



Review ITN campaign coordination structure and identify common understanding of campaign and assessment needs

1.1. Establish the ITN campaign M&E sub-committee

At the start of the campaign planning process, the coordination structure for the campaign should be defined, followed by the establishment of the National Coordinating Committee and the different technical sub-committees required to ensure detailed planning, budgeting and follow-up on campaign planning and implementation. Monitoring and evaluation are typically either integrated into the “technical sub-committee” or established as a separate M&E sub-committee.¹⁰ The ITN campaign M&E sub-committee should include

national malaria programme staff and partners overseeing and implementing the M&E of ITN campaign activities. In preparation for potential ITN campaign assessments, the assessment data analyst who leads the finalization of the mobile application questionnaire, coding and analysis of assessment data should be identified early and included as a key member of the ITN campaign M&E sub-committee. See Step 3 (section 3.5) for further details of the role of the assessment technical working group (TWG).

1.2. Develop a common understanding of campaign and assessment needs

In considering whether to implement ITN campaign HHR and/or ITN distribution assessments, it is important to begin by reviewing the campaign plan of action and other planning and operational guidance. This will provide stakeholders with a common understanding of campaign goals and objectives, the capacity of campaign actors to effect change, and where the campaign fits within the larger national health context. These are important components of describing the programme, which is a key initial step in programme evaluation¹¹. The decision to undertake one or more assessments and subsequent planning should begin

at least 12 months prior to the ITN campaign, as ITN campaign macroplanning commences, to ensure that sufficient resources are allocated to the activities. This will allow the planned assessment(s) to be included in the M&E section of the ITN campaign plan of action (or in the M&E plan of action), timeline, risk assessment and mitigation plan and budget. Additionally, should the assessment identify gaps or problems during the implementation of HHR or ITN distribution activities, it will be important to determine options for corrective actions and add a budget line to be used as needed for improving campaign outcomes.

¹⁰. This document assumes that the sub-committee that oversees assessment is called the ITN campaign M&E sub-committee.

¹¹. Centers for Disease Control and Prevention. Framework for program evaluation in public health. MMWR 1999;48 (No. RR-11).