

# **Charting the Future: Integrate & Collaborate with the Health Campaigns Intelligence Hub**

Jaqui Goldsberry  
KJ Zunigha

# Campaign Hub Overview

The Campaign Hub, established in 2018, is a **cross-program campaign calendar database** designed to enable collaboration and coordination **across four areas: VPDs, Malaria, PC-NTDs, and Nutrition**

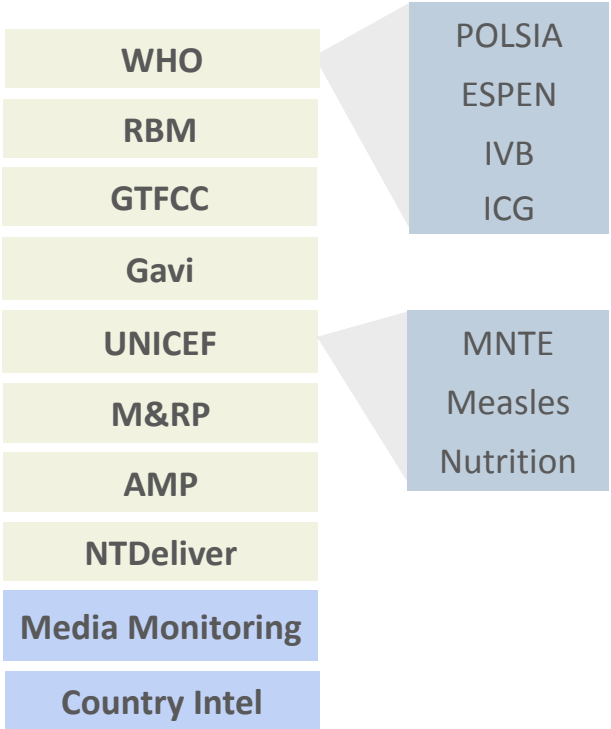
## Goals & Insights

*This aims to provide a variety of insights that support program decision-making*

- Providing timely views into what campaigns are planned
- Informing improved coordination and integration of campaigns
- Enabling partners at all levels to collaborate more efficiently and effectively

## Data Partners & Sources

*We compile regular campaign data updates from key campaign partners for each disease area*



## Information Captured

*We capture a variety of standard information across all programs*

- Planning details
  - Campaign type
  - Campaign status
  - Phase information
  - Planned/actual dates
  - Funders
- Population
  - Target population
  - Target age groups
  - Geographic regions
- Program areas
  - Diseases targeted
  - Interventions used
  - Co-deliveries
- Coverage
  - Administrative
  - PCCS
  - Geographic
  - Therapeutic

# Campaign Hub Overview: Data Sources

	AMP	ESPEN	Gavi	GTFCC	ICG	MR&P	Media	NTDeliv er	Partner Intel	POLSIA	RBM	UNICEF	WHO IVB	NTD Calls	JRSM
Cholera												*			
Ebola															
HPV															
JE															
LF															
Malaria	ITN														
MCV										*					
MenA															
Nutrition						*				*		*	*		
Oncho															
Polio			IPV												
Rotavirus															
Schisto															
STH													*		
Td															
Trachoma															
Typhoid															
Yaws															
Yellow Fever												*			

\* Data sources that only represent co-delivered campaigns

Planned  
addition/updates

Current Source

Ad Hoc

Weekly

Monthly

Quarterly

Annually

Paused

# Health Campaigns Intelligence Hub Demo

Home

Dashboard

News

Country Profiles

Integration

Help

Campaign Overview

Campaign News & Publications

Campaign Data & Dashboard

Nigeria

Ethiopia

Integration

WHO Region

Country

Start Year

Disease

478

46

51

Campaign Status Over Time

Campaigns by Disease, 2025

State of Campaigns, 2024 Mid-year Update

State of Campaigns, Volume 5

Health Campaigns Intelligence Hub

The Campaign Hub is a cross-cutting resource that provides data, news, and publications on preventive and reactive health campaigns for over 20 interventions across four program areas: malaria, neglected tropical diseases, nutrition, and vaccine-preventable diseases. If you have questions about the Campaign Hub, please reach out using the Linksbridge support form.

Campaign Data & Dashboard

Campaign News & Publications

Country Profiles

Integration

Nigeria

Ethiopia

Country Profiles

Afghanistan

Nigeria Health Campaign Profile

Country

Region

Select...

Select...

Afghanistan

Population: 43,844,060

No. of Campaigns in 2025: 8

Nigeria Health Campaign Profile

This report pulls data from the Health Campaigns Intelligence Hub, a product of Linksbridge in partnership with the Health Campaigns Effectiveness Coalition.

# Using the Campaign Hub and its data

---

Ecosystem and  
program support

In-depth analyses

Partnerships

# Using the Campaign Hub and its data

## Ecosystem and program support

### Data and dashboards

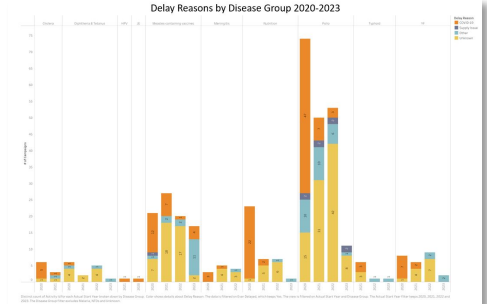
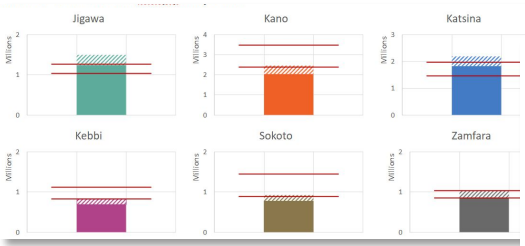
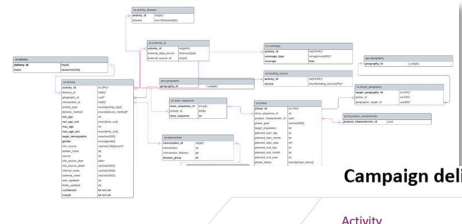
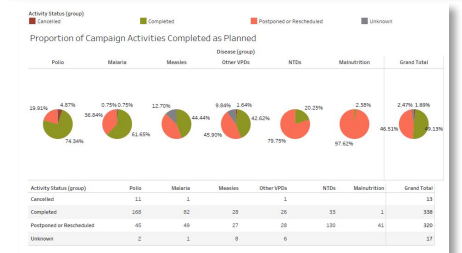
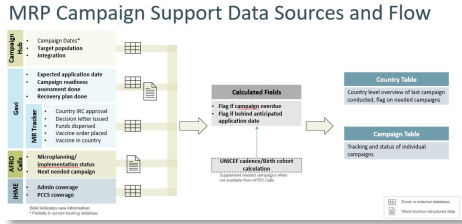
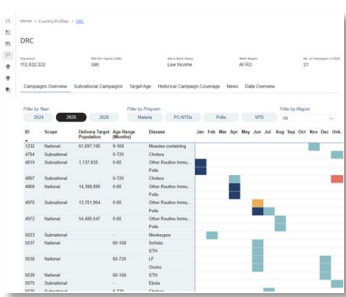
- Gavi IRC app and internal database restructure
- M&RP PSU campaigns tracker
- Malaria database and analytics support
- Integration source for GPEI
- Successful transfer of data models, front-end views, SOPs, and data definitions to partners

### Financial and planning practices

- Polio campaign costing efficiencies
- Target population estimator for Nigeria campaigns
- Analyses on campaign and routine coverage
- VIMC and measles program impact analyses
- Global Vaccine Market Model (GVMM) demand forecasting for vaccine markets
- Ad-hoc support to HCE Coalition, WHO IVB, etc.

### Communications

- CE News
- Regular publications to align the community



**2024 | Midyear Update**

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

A collection of March 2024 campaign stories captured and curated by Linkbridge Health Campaign Effectiveness Coalition | Health Campaigns Intelligence Hub

**State of Campaigns**

This report contains data from the Health Campaigns Intelligence Hub (Campaign Hub), a global public good from the Health Campaign Effectiveness Coalition and our partners. Offering timely views into campaign-based health delivery for over 30 interventions—including planned campaigns, integrated campaign activities, disease-specific campaigns, and other Campaign Hub helps stakeholders at all levels collaborate more effectively.

In addition, the Campaign Hub allows new visibility into significant challenges and trends in the global health landscape. Midyear through 2024, developments in disease campaigns and integrated campaign activities are increasingly noteworthy.

**Featured Stories**

**Madagascar state kicked off the second phase of a Japanese hepatitis vaccination campaign on March 1.** In Pune, the exercise targeted 83,420 children ages 1 to 15, at least 6,692 vaccination sessions were held, supported by 522 administrators, 365 accredited social health activists, 12 anganwadi workers, and 548 teachers. The campaign also included the Bhan and Rajad districts. [Read More](#)

**Kenya launched the second phase of its polio vaccination campaign March 1,** targeting approximately 500,000 children under 5 across 59 urban councils in Kenya with traditional IPV, nPVP, and OPV doses. The campaign followed the confirmation of a polio case in Siaya province's Thatta district—the fourth case reported in the province and the sixth nationwide, according to [Linda P. Around](#)

**Global Vaccine Market Model (GVMM) demand forecast**

GVMM is a vaccine market resource compiling public and private information from the Gates Foundation, Gavi, CDC, CHAI, PAHO, PATH, UNICEF, WHO and other sources that is managed and curated by [Linkbridge SPC](#). GVMM's Demand Module estimates demand for all vaccines for all countries 2000–2040, with a focus on routine immunization and partial information on campaign, outbreak and stockpile vaccines.

Demand by country, by vaccine is forecasted for each year based on the immunization schedule as reported by countries or projected for new vaccine introductions. The target population (age and sex) is multiplied by the number of doses, the projected coverage/uptake and wastage rate. Buffer is added where demand is increasing.

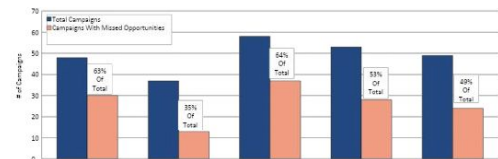
Target Population	Number of Doses	Coverage/Uptake Analog	Vaccine Wastage	Buffer
• Population by country, year of life, and sex	• Country-reported immunization schedule as reported in the JRF	• WUENIC coverage estimates (historical) for BCG, DTP1, and MCV1 for RI only	• Based on doses per vial and presentation	• Buffer is added only in the calculation of demand for routine immunization
• Country-reported target age from JRF	• Planned and projected new introductions as indicated by countries or from partner consultations or from introduction date modeling	• Coverage type applied based on target age	• Standard wastage rates from WHO, unless country-specific wastage is available	• It is most important for the introduction of new vaccines when countries are building stocks
		• Projected as: If coverage <70% then 3% annual increase; 1% annual increase up to 90% (or highest historical if >90%)		• Calculated as demand in year X minus the demand in year X-1 multiplied by 25%
		• For new intros, uptake is applied (80% in year one)		



# Using the Campaign Hub and its data

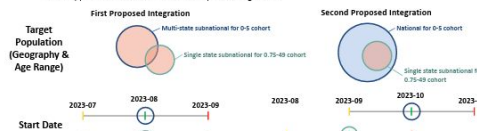
This analysis identified 35-64% of campaigns from 7 countries had potential integration opportunities in 2019-2023

Analysis by year below; overall, 126 of the 240 campaigns (53%) had at least one integration opportunity



Example of two potential missed immunization integration opportunities in Pakistan: OPV + MCV/OCV/TCV/Td

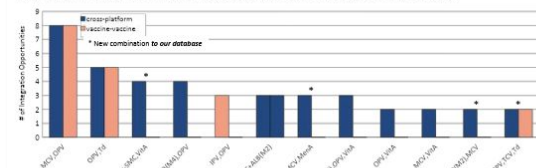
- Within a country there are specific suggested integration combinations that are repeatedly missed
  - In Pakistan, the same intervention combination was possible on two distinct occasions (OPV + MCV/OCV/TCV/Td)
  - Some overlap in geography (subnational/subnational and national/subnational) and age range (0-5 vs. 0.75-49 cohorts)
  - Same start month for first proposed integration and one month apart for second proposed integration
  - See Appendix for more details on these specific integrations



Missed integration opportunities include commonly known (MCV+OPV) and unusual (MCV+OCV/OPV/TCV/Td)

Analysis returned 85 missed integration opportunities for 7 target countries between 2019-2023

There were 56 unique intervention combinations, with 33 being new to our database



## Key Takeaways

- Algorithm analyzed optimal integrations amongst 240 campaigns from 7 target countries occurring 2019-2023
  - 85 integrations were returned after optimizing for compatibility
  - 126 of the 240 campaigns (53%) had at least one integration opportunity
- Algorithm identified familiar intervention combinations (Measles + Oral Polio vaccines, Oral Polio + Tetanus-Diphtheria vaccines), along with a diverse set of combinations (56 total)
  - Measles + Oral Polio vaccines were common missed integrations
  - 33 potential intervention combinations were not previously observed in the database
  - The 4 most common new integrations were Malaria-SMC + VitA (4), Malaria-SMC + MCV/MenA (3), DEC/ALB(M2) + MCV (2), and OPV + MCV/OCV/TCV/Td (2)
- This analysis used retrospective data. This methodology can be used with prospective campaign data:
  - Identify if integrations are feasible,
  - Apply compatibility scores and
  - Explore other programmatic considerations to inform decisions for integration – perhaps in collaboration with Health Campaign Effectiveness Coalition Collaborative Action Strategy

## In-depth analyses

### Missed integration opportunities

IA 2030 DSI Working Group

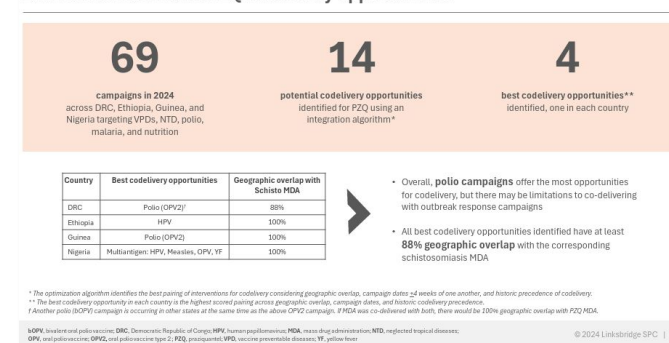
- Developed optimization algorithm to identify missed integration opps in 7 countries from 2019-2023
- Considered target population, geography, planned start date, precedence, and other program factors
- 85 missed opps identified. Top combinations:
  - Measles + Oral Polio vaccines
  - Oral Polio + Td vaccines
  - Malaria SMC + VitA supplementation
  - Albendazole [for STH] + Oral Polio vaccine

## Identifying PZQ codelivery opportunities in four countries

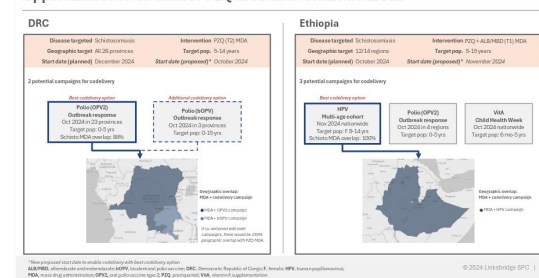
NTD Program

- 14 codelivery opps identified. Most common:
  - Polio (8/14)
  - Malaria SMC (2/14)

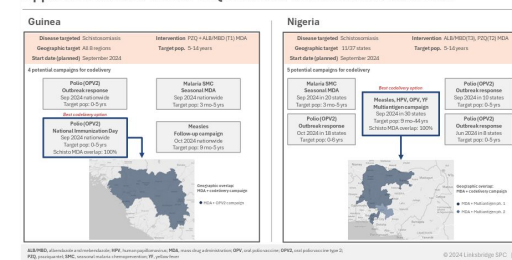
### 2024 schistosomiasis PZQ codelivery opportunities



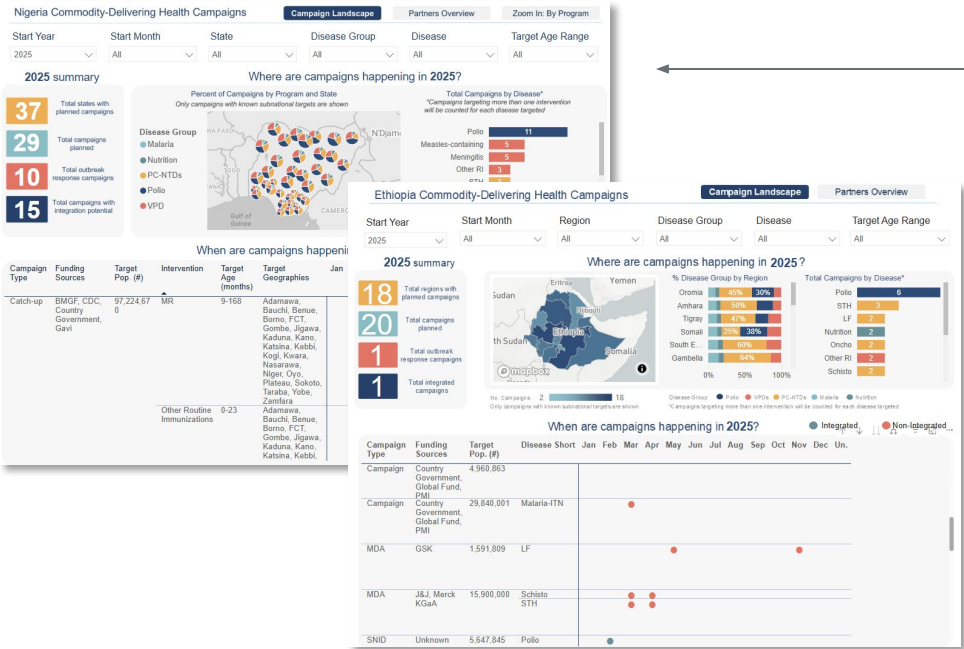
### Opportunities to co-deliver PZQ in schisto-endemic areas



### Opportunities to co-deliver PZQ in schisto-endemic areas continued



# Using the Campaign Hub and its data



## Partnerships

**Collaborative Action Strategy:**  
**Campaign mapping pilot in Ethiopia and Nigeria**  
*HCE Coalition, FMOH Ethiopia, FMOH & NPHCDA Nigeria*

**NTD AI Chatbot**  
*Expanded Special Project for Elimination of NTD (ESPEN), WHO AFRO*

**WIISEmart data repository**  
*IVB, WHO HQ*

Hi I am ESPEN AI Assistant capable of providing accurate NTD-related insights, retrieves reports, explains data visualizations, trend analysis based on the available data for NTDs such as lymphatic filariasis, onchocerciasis, schistosomiasis, soil-transmitted helminths and trachoma. I can answer FAQs, based on the available information and offer structured results with authoritative citations. I also support multiple languages: English, French, and Portuguese.

You can ask me questions such as:

1. How many people were treated for schistosomiasis in Nigeria in 2022?
2. Can you explain the main strategies for trachoma elimination?
3. Where can I find the latest ESPEN data on soil-transmitted helminths?

Please note: This assistant is currently in a test phase. We'd love your feedback to help us improve. After your interaction, you can click on "End Experiment" and complete the short form on the next page to share your thoughts.

Type your message...

Home

Data

Load

Pipelines

Model

Forms

Notif

Admin

Linksbridge Database

Data

Fields

Info

History

Pipelines

Old

API

27 columns selected

☒ Empty columns

☐ System columns

activity_id	country	scope	activity_type	delivery_method	intervention	codelivery	phased	total_phases	total_sub_activities	start_year	start_month
1098	Benin	National	Child health/MH event		VITA	Yes	Yes	2	2	2021	Apr
968	Tajikistan	Unknown	Campaign		VITA	No	Yes	2	2	2020	Jun
707	India	Subnational	MDA		2'ALBIM4	No	Yes	2	2	2020	Jun
1443	Nigeria	Subnational	Preventive		YF	Yes	No	1	14	2021	Nov
34	Ethiopia	National	follow-up		Measles	Yes	No	1	1	2020	Jun
974	Burundi	Unknown	Child health/MH event		VITA	No	Yes	2	2	2019	Jun
539	Azerbaijan	Subnational	MDA		2'ALBIM4	No	No	1	1	2021	Apr
243	DRC	Subnational	Outbreak response		mOPV2	No	No	1	1	2019	Dec
605	Comoros	Subnational	MDA		MEB	No	No	1	1	2019	Jan



# Country Use Cases: Nigeria & Ethiopia Campaign Mapping

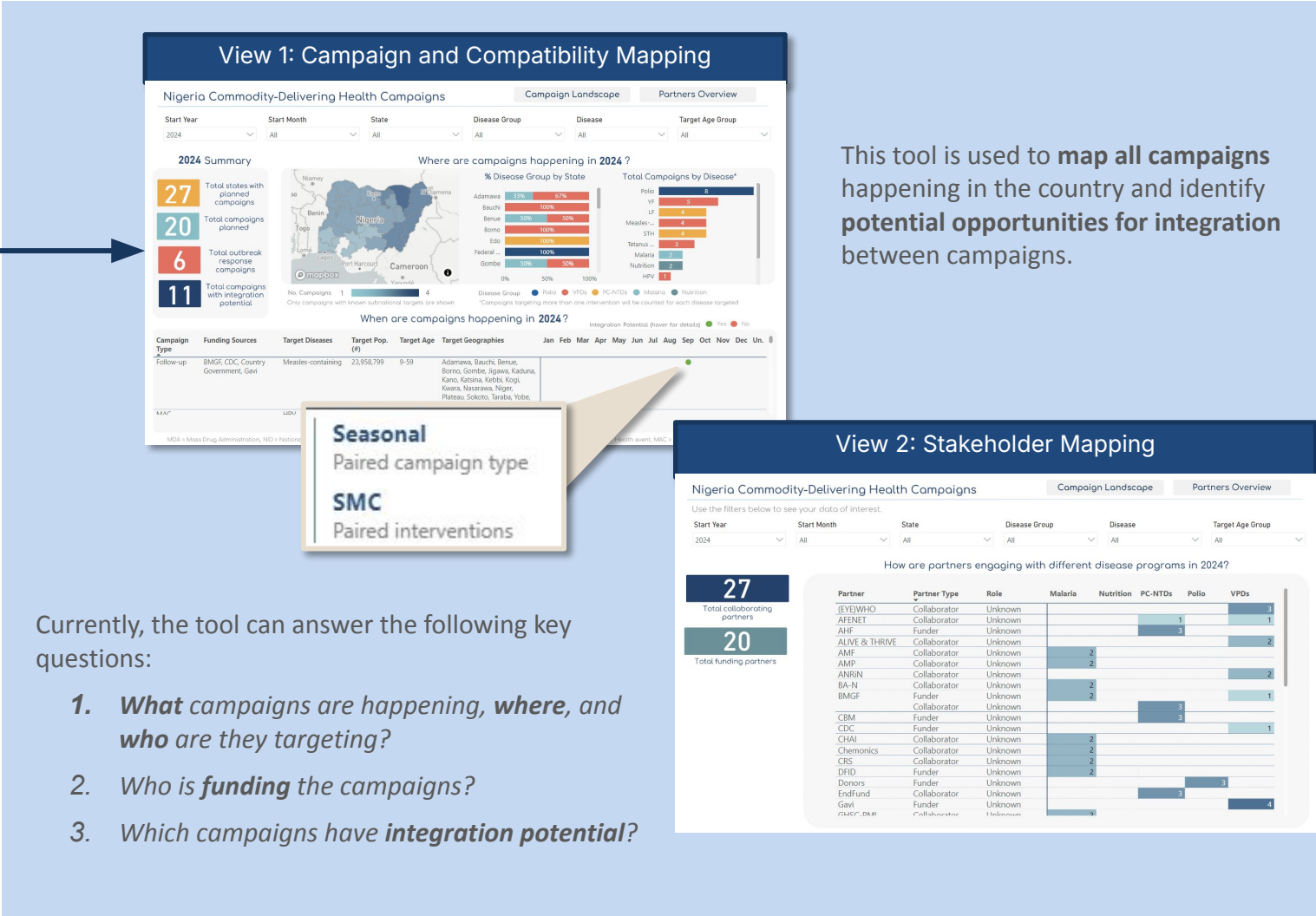
## Country Request

Country HCE Collaborative Action Strategy teams requested support to **map campaigns** occurring in the next three years **to inform program implementation**. Teams expressed the need to:

- 1. Harmonize campaign planning **data management** across programs
- 2. List **stakeholders** involved in campaign planning, funding, and delivery
- 3. Highlight potential opportunities for **collaboration and integration**
- 4. Identify opportunities for improved **effectiveness** of campaigns

## Linksbridge Solution

Linksbridge piloted the Nigeria and Ethiopia Campaign Mapping and Integration Tool (adapted from the global Campaign Hub database) to support country efforts to increase campaign efficiencies, promote integration and collaboration, and optimize resources for campaign implementation.



# Using the Campaign Hub and its data

## Ecosystem and program support

### Data and dashboards

- Gavi IRC app and internal database restructure
- M&RP PSU campaigns tracker
- Malaria database and analytics support
- Integration source for GPEI
- Successful transfer of data models, front-end views, SOPs, and data definitions to partners

### Financial and planning practices

- Polio campaign costing efficiencies
- Target population estimator for Nigeria campaigns
- Analyses on campaign and routine coverage
- VIMC and measles program impact analyses
- Global Vaccine Market Model (GVMM) demand forecasting for vaccine markets
- Ad-hoc support to HCE Coalition, WHO IVB, etc.

### Communications

- CE News
- Regular publications to align the community

## In-depth analyses

### Missed integration opportunities

#### *IA 2030 DSI Working Group*

- Developed optimization algorithm to identify missed integration opps in 7 countries from 2019-2023
- Considered target population, geography, planned start date, precedence, and other program factors
- 85 missed opps identified. Top combinations:
  - Measles + Oral Polio vaccines
  - Oral Polio + Td vaccines
  - Malaria SMC + VitA supplementation
  - Albendazole [for STH] + Oral Polio vaccine

### Identifying PZQ codelivery opportunities in four countries

#### *NTD Program*

- 14 codelivery opps identified. Most common:
  - Polio (8/14)
  - Malaria SMC (2/14)

## Partnerships

### Collaborative Action Strategy: Campaign mapping pilot in Ethiopia and Nigeria

*HCE Coalition, FMOH Ethiopia, FMOH & NPHCDA Nigeria*

### NTD AI Chatbot

*Expanded Special Project for Elimination of NTD (ESPEN), WHO AFRO*

### WIISEmart data repository

*IVB, WHO HQ*

# Engage with the Campaign Hub

## Global

### HCE Coalition website

<http://campaigneffectiveness.org/campaign-data/>

### Subscribe to the Campaign Hub

- Linksbridge Workspace hosts additional campaign data and dashboards
- Free through 2025, with organizational subscriptions beginning in 2026

.....▶ <http://workspace.linksbridge.com>

## Regional/Country

### Campaign planning

- Review this resources part of your national planning processes

### Set up your own Campaign Hub!

- We can work with you to set up a regional- or country-level database and dashboard with existing Campaign Hub data
- Include additional data relevant to your programs

## Programs

### Ad-hoc analyses

### APIs

### Contribute data

Contact us for more information:

[Jaqui.Goldsberry@sassenach.co](mailto:Jaqui.Goldsberry@sassenach.co)

[KJ.Zunigha@linksbridge.com](mailto:KJ.Zunigha@linksbridge.com)