

Determinants of success: findings from 14 post-campaign surveys in 5 countries

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January 26, 2015

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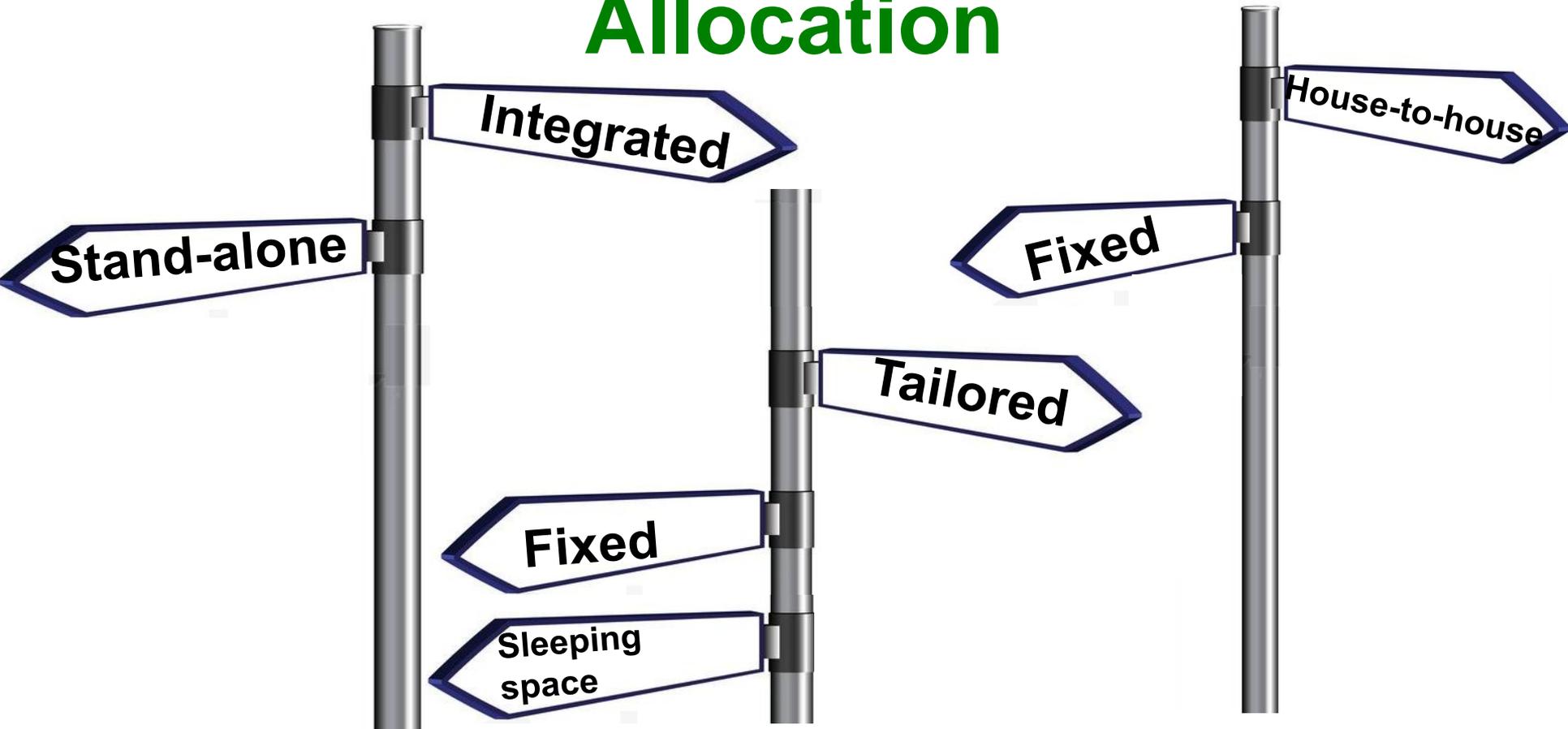


What is the best strategy for mass campaigns?

Distribution

Delivery

Allocation



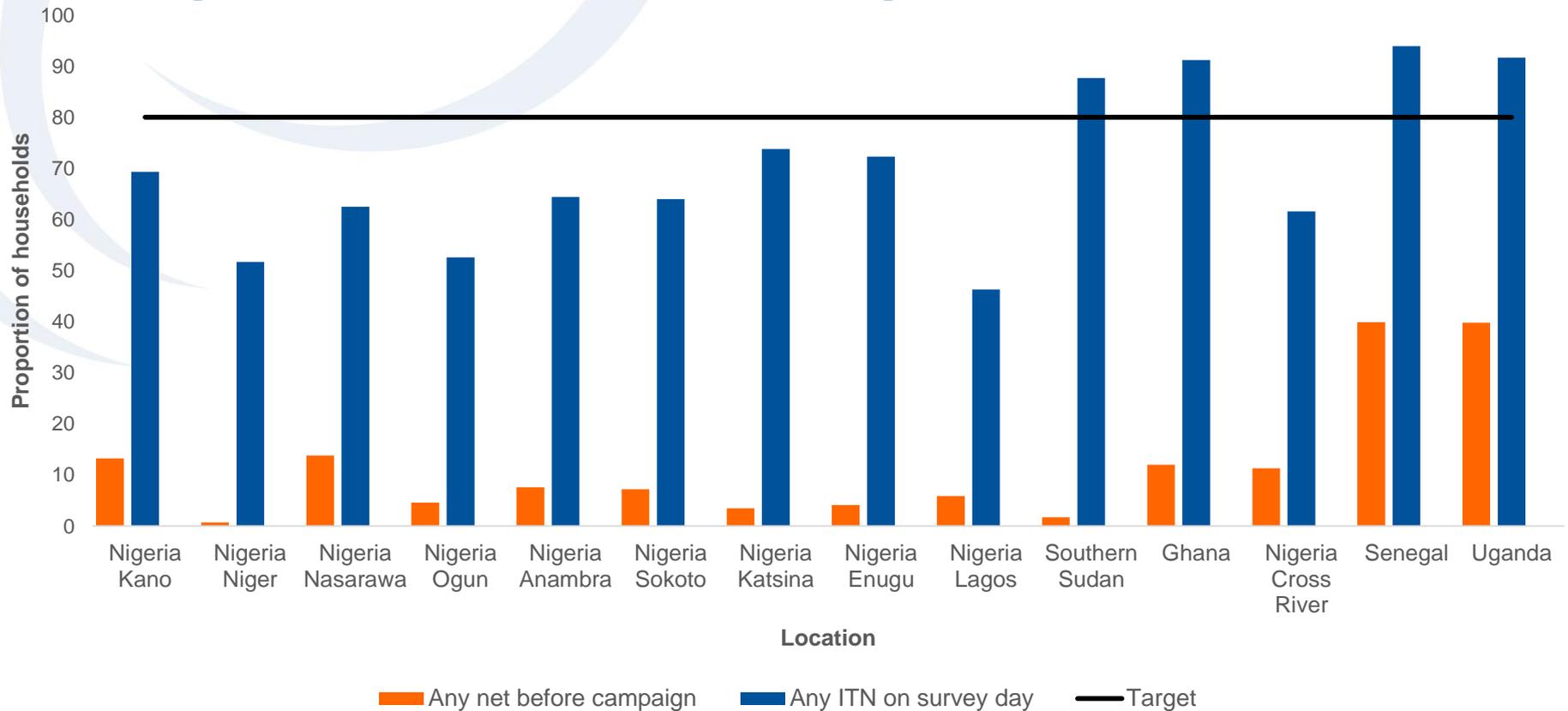
Methods

- 14 post-campaign surveys from Nigeria (10 states), Ghana, South Sudan, Senegal and Uganda
- Campaigns from 2009-2011 with different distribution, allocation and delivery strategies
- Same registration strategy (door-to-door)
- 6 to 12 months after the campaign
- Similar sampling method and questionnaires
- 13,901 households

Results



Dramatic increase in ownership regardless of strategy

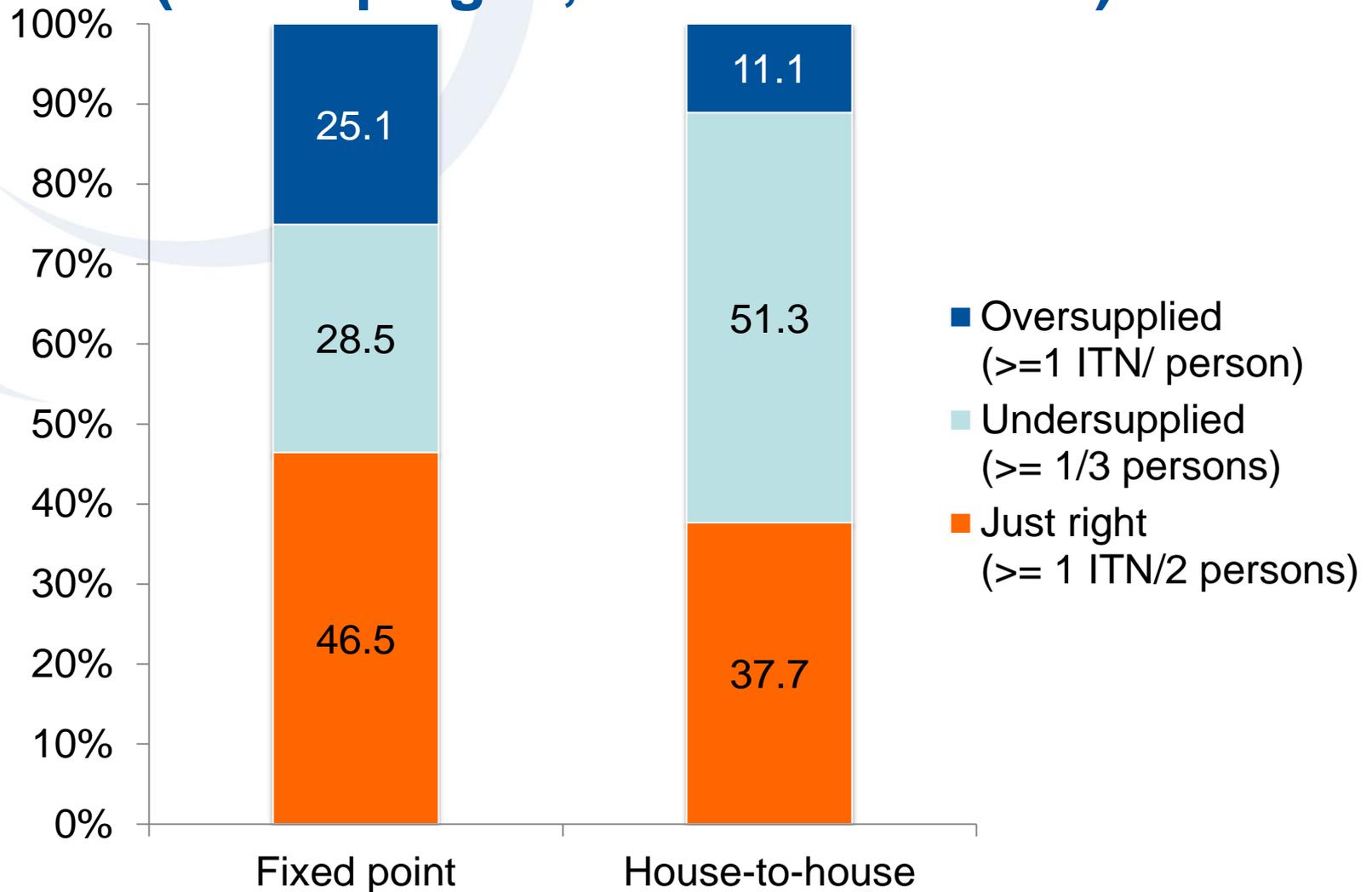


Scorecard: how to achieve both breadth and depth?

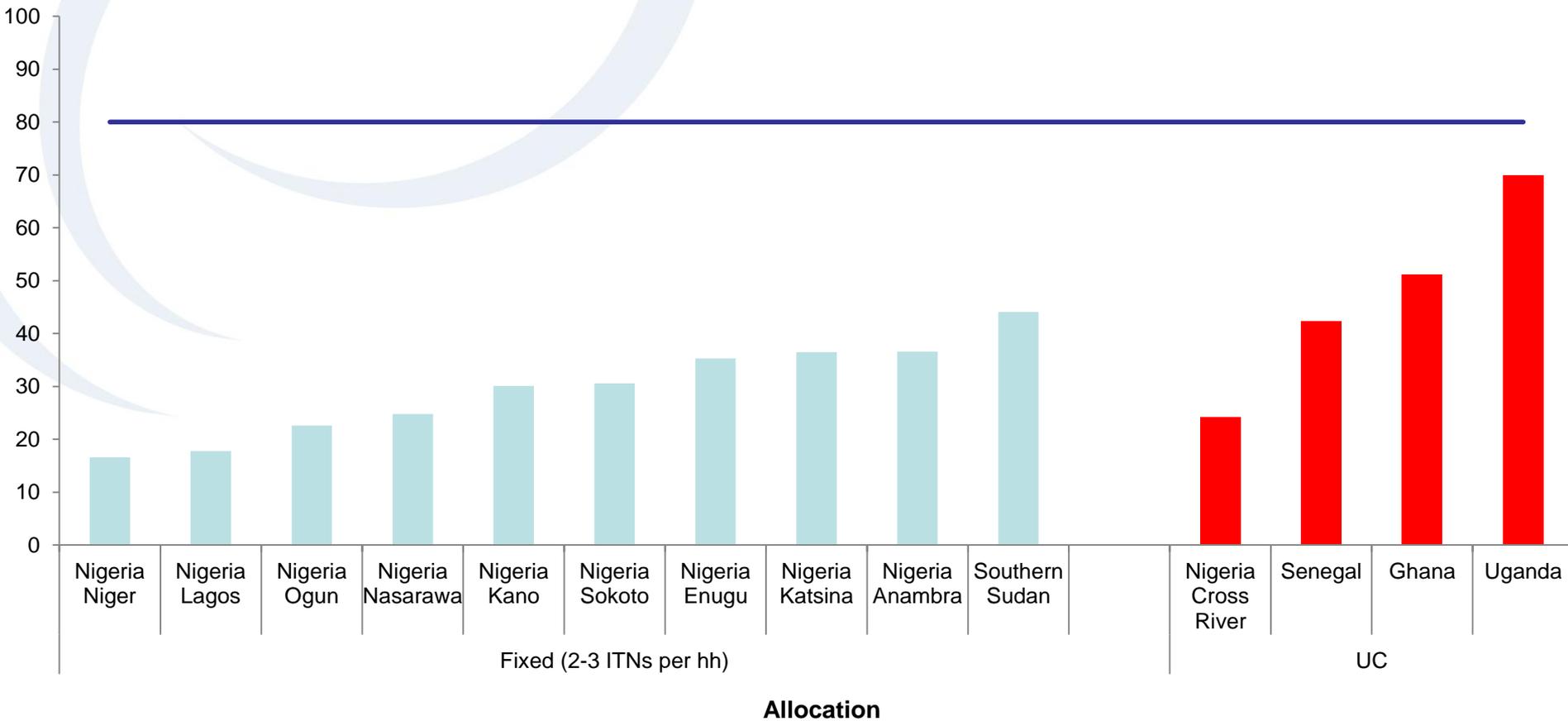
	Breadth (1 ITN from campaign)	Depth (1 ITN/ 2 ppl)
House-to-house delivery	5.3****	0.76***
Universal allocation	0.86 (ns)	1.35***
Integrated distribution	1.25 (ns)	1.43***
Household registered	113.6***	16.7***



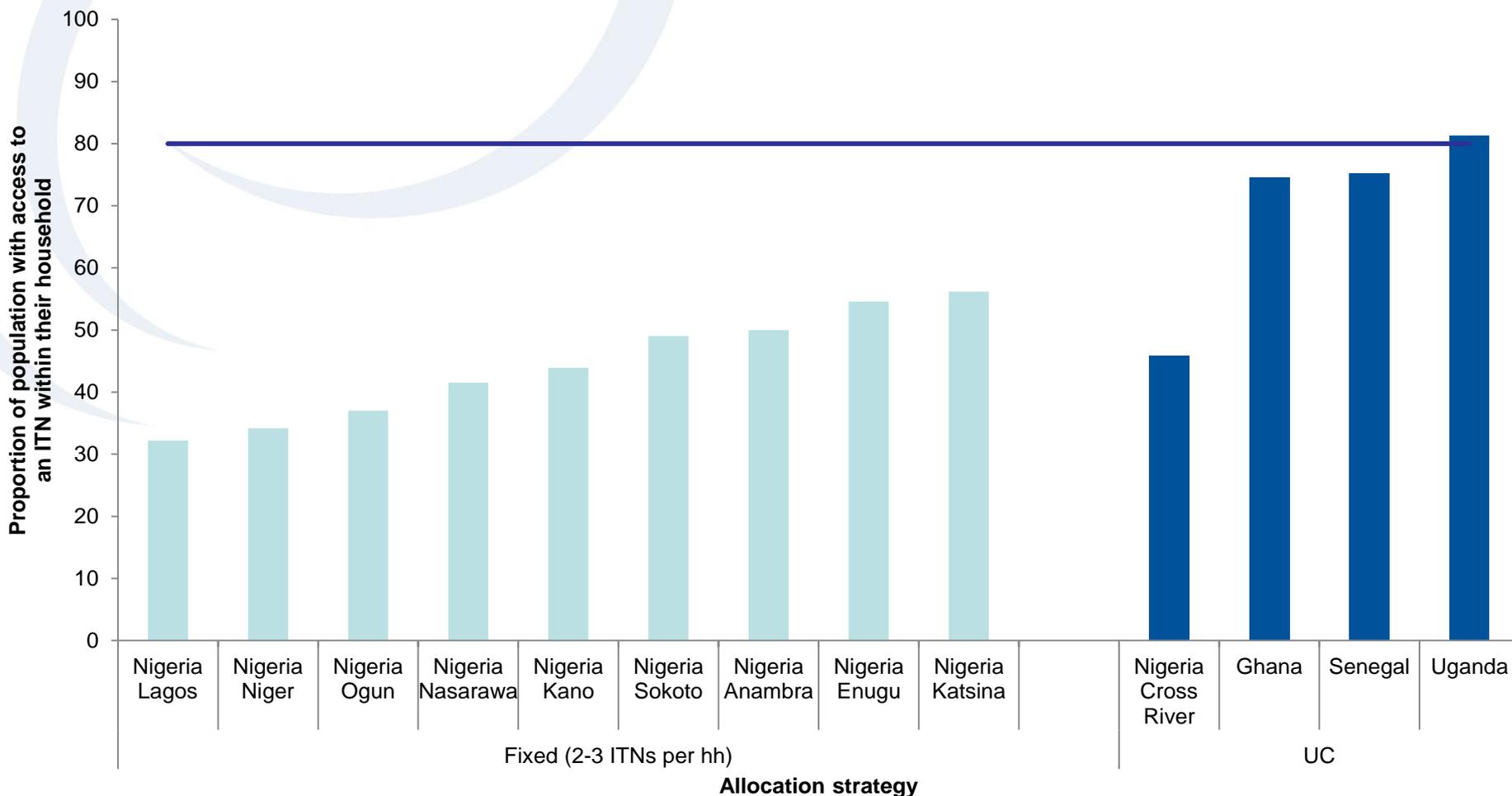
Delivery strategy: mixed results (5 campaigns, all UC allocation)



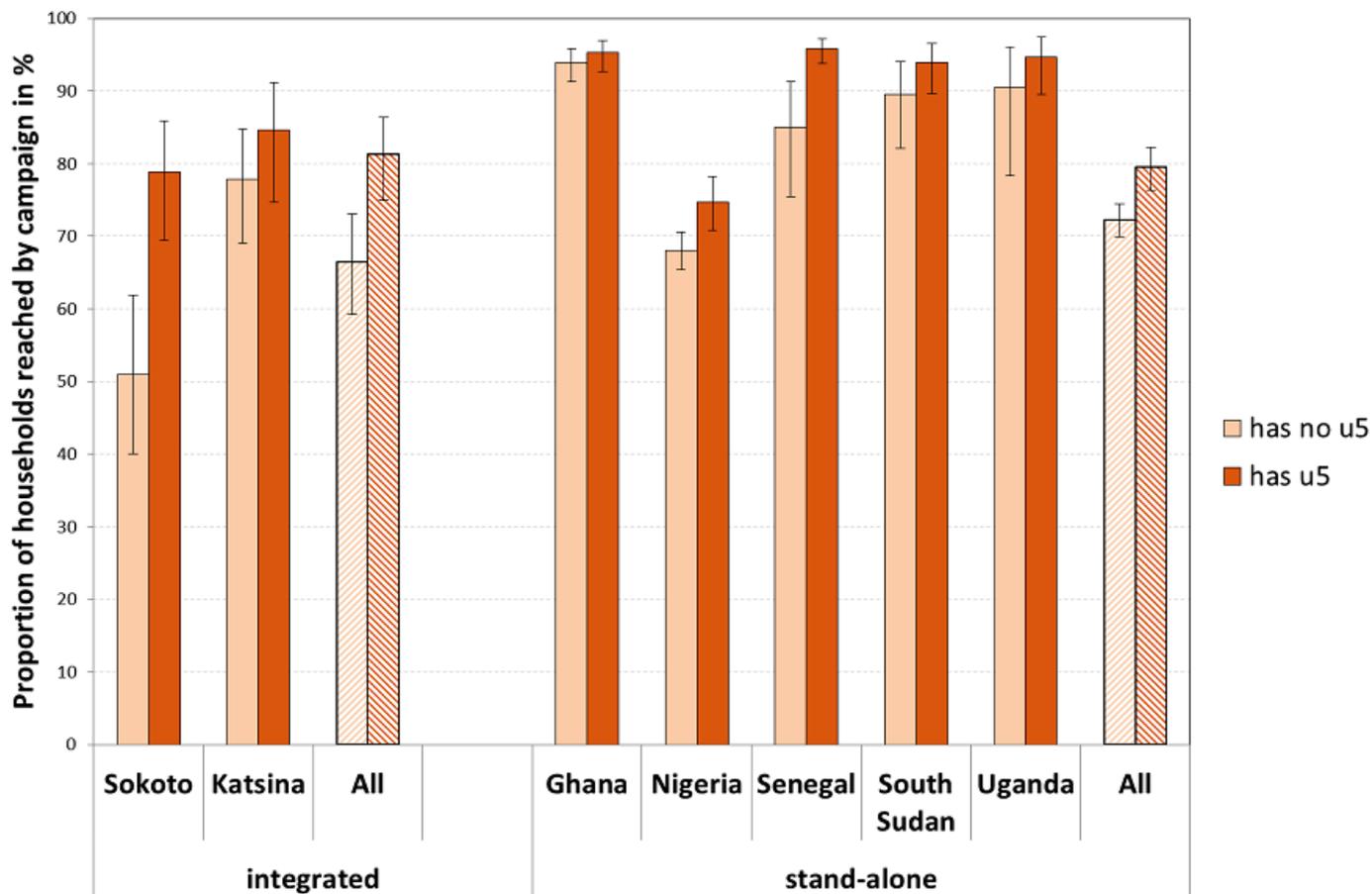
Allocation and 1 ITN/2 people



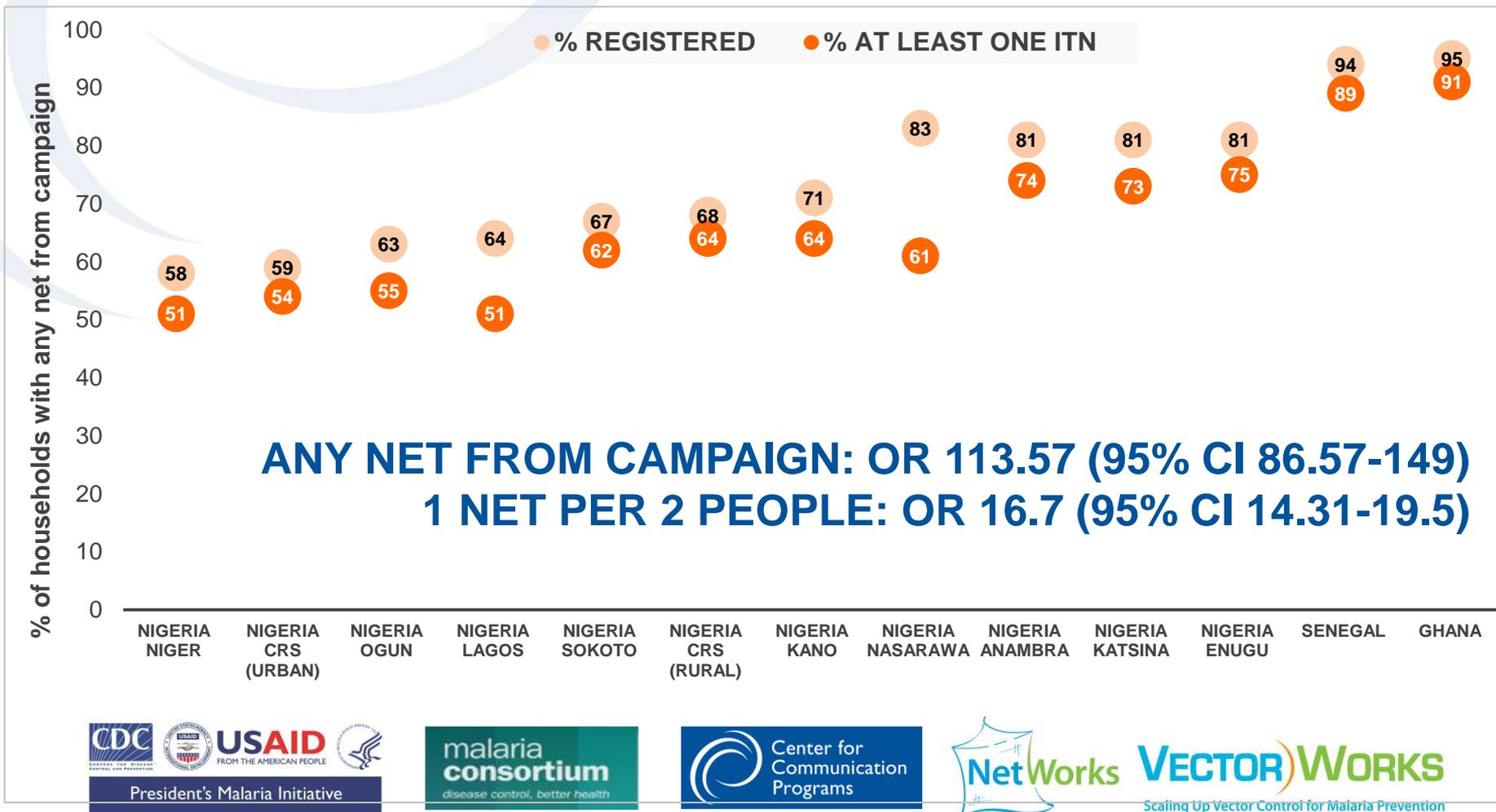
Allocation and population access



Integrated and stand-alone campaigns both more likely to reach hh with U5s

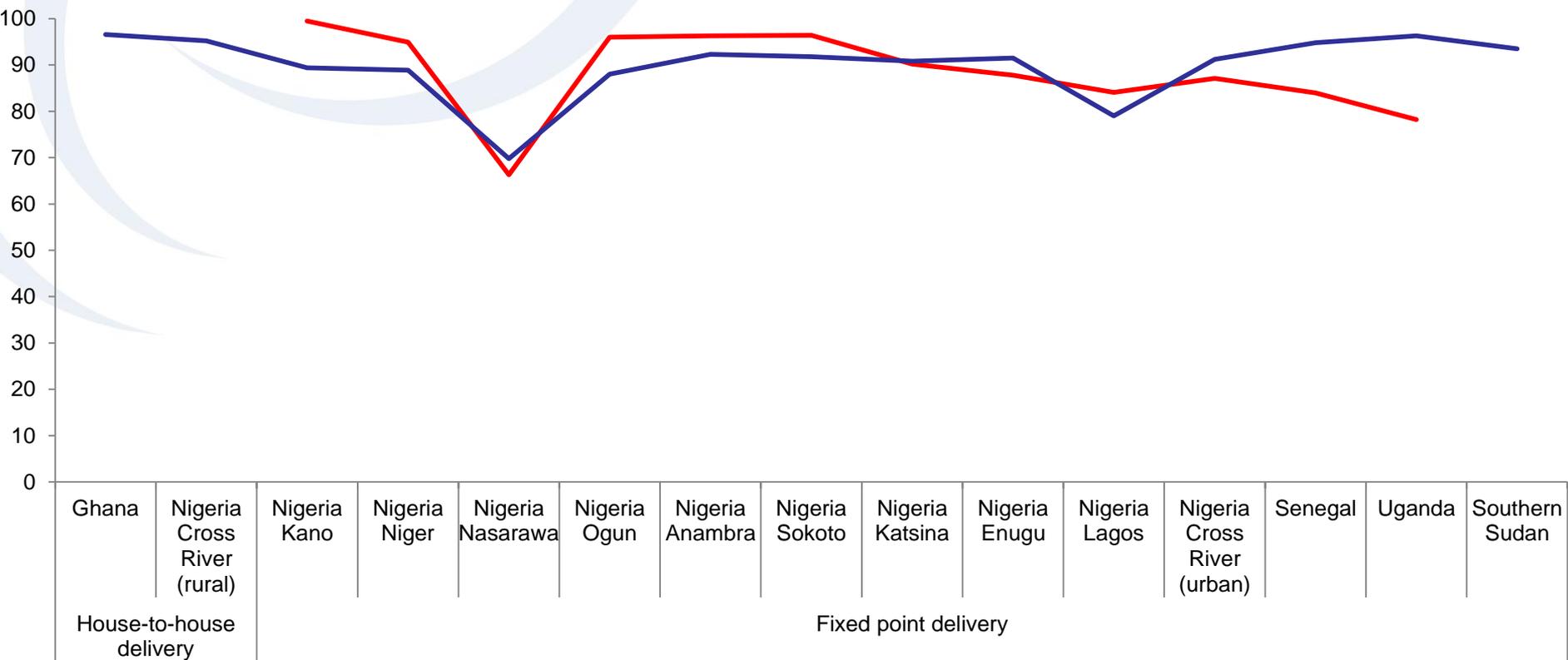


Campaign effectiveness followed pattern of registration

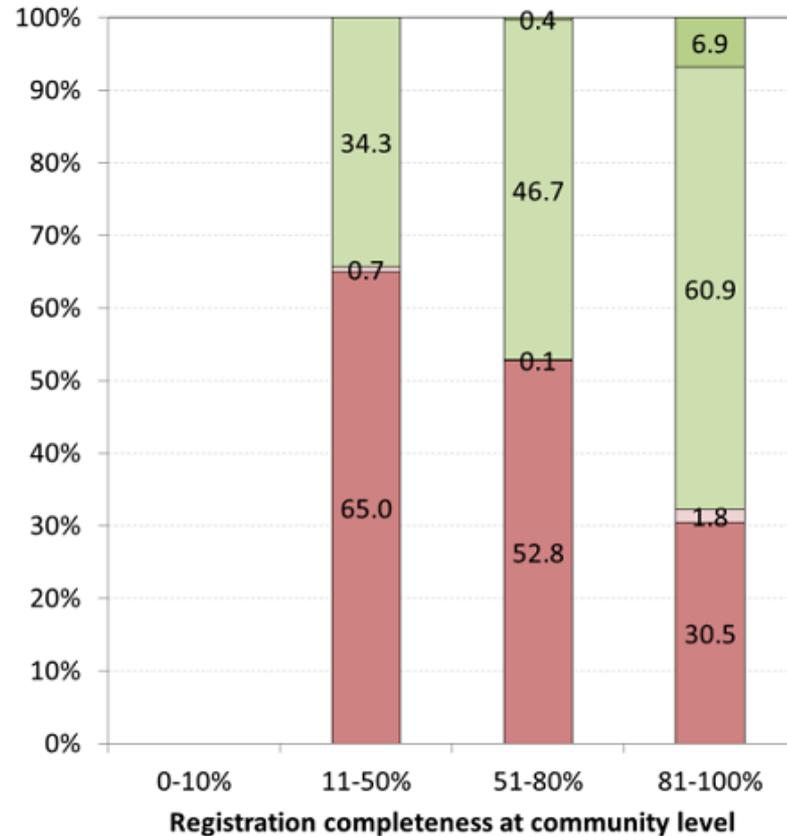
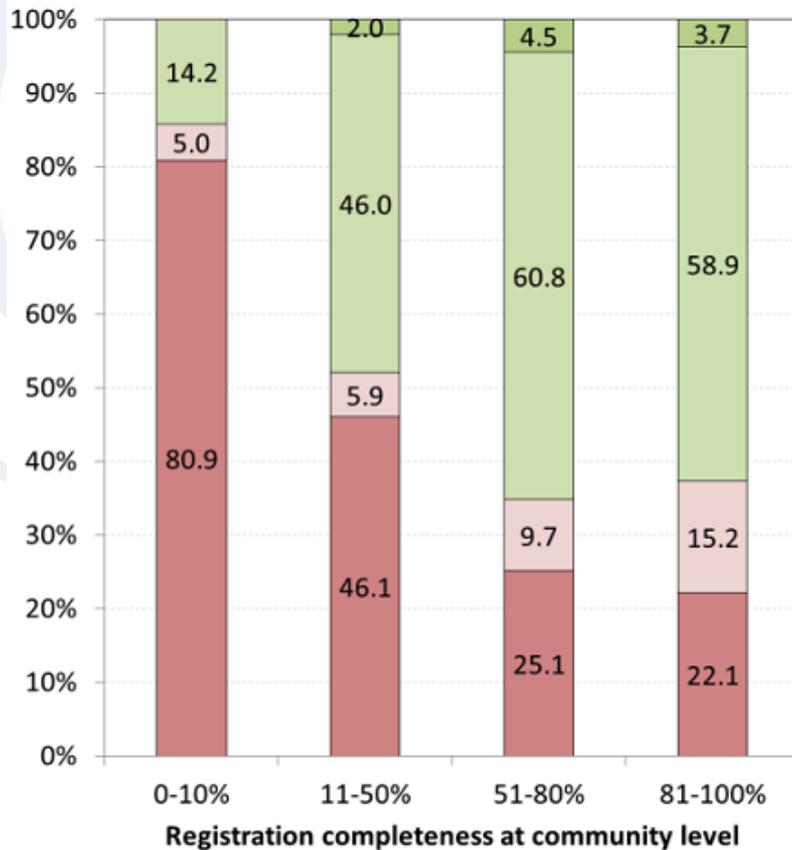


Most households registered either got a coupon or a net

— HH got a coupon — HH got a least one ITN



Reasons for non-registration



Fixed

House-to-house

- We refused
- We were not around
- Team had no coupons/refused
- Team did not come



Take home points (1)

- Mass campaigns remain a great way to rapidly scale up coverage regardless of the strategy used
- Quality of implementation matters.
 - Registration most important determinant of hh owning any net from a campaign and of hh having enough nets.
 - Reducing barriers to household registration will increase the likelihood of a successful campaign

Take home points (2)

- Allocation based on UC more likely to result in higher registration rates and in having enough nets.
- Either delivery strategy is valid; they each have a strength & weakness
- Integrated and stand-alone campaigns have a pro-U5 bias
- More research on cost-effectiveness of different strategies is needed.

Strengths and limitations

- Synthesis of strategies used across different contexts
- Results can be used to guide implementation
- Small sample of 14 campaigns; surveys subject to recall bias
- Demographic findings, results on equity and ownership rates consistent with previous research

Acknowledgements

- Participants and data collectors
- Malaria Consortium & Tropical Health
- Donors and projects that contributed to the surveys used:
 - South Sudan: PPA (DFID)
 - Nigeria: SuNMaP (DFID) and NetWorks (PMI)
 - Uganda: Pioneer (Comic Relief UK)



Thank you!



Photo by Kim Burns Case, CCP, courtesy of the Stop Malaria Project

