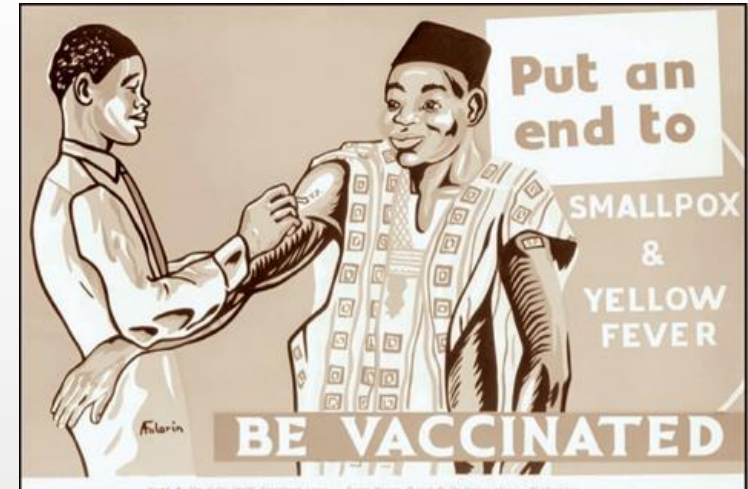


Why do integrated campaign digitization?

May 2023

Public Health Campaigns are important instruments for delivering healthcare interventions at scale and with high coverage

- 517 campaigns planned globally in 2022, providing vaccines, drugs, vitamins, and preventative tools for malaria, malnutrition, measles, meningitis, NTDs, polio, tetanus, typhoid, and yellow fever.
 - 2 billion bed nets distributed between 2004 and 2020
 - 3 billion children immunized against Polio
 - 14 million children targeted for deworming in Kenya
- Why campaigns?
 - vaccine coverage rates through health centers rarely surpass 60%, while well-supervised campaign staff provided with minimal training have shown to reach over 90% of the target population
 - 66% of previously unreached children were covered by measles supplementary immunization activities (SIAs) across 14 countries
 - 7 million onchocerciasis disability-adjusted life years (DALYs) averted between 2011-2020 through campaigns
 - 15% of Gavi, the Vaccine Alliance projected deaths averted will be due to campaign doses (80% of these via measles and rubella campaigns)

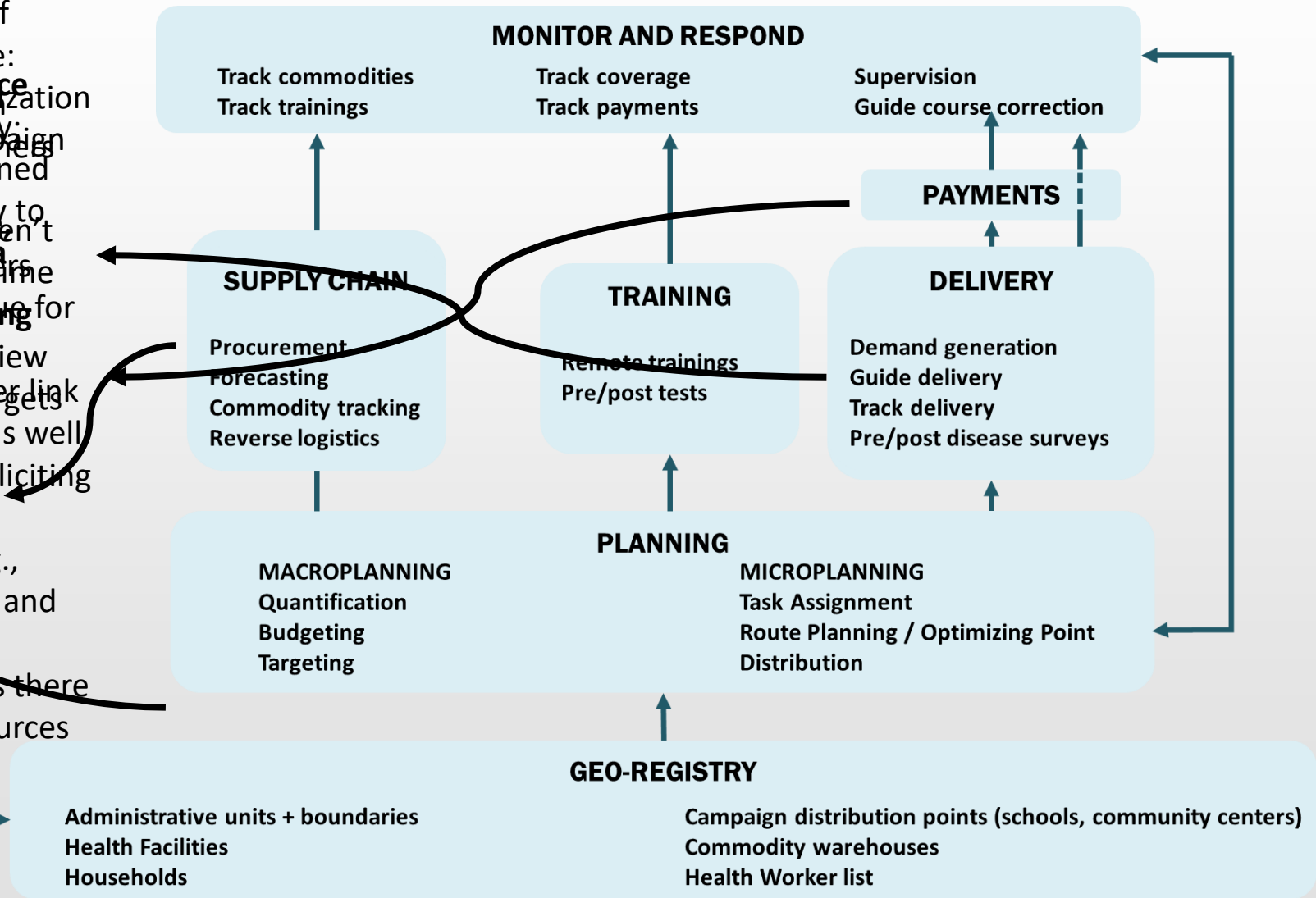


Many public health campaigns have **challenges in achieving desired population coverage and effectively using resources** → campaigns are **digitizing** elements of their operations for better planning and execution

Technology can play a catalytic role in well planned and efficiently executed campaigns

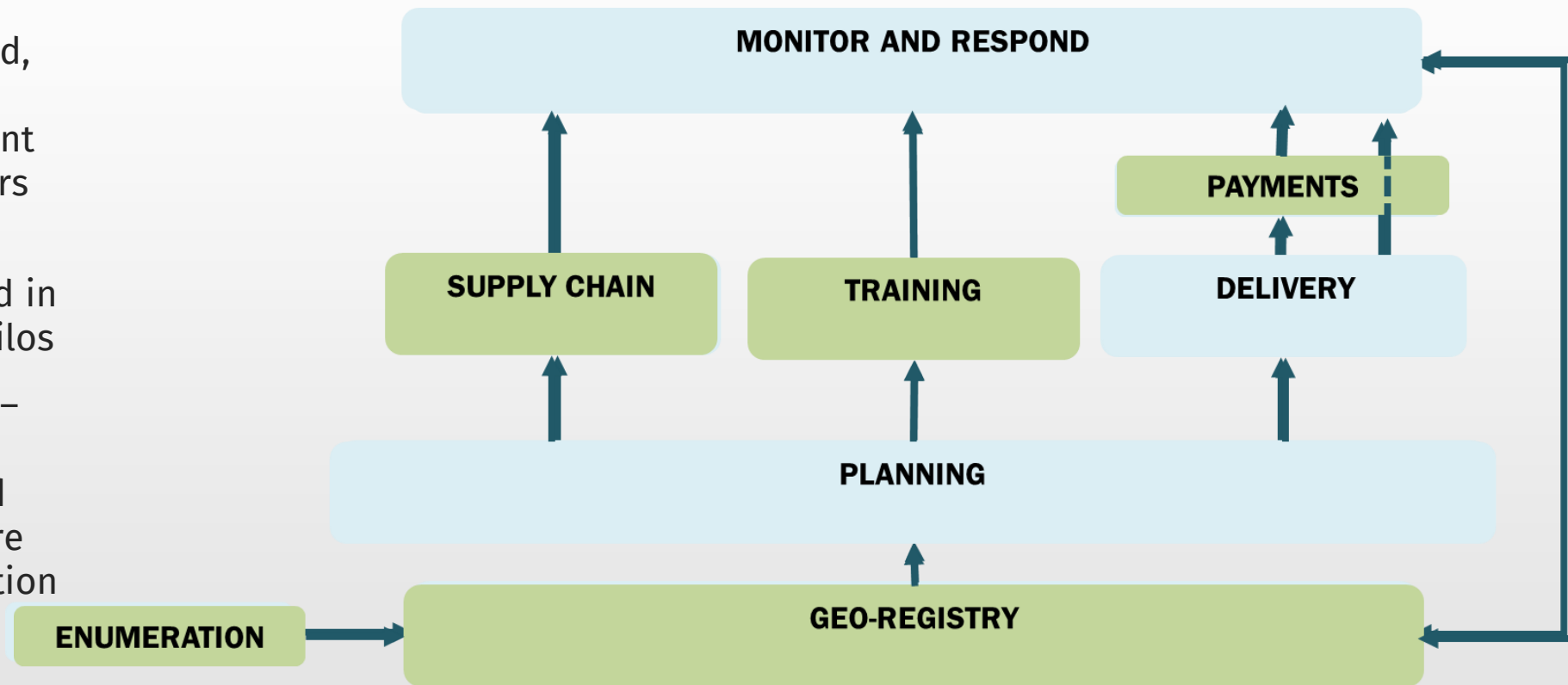
Evidence shows that the potential benefits of digitizing payments in health systems include:

- **Moderately strong evidence on reduced campaign costs** through **improved resource allocation, logistics, and campaign delivery**; improved service delivery through combined datasets that could enhance data accuracy to **improve coverage**; **improved attendance** through the **improved coverage** that haven't received coverage. **Cameras** can provide access to **and at a glance** of **workers' needs-based approach** and **optimizes value** for **workers' time management** to maximize **monitoring** corrective action which helps review **campaigns** identify **costing analyses** and **managing incentives** by creating a **clearer link** between **workers' actions** and their **pay** as well as **reducing chances** of health workers **soliciting** procedures between **warehouses** and **informal payments** from **patients**; **health facilities** and **shorten requisition**
- **increasing convenience** as processes (e.g., **submission and lead times**; providing **end-to-end visibility and traceability** into the **entire supply chain** and **ensure accurate tracking of inventory levels** to minimize **shortages** and **overages** of **medical supplies** out of **health system budgets**.



Digitizing campaigns however can be resource-intensive and significantly silo-ed

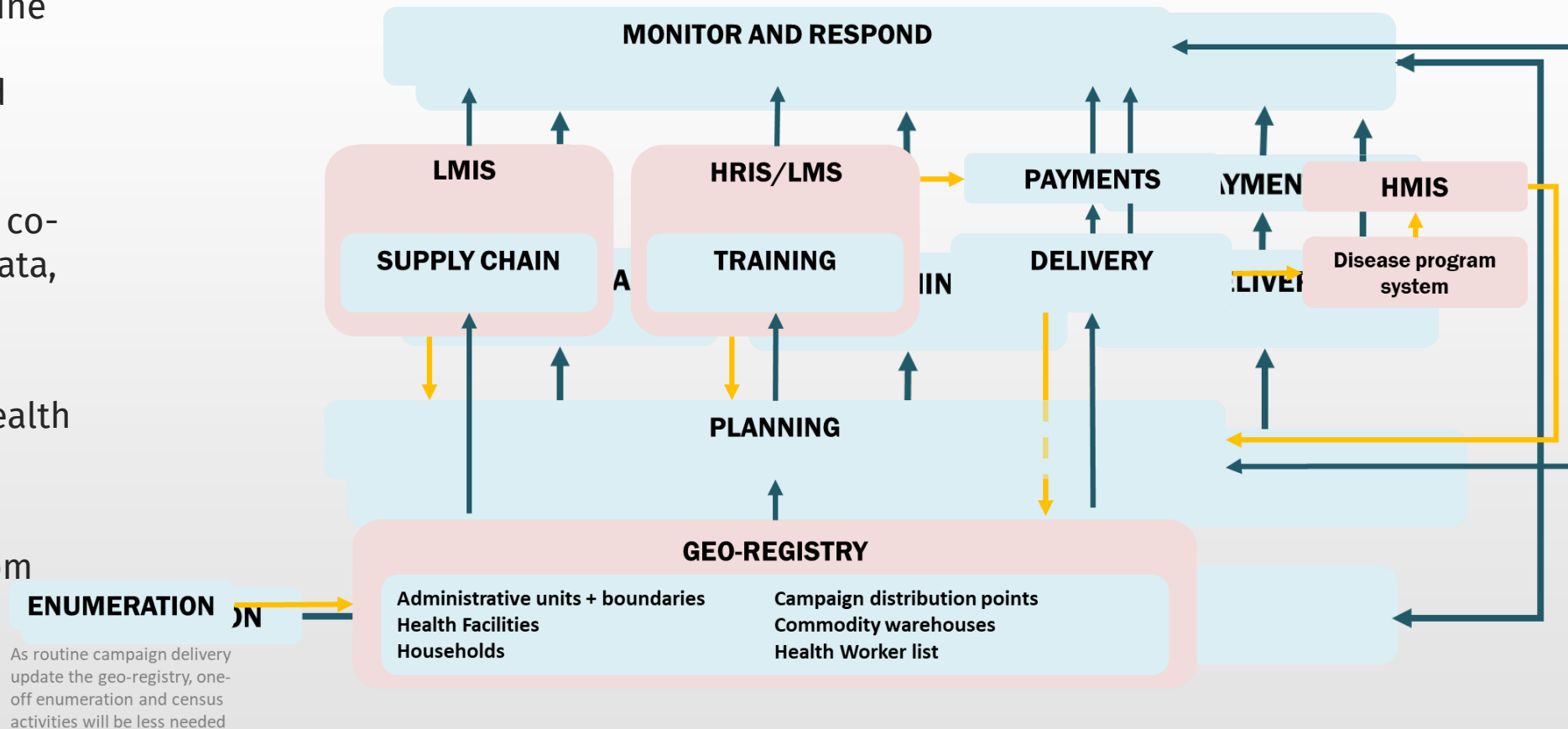
- Multiple campaigns in a country are funded, planned, run, and monitored independently, with different disease programs and actors involved in each campaign
- Data is stored and managed in independent information silos
- Investments in digitization – hardware, technology (software development and configuration), training – are made in silos, with duplication of investments across campaigns



There is an opportunity for campaigns to improve data quality and reduce resources needed for digitization through the integration and/or sharing of digitization assets (hardware, software, data) between campaigns

Digitizing campaigns however can be resource-intensive and significantly silo-ed

- Limited leveraging of routine health services – e.g., established processes and systems for supply chain management not used for campaigns, HMIS data not co-analyzed with campaign data, etc.
- Hardware and training investments for routine health services not leveraged for campaigns
- Diversion of resources, from routine health services



There is an opportunity for campaigns to reduce resources needed for digitization and strengthen routine health service delivery through the integration and/or sharing of digitization assets (hardware, software, data) with routine health systems

Resources

- [Literature Review](#)
- [Guidance on campaign digitization](#)
- [Tool selection framework](#)
- [Campaign Digitization Working Group](#)

Thank you

