

STEP
2

Identify assessment goals and approach, objectives and primary ITN campaign indicators for a potential assessment

2.1. Identify assessment goals and approach

For efficient ITN distribution campaigns and equitable population access to ITNs in targeted areas, **goals of assessing HHR** are to identify gaps in quality and facilitate corrective action during and/or after HHR in areas with unacceptable registration quality. Likewise, **goals of ITN distribution assessment** are to validate that the ITN campaign has achieved its targets during and/or after distribution. Where targets have not been met, the national malaria programme and sub-national Ministry

of Health (MOH) authorities implementing the campaign will need to determine **follow-up and corrective actions** to ensure maximum uptake and use of nets¹² during and/or after HHR and ITN distribution.

To achieve these goals, AMP recommends that national malaria programmes consider both in-process and end-process assessment approaches. Each approach has strengths and challenges, summarized in Table 1 below.

Table 1: In-process and end-process assessment approaches

Assessment approach	Description and recommended timing	Strengths	Challenges
In-process	<p>Conducted during activity implementation and designed to flag potential programmatic issues for further investigation and action during the HHR and/or ITN distribution process</p> <p>Timing: During initial two to four days of HHR and/or ITN distribution activities planned for up to seven days, or five to seven days for activities planned for up to fifteen days</p>	<ul style="list-style-type: none"> Identifies strengths and better practices implemented in some campaign areas which may inform solutions and improvements in other campaign areas Allows identification and resolution of operational issues through corrective action early in the campaign process Allows for early mitigation of identified issues to improve HHR and ITN coverage 	<ul style="list-style-type: none"> Staff resources may be insufficient, limiting the opportunities to conduct the assessment(s) during campaign activities Attention might be diverted from other campaign monitoring and supervision efforts during the campaign

12. AMP (2020). *Assessment protocol developed for the monitoring of ITN mass campaign processes: Household registration and ITN distribution in Sierra Leone.*

Assessment approach	Description and recommended timing	Strengths	Challenges
End-process	<p>Provides a means to validate achievement of key campaign activities and is conducted at the end of the implementation of a campaign phase or all campaign activities, with results and lessons learned used to inform future plans</p> <p>Timing: Start within three to five days of the last day of HHR and/or ITN distribution activities</p>	<ul style="list-style-type: none"> Provides an extensive post-activity or campaign evaluation, lessons learned for future activities, and ITN hanging and use data if implemented post-distribution 	<ul style="list-style-type: none"> Less likely to allow for corrective actions to improve performance of the current campaign Difficulty in addressing underperforming assessment lots Difficulty in budgeting and planning for corrective actions after the campaign has ended

2.2. Identify assessment objective

The overall objective of assessing ITN campaign HHR and/or ITN distribution activities is to determine if the campaign has achieved the desired level of performance in a given area in order to take corrective actions as needed, either during or after implementation of activities.

The M&E sub-committee should further identify country-specific objectives and key indicators of interest for potential assessment and present these to members of the national campaign coordination structure. This will help to inform stakeholder decisions in Step three regarding whether to undertake the assessment and how the results will be used during and after the campaign.

Objectives developed as part of previous ITN campaign assessments include to:

- Monitor the HHR and ITN distribution process to ensure that all areas and HHs within the targeted geographic areas were covered according to a pre-specified coverage threshold
- Measure geographical coverage in real time, in terms of reaching all targeted areas
- Determine the number of HHs missed by the registration teams or not provided with a voucher during the visit
- Measure the correctness of the ITN allocation per HH and corresponding vouchers in compliance with decisions taken and communicated during training and in campaign guidelines about number of nets per HH
- Assess the quality of the HHR visit and ITN distribution, including the retention of campaign information communicated to HH members
- Identify successes, innovations or problems for daily feedback to the HHR and ITN distribution team supervisors to reinforce or improve campaign activities
- Identify problems with concepts and procedures that could be improved for future HHR activities
- Assess campaign coverage of HHs with at least one ITN; with the correct number of ITNs based on the ITN campaign allocation rules; with sufficient ITNs to reach national targets; as well as use or non-use of ITNs received during the campaign by HH members

2.3. Select priority assessment indicators and targets and plan corrective actions

Assessment indicators are drawn from the validated set of indicators for the ITN campaign. Indicator selection is a critical step in the development of survey protocols and tools that

are feasible to implement and will produce clear, actionable results to inform in-process or post-process mop-up actions where needed.

It is important for indicators to be clear and focused on one item to be measured. To give an example of lack of focus, during an HHR assessment in one country, it was learned that the indicator “Percentage of HH correctly registered” required several criteria to be met, including the correct number of ITNs noted on the ITN distribution voucher and the correct marking of the HH code at the end of the registration visit. During the assessment, results showed that several HHR agents had difficulty in uniformly marking the HH code while most HHR agents noted the correct number of ITNs on the distribution voucher. As the responses to these two questions were compiled into one indicator, the results showed low levels of correct HHR when the issue was with HH marking and not incorrect completion of the coupons/vouchers.

In general, it is recommended to prioritize a small number of indicators, which will simplify and increase speed of data collection, analysis and feedback for corrective action. Table 2 provides a list of some recommended

assessment indicators, with further detail in section 4.6 regarding indicator needs for in- and end-process assessments and single- and double-phase campaigns.

Table 2: Indicators for ITN campaign assessments for consideration by the National Coordinating Committee

Household registration	<ul style="list-style-type: none"> ● Percentage of HHs registered ● Percentage of HHs that received voucher(s) ● Percentage of HHs that received voucher(s) with ITN allocation consistent with ITN campaign allocation rules
ITN distribution	<ul style="list-style-type: none"> ● Percentage of HHs that received any ITNs during the distribution ● Percentage of HHs that received the correct number of ITNs according to ITN campaign allocation rules
ITN use	<ul style="list-style-type: none"> ● Percentage of ITN use by children under five years ● Percentage of ITN use by pregnant women ● Percentage of ITN use by others, over five years ● Percentage of ITN use by total population
Cross-cutting SBC indicators for HHR and ITN distribution	<ul style="list-style-type: none"> ● Percentage of HHs that received any information about the ITN campaign <ul style="list-style-type: none"> ▶ If HH received information, percentage who heard about the campaign from: a volunteer, town crier or motorized street announcer, religious leader, health facility worker, community health worker (CHW), neighbour, friend, radio, other media, and/or other (respondent may select more than one source) ● Percentage of HHs that know the correct location of their ITN distribution point ● Percentage of HHs that received information about how to hang, use and care for the ITNs

The indicator “Percentage of HHs that received voucher(s)” should be included in HHR assessments which use vouchers or other means of identification to exchange for the requisite number of ITNs at a pre-determined ITN distribution site. In some campaigns, where the number of ITNs and the number of people per HH are written on the voucher, or if one voucher is given per ITN, an indicator should be included in the assessment regarding the correct number of ITNs or vouchers. This is to determine if the number of ITNs recorded on the voucher or number of vouchers is in line with, greater than, or less than the number defined in the ITN campaign allocation rules (e.g. one ITN for every two people with no maximum per HH). These should be included on the main indicator list, and related questions incorporated into the questionnaire. After indicators have been selected, target coverage levels can be set for each indicator, as described further in Step four.

A note on SBC indicators. Table 2 includes three cross-cutting indicators related to HHR and ITN activities, including “Percentage of HHs that received any information about the ITN campaign”; “Percentage of HHs that know the correct location of their ITN distribution point”; and “Percentage of HHs that received information about how to hang and use the ITNs”. National malaria programmes are encouraged to include additional indicators, and associated questions in the questionnaire, to measure the quality and reach of SBC activities, HH exposure to key messages and the accuracy of the messages received, as well as SBC outcomes in encouraging participation in ITN distribution activities and subsequent use of campaign ITNs. The additional SBC indicators and questions selected should be linked to the objectives of the ITN mass campaign and to the planned SBC messaging before and during the campaign. They should also reflect the ITN campaign SBC strategy, audiences, channels and messages adopted for the campaign. Additional indicators should be precisely linked to questions added in the SBC sub-section of the questionnaire to reflect the indicators.

Using assessment data to inform corrective actions for improved quality of HHR and/or ITN distribution, as described further in Step four, is a vital component of the assessment and of improving the quality of campaign operations. Both in- and end-process assessments should include planning for implementation of corrective actions, for example to return to register HH during or following the HHR in areas missed; to manage situations at distribution points for HH without vouchers or who missed receiving their vouchers; to enhance SBC where assessments identify that populations have not received appropriate, correct or complete information in advance of ITN distribution; and to manage issues which arise during ITN distribution or following the campaign.

To allow ITN campaign operational teams time to implement the recommended corrective actions, AMP has used the **third day delay approach**¹³. Third day delay has been used to pause HHR and could be used to pause ITN distribution during implementation, usually on

the third day of the campaign activity, to allow time to review the first two days of assessment results and take immediate corrective actions at the lot level before continuing and completing the registration (or distribution).

13. The Third Day Delay innovation was developed by Dr. Jorge Alexandre Harrison Arroz (MD, MPH, PhD), Technical Advisor for the World Vision Global Fund Malaria program in Mozambique.

In one country, the ITN campaign assessment found that more than twenty per cent of the assessed lots failed to meet the targets set by the national malaria programme. As these performance issues were identified post distribution, options for corrective action were limited.

HHR and ITN distribution activities may be planned to take place over a range of timeframes, generally lasting between seven and 15 days, depending on the campaign strategy adopted. An effective assessment of HHR and/or ITN distribution can be conducted

within approximately one-third to one-half of the number of days planned for HHR and ITN distribution activities. For example, during a seven-day HHR and ITN distribution, the assessment can be **conducted during two to four days** at the start of or just after the start of the activities. Likewise, for a 15-day activity, the assessment can be conducted **during five to seven days** at the start of or just after the start of the HHR and/or ITN distribution activities. This should allow sufficient time to collect data and identify trends while also optimizing budget and staff resources during the timeframe when most issues will be identified and with sufficient time to take corrective action.

Recommendation

Where funding allows, AMP recommends considering ITN campaign quality assessments during two to four or five to seven days at the start of or just after HHR activities (or HHR and ITN distribution in the case of single-phase campaigns). Where funding allows, AMP also recommends prioritizing in-process assessment for HHR and end-process assessment for ITN distribution activities. Where in-process assessment will be conducted, built-in operational pauses, such as the third day delay approach, should be considered to allow for corrective action to be undertaken. As much as possible, in- and end-process assessments should be independent of campaign staff and other personnel.

In planning for corrective actions, it will be important to ensure that accompanying ITN campaign operational and coordination structures, as well as sufficient budgets, are in place for the data analyst, supervisors,

surveyors and other campaign personnel, as well as decision-making and troubleshooting mechanisms, to analyse results and quickly implement programmatic changes (Steps four, five and six).