

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

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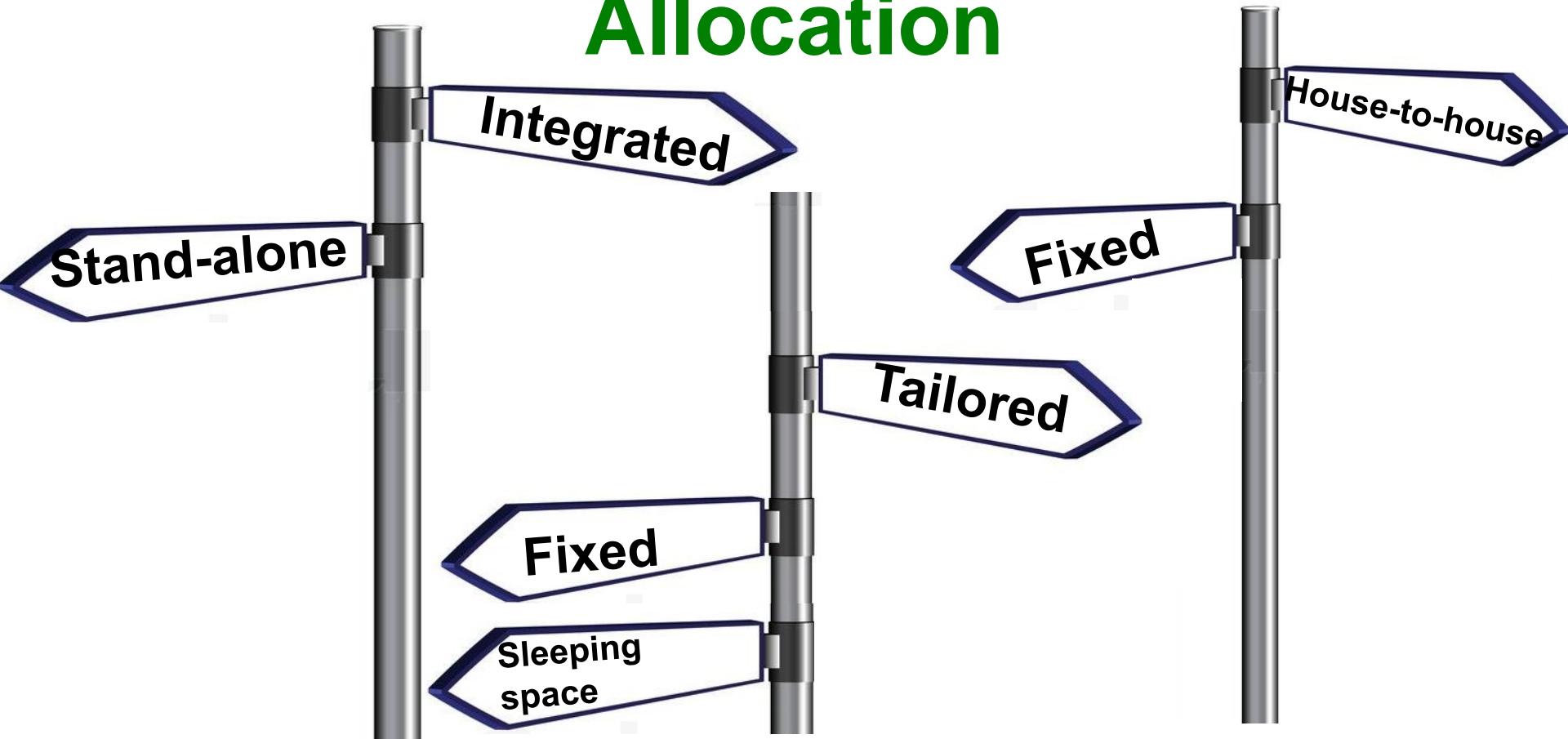


What is the best strategy for mass campaigns?

Distribution

Delivery

Allocation

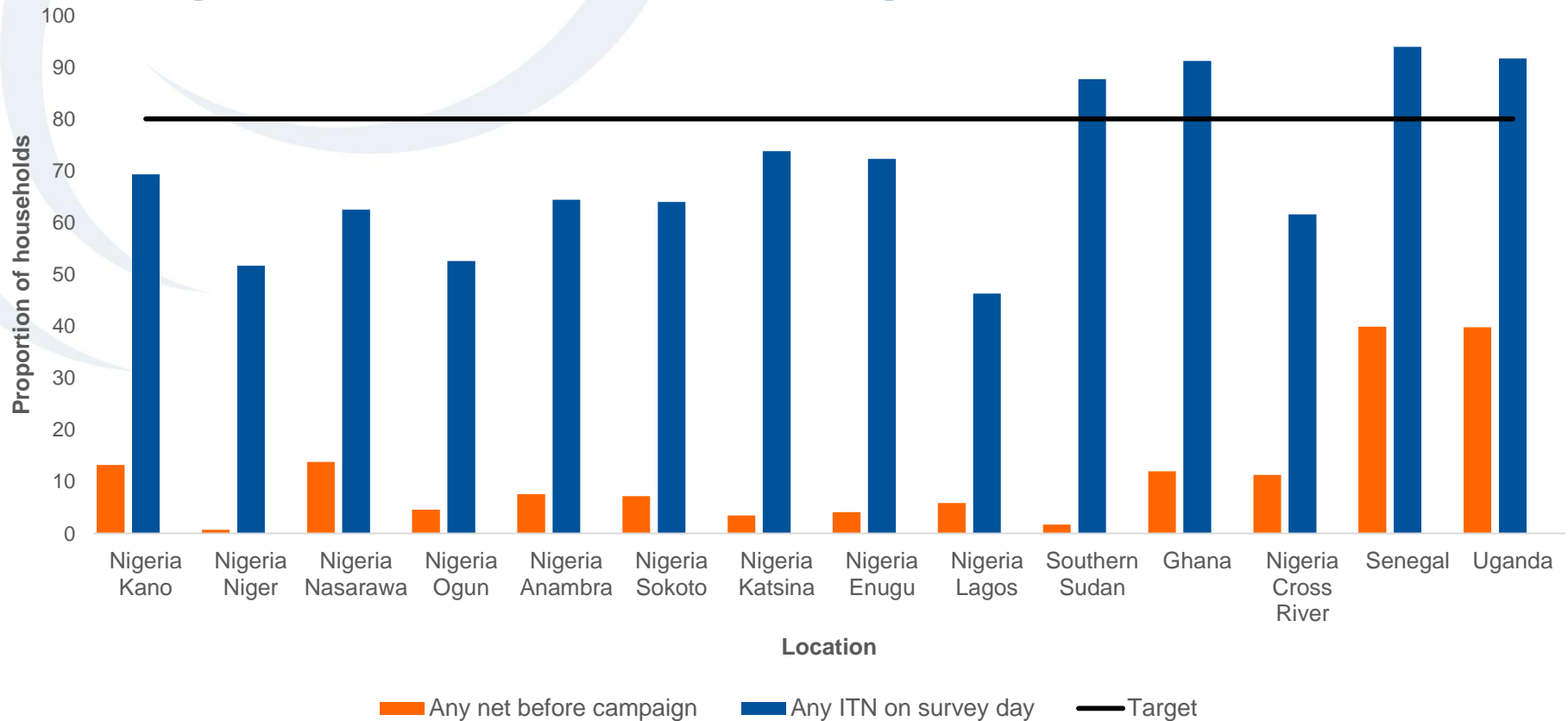


Methods

- 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

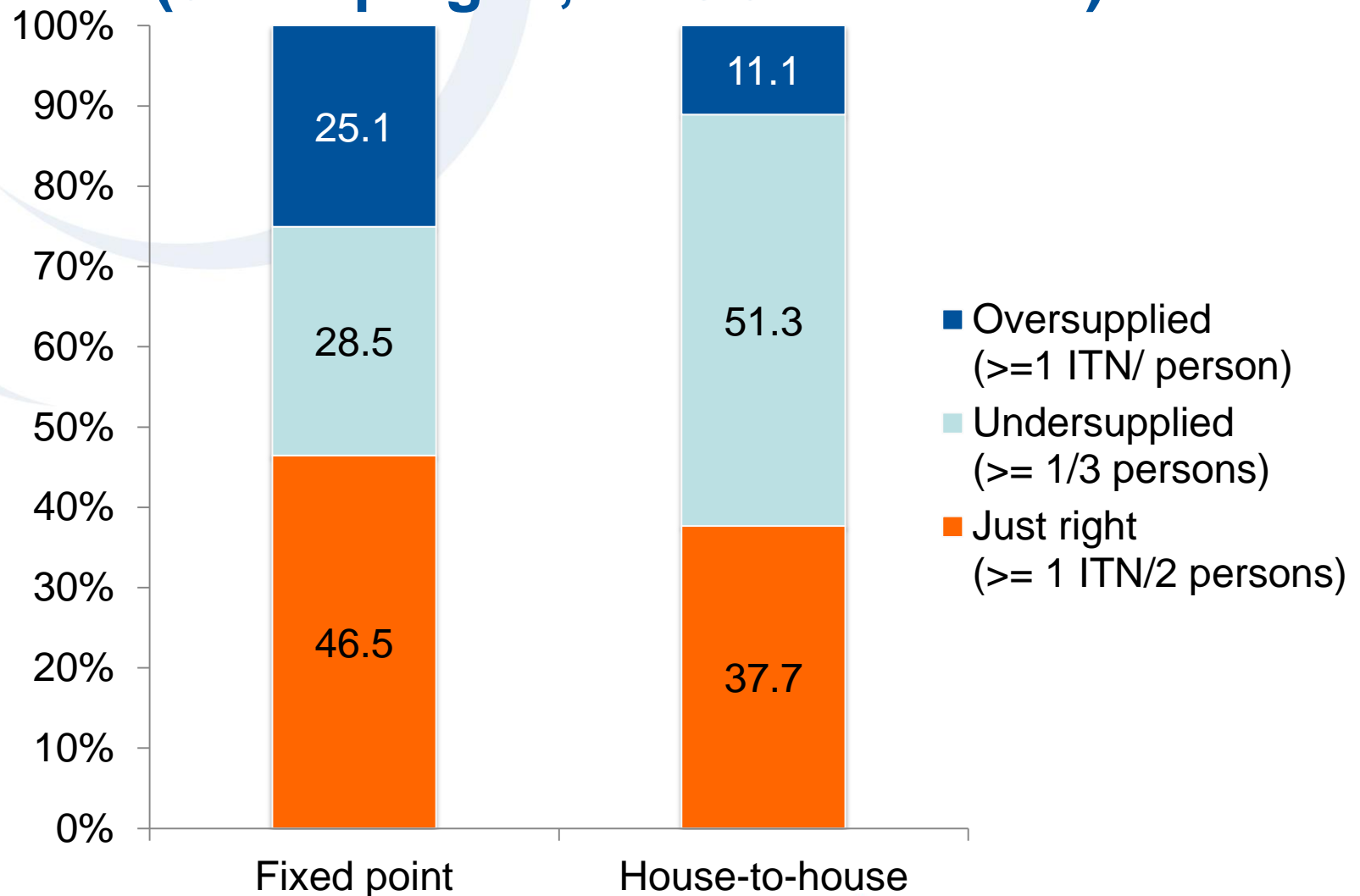


Scorecard: how to achieve both breadth and depth?

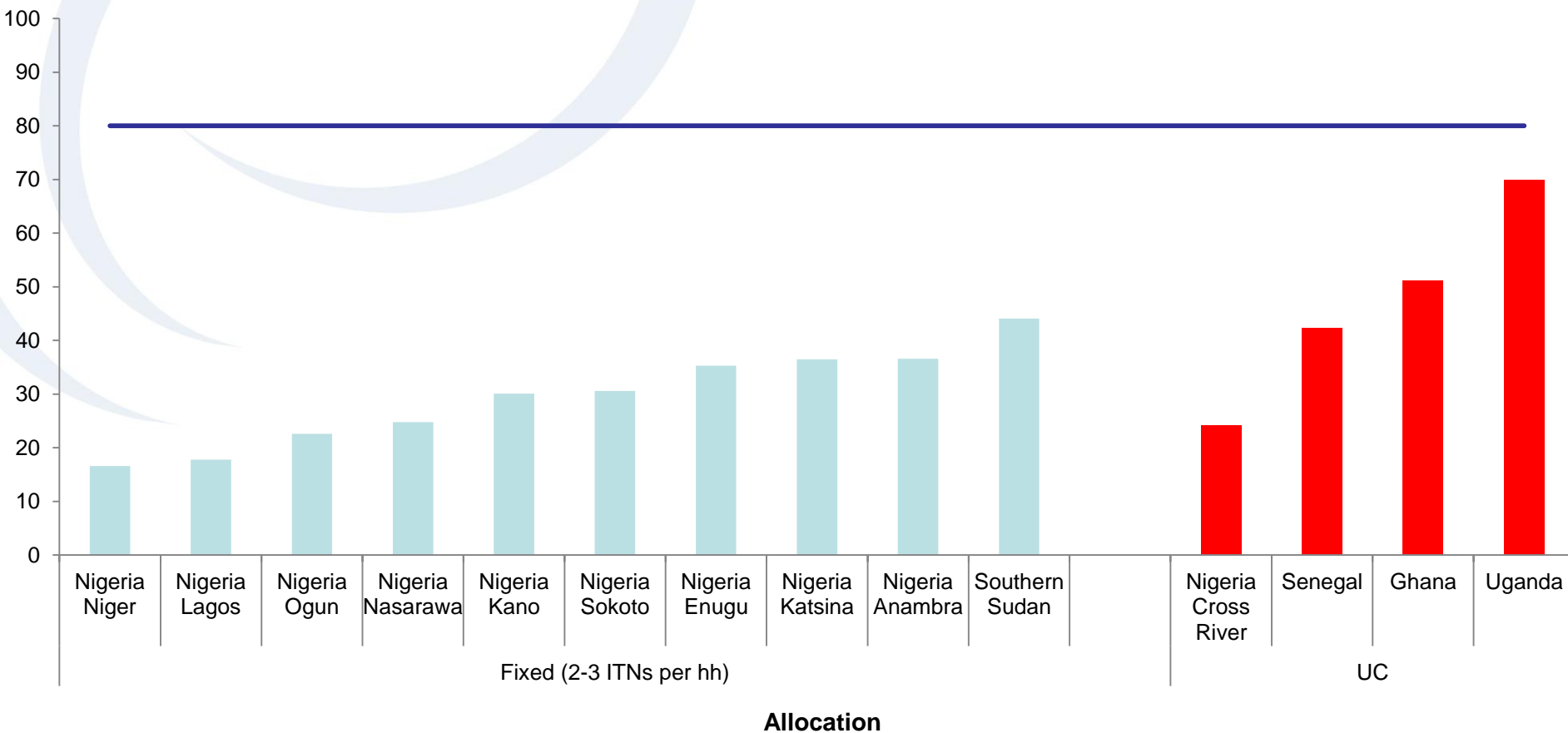
	Breadth (1 ITN from campaign)	Depth (1 ITN/ 2 ppl)
House-to-house delivery	5.3****	0.76***
Universal allocation	0.86 (ns)	1.35***
Integrated distribution	1.25 (ns)	1.43***
Household registered	113.6***	16.7***



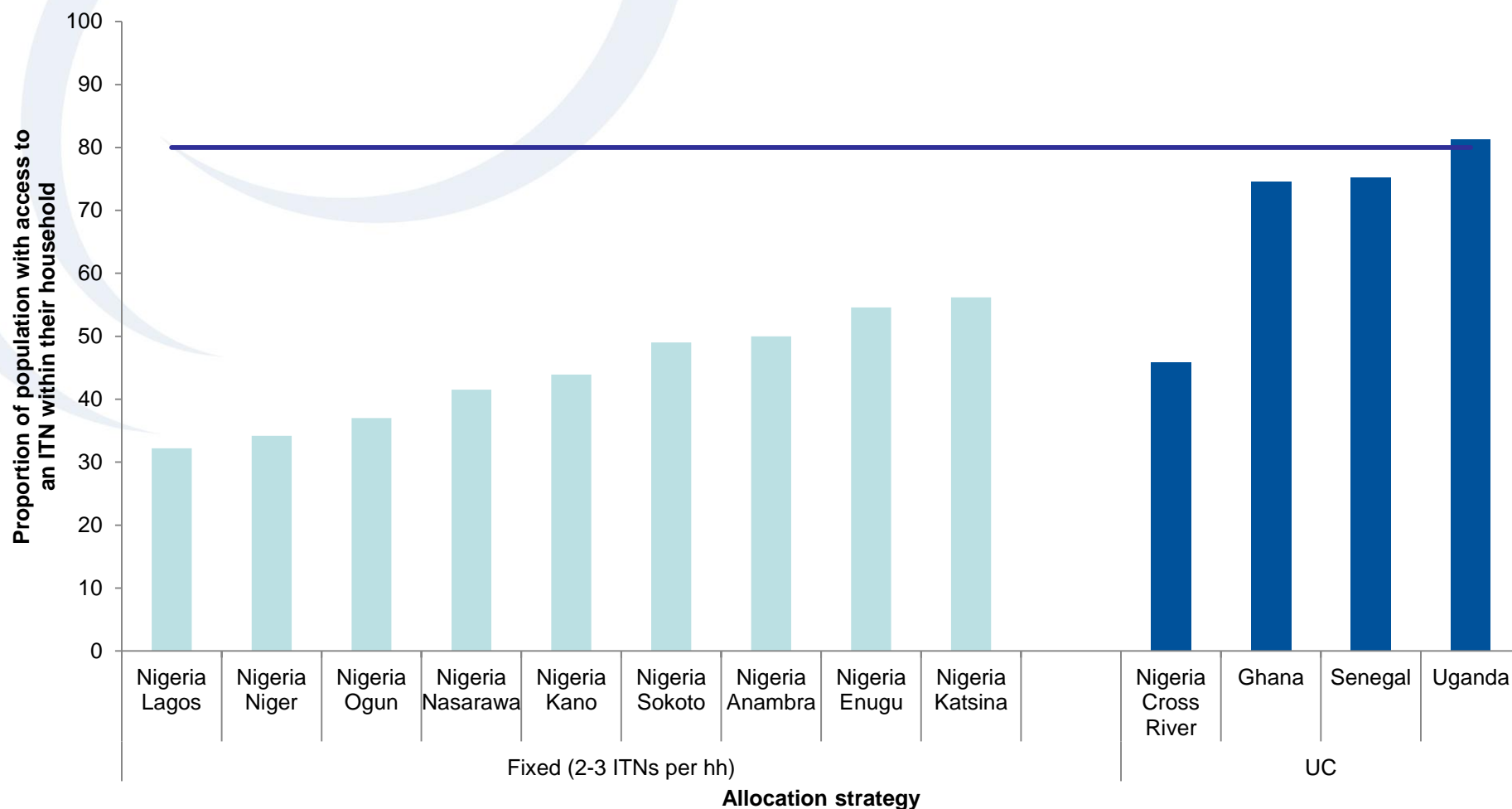
Delivery strategy: mixed results (5 campaigns, all UC allocation)



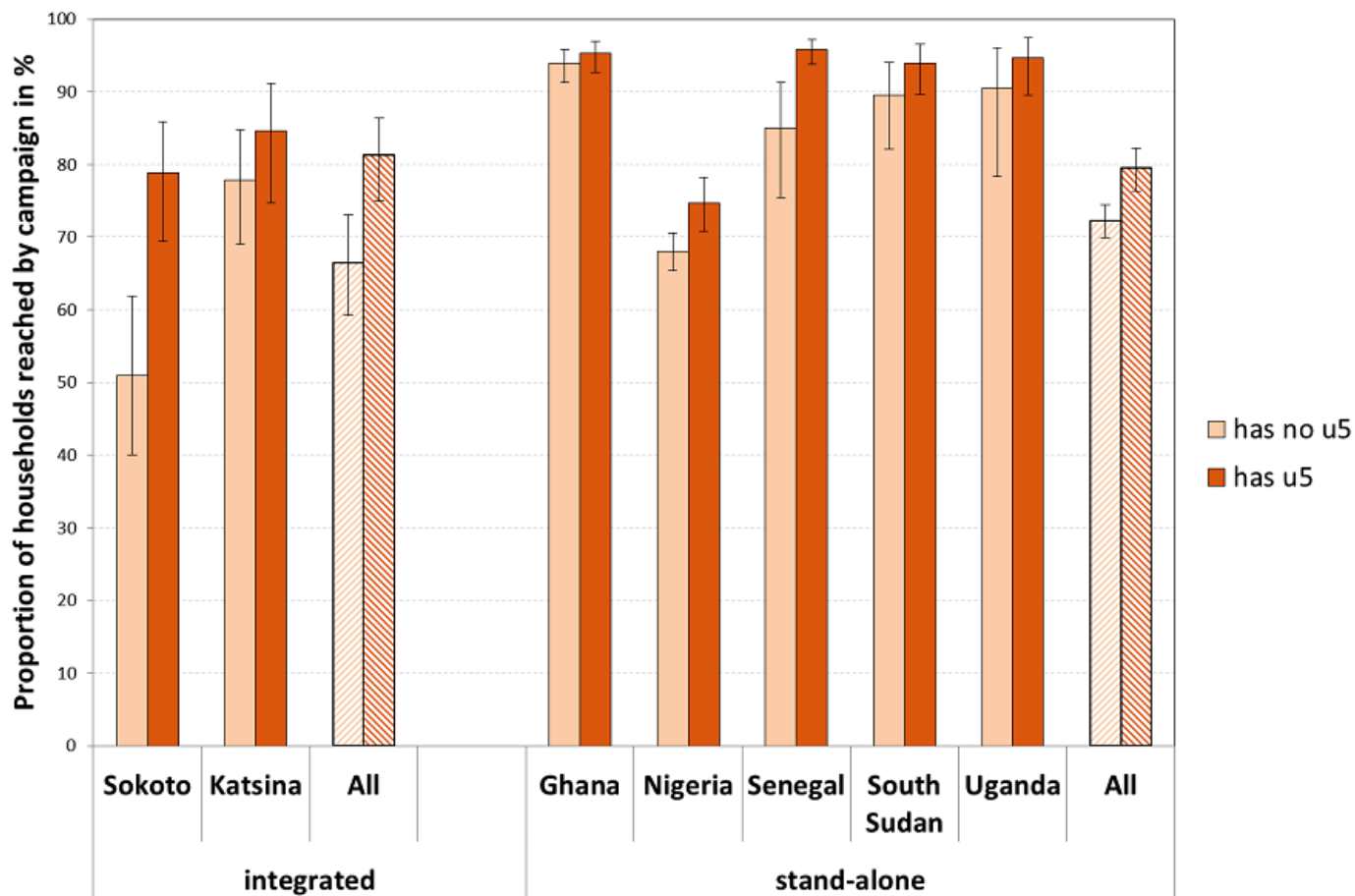
Allocation and 1 ITN/2 people



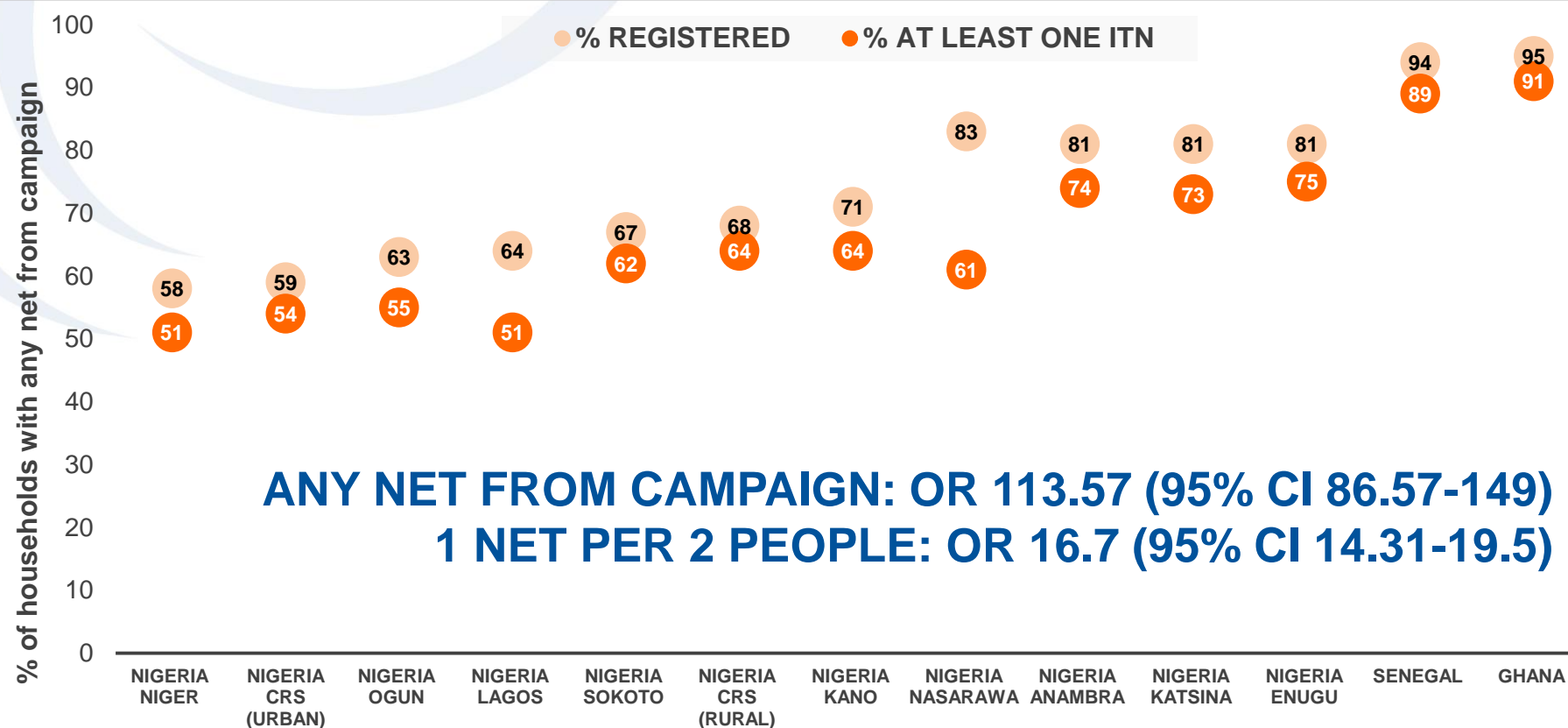
Allocation and population access



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



Campaign effectiveness followed pattern of registration



USAID
FROM THE AMERICAN PEOPLE



President's Malaria Initiative

malaria consortium
disease control, better health



Center for
Communication
Programs



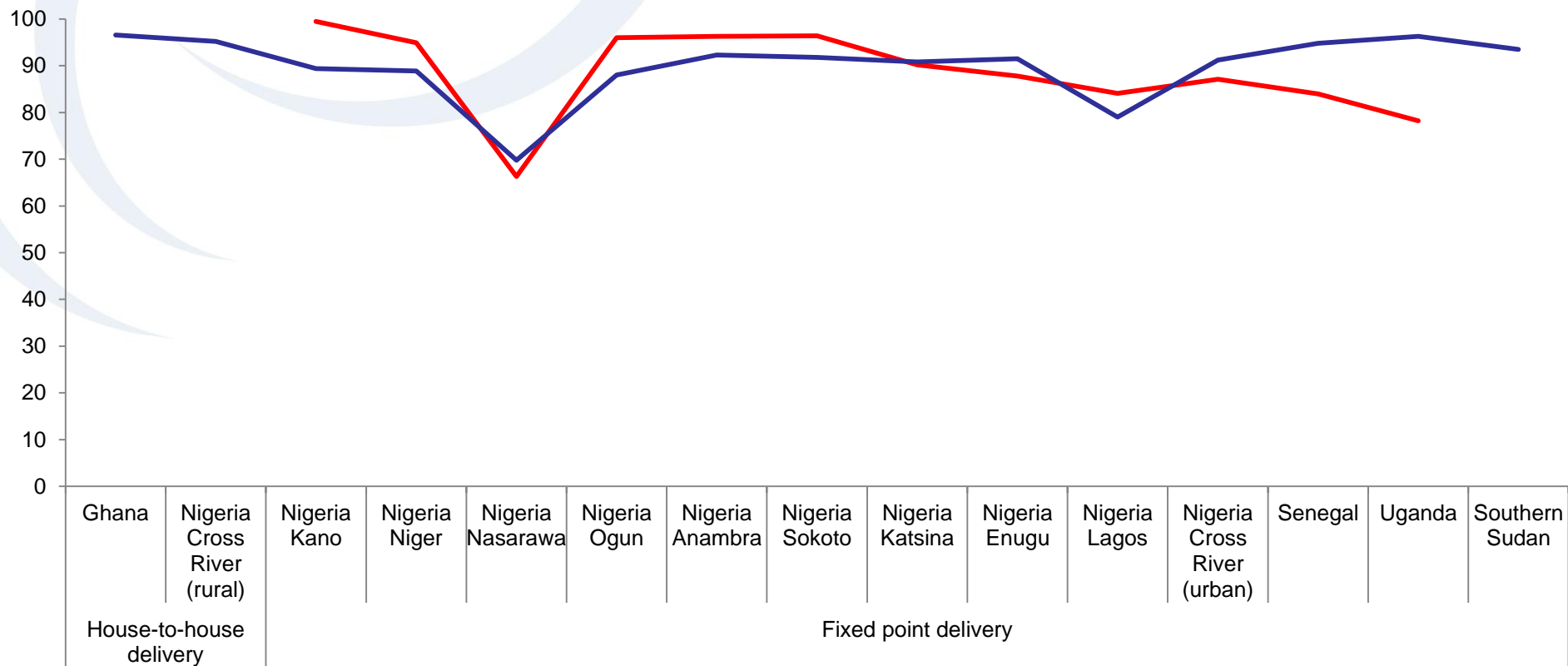
NetWorks

VECTORWORKS

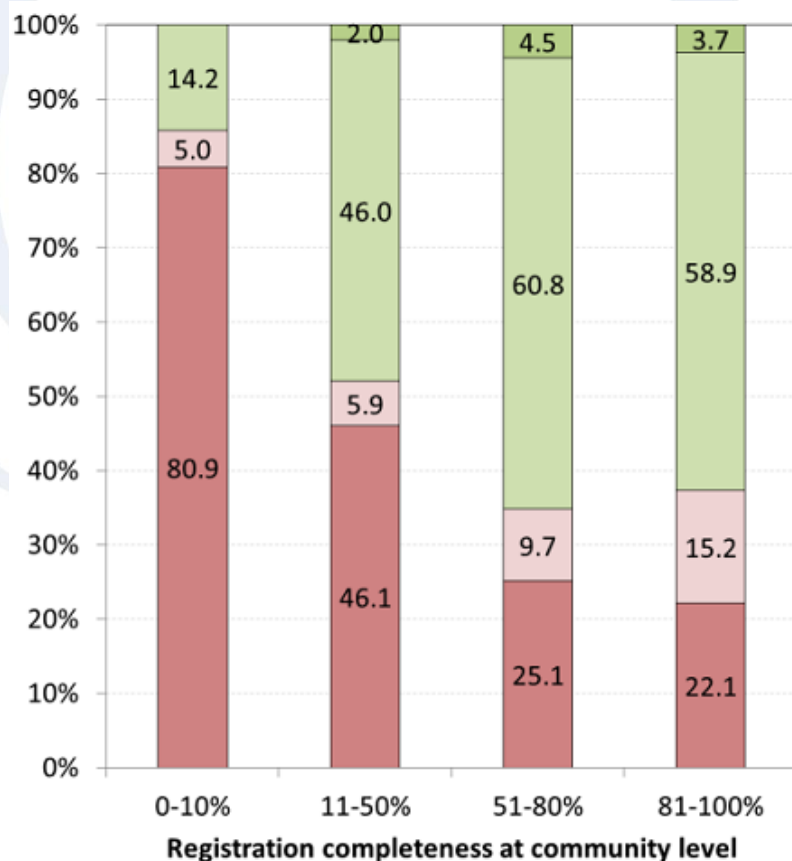
Scaling Up Vector Control for Malaria Prevention

Most households registered either got a coupon or a net

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

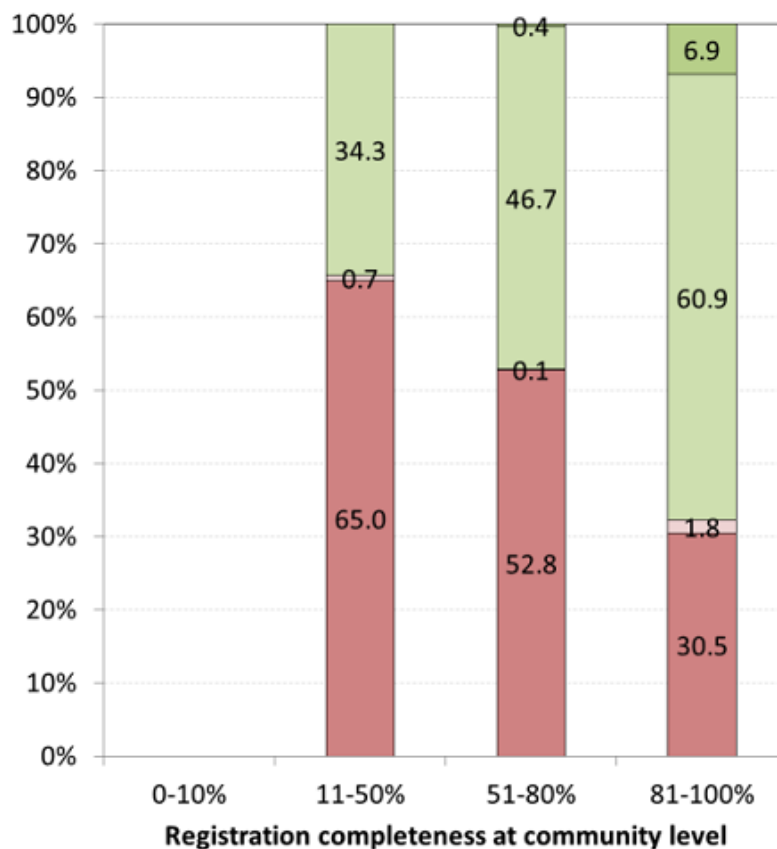


Reasons for non-registration



Fixed

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



House-to-house

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

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Thank you!

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

