Discussion 2 - Report-out pt. 1

Challenge	Solution type	Solutions identified
<b>Resource scarcity in a contracting Global Health environment</b>	Leveraging of existing initiatives	<ul style="list-style-type: none"> <li>• Leverage on the Big Catch Up and GPEI</li> <li>• Leverage GAVI 6.0</li> <li>• Leverage vertical programs (e.g. NTDs)</li> <li>• Mobilize GAVI funding for CAS</li> </ul>
	Harmonization/coordination	<ul style="list-style-type: none"> <li>• Harmonize budgets among different programs (GAVI, World Bank, GPEI, Malaria)</li> <li>• Organize and coordinate HR and funding from partners</li> </ul>
	Advocacy for dedicated or more flexible funding	<ul style="list-style-type: none"> <li>• Explicitly embed the authorization to allow cross-uses of resources in plans (including from donors)</li> <li>• Advocate for more flexible funding at a donor/funder level</li> </ul>
<b>Limited partner engagement</b>	Joint meetings	<ul style="list-style-type: none"> <li>• Undertake joint program reviews</li> <li>• Regularly organize joint campaign coordinating meetings</li> </ul>
	Dedicated human resources	<ul style="list-style-type: none"> <li>• Extend the CAS focal point success to activities, assigning an activity focal point with clear objectives on engaging implementing partners and MoH program managers</li> <li>• At the MoH level, instruct program managers to interact between themselves and partners for integration activities</li> </ul>
	Official communications	<ul style="list-style-type: none"> <li>• Endorse the CAS officially with an event inviting all implementing partners and donors</li> <li>• Regularly update the campaign mapping and share widely</li> </ul>
<b>State/regional roll-out</b>		<ul style="list-style-type: none"> <li>• Regional governments to mobilize resource support for CAS implementation</li> <li>• Continue a formalized CAS support through the HCE Coalition and partners</li> </ul>

# I. CAS Implementation: Critical Activities

*March 20, 2025 / Breakout Discussion 2 - Report-out pt. 2*

- Monitor and seize opportunities arising in a rapidly shifting and resource-limited environment where integration is appeared as a must
  - The Last Mile Fund is a key opportunity to leverage resources
- MoH to continue steering efforts on integration and CAS
  - Support roll-out to subnational efforts
  - Identify government resources to support integration and bridge funding gap
  - Formally ask for support on key activities
- Coalition to support partner engagement (e.g. March webinar, this week's meeting) and the organization of meetings with key stakeholders
  - Ensure that all relevant people participate to coordination meetings (e.g. National Steering Committee)

# Brainstorming solutions – Campaign Financing

*During our solutioning session of yesterday, you proposed and discussed different solutions to the challenges ahead, recapped here*

- **Financial Planning and Coordination**

- Intentional budgeting for campaigns within countries annual budgets
- Introduction of digital payment systems to reduce inefficiencies
- Strengthen accountability and transparency of fund utilization

- **Resource mobilization and optimization**

- Long term coordinated funding plans to improve efficiency
- Process integration at the country level (one plan for all health campaigns)
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# II. Campaign Financing: Near-Term Actions

March 20, 2025 / Breakout Discussion 2 - Report-out pt. 1

Solution Activity / Task	Responsibilities and resources	Target Dates and Milestones*	Comments /Notes
Share costed implementation plan with donors and partners	Adejoke (Nigeria) Chichi (Ethiopia)	31 <sup>st</sup> March	
Engage Donors to identify partners who are being funded and for what campaigns	HCE program office	30 <sup>th</sup> April	
Engage partners to identify funding scope and areas of alignment with CAS	HCE program office Country finance co-leads	15 <sup>th</sup> May	
Map performance KPIs and guidelines for implementers, donors and government	Ann	30 <sup>th</sup> May	



# II. Campaign Financing: Near-Term Actions

*March 20, 2025 / Breakout Discussion 2 - Report-out pt. 1*

Solution Activity / Task	Responsibilities and resources	Target Dates and Milestones*	Comments/Notes
Map beneficiaries accounts and unify payments and fund transfer	Country Teams	TBD	
Establish or leverage existing cross health programme coordination bodies	HCE program office	TBD	
Develop a joint template for annual health campaign planning	HCE program office Country finance co-leads	TBD	

# **Advocacy & Partnerships Breakout Discussion 2 Report-Out**

**March 20, 2025**

# III. Advocacy & Partnerships: Summary and Next Steps

*March 20, 2025 / Breakout Discussion 2 - Report-out pt. 2*

- Identified, leveraging selection criteria, **three high priority GHIs** for partnership with HCE Coalition in 2025: **GPEI, Big Push and M&RP**
- **HCE PO will organize 1:1 follow up** with individual representatives/champions for these GHIs (e.g. Elena, Barbara, Natasha), to **develop more tactical work plans** for 2025, and identify opportunities for functional integration and co-delivery
  - Can also scope an “HCE/CAS **advocacy package**” that can be leveraged across partnerships
- HCE PO will explore potentially **relaunching HCE Coalition Campaign Integration Working Group** given noted absence of a “two way” forum for elevating integration opportunities; need to ensure **global/country representation** to make it actionable.
- HCE PO will continue to actively promote **Health Campaigns Integration Hub** as asynchronous option to share and receive information on planned campaigns.
- Also discussed but did not (yet) prioritize: Lusaka Agenda, Gavi 6.0, and RLM.
- **Gap still noted in supporting/enabling integration with NTD campaigns** (RLM is well resourced but quite siloed, so will continue to monitor this)

# **Measurement & Defining Success Breakout Discussion 2 Report-Out**

**March 20, 2025**

# IV. Measurement & Defining Success: Near-Term Actions

March 20, 2025 / Breakout Discussion 2 - Report-out pt. 1

Solution Activity / Task	Responsibilities and Resources	Target Dates/ Milestones*	Comments/Notes
<b>Collaborate</b> with the MERLA Task Team (soon to be expanded) and other stakeholders on developing the guidance document	<ul style="list-style-type: none"> <li>Lead: HCE Program Office (PO) and UNICEF</li> <li>Support: MERLA Task Team, and others who provide feedback during online review period</li> <li>Resources: Meeting facilitation support, stakeholder engagement materials</li> </ul>	<b>March 31, 2025:</b> Stakeholder consultations conducted and inputs collected	<p>Risk: Limited engagement from stakeholders</p> <p>Mitigation: Schedule consultations well in advance, provide multiple formats for input (e.g., surveys, virtual meetings)</p>
<b>Seek feedback</b> from country representatives in HCE focus countries and UNICEF's VINA project	<ul style="list-style-type: none"> <li>Lead: HCE PO and UNICEF</li> <li>Support: MERLA Task Team, HCE country representatives, UNICEF organizational and country representatives</li> <li>Resources: Meeting facilitation support, stakeholder engagement materials</li> </ul>	<b>April 2025:</b> Stakeholder consultations conducted and inputs collected	
<b>Draft the guidance document</b> incorporating stakeholder input and evidence	<ul style="list-style-type: none"> <li>Lead: HCE PO and UNICEF</li> <li>Support: MERLA Task Team</li> <li>Resources: Writing and editorial support</li> </ul>	<b>March-May 2025:</b> Draft guidance document	<p>Risk: Conflicting stakeholder priorities and inputs</p> <p>Mitigation: Use a structured review process with clear criteria for incorporating feedback</p>
<b>Review and validate</b> the draft with partners (HCE Leadership Team, MERLA Task Team, focus countries, VINA focus countries, and others)	<ul style="list-style-type: none"> <li>Lead: HCE PO and UNICEF</li> <li>Support: MERLA Task Team, LT, HCE country representatives, external reviewers (as needed), HCE country focal points, UNICEF organizational and country representatives</li> <li>Resources: Writing and editorial support, technical review panel, feedback mechanisms</li> </ul>	<b>May 2025:</b> External review conducted and finalized draft	

# IV. Measurement & Defining Success: Critical and/or At-Risk Activities

*March 20, 2025 / Breakout Discussion 2 - Report-out pt. 2*

## General Risk

- Insufficient attention paid to campaign planning, which is a critical aspect of campaign integration and measurement

## Risks specific to development and testing of country guidance document

- Timeline for near-term activities is very tight
- Must ensure appropriate representation on the team developing and reviewing the country guidance
- Must get meaningful input from countries and that can be negatively impacted if people don't see themselves in the plan/document
- Need to anticipate that partners and stakeholders will have busy calendars and competing priorities
- Need to be nimble to recognize and respond to other risks/challenges as we move forward and become more specific in our activities