



ITN CAMPAIGN OPTIMIZATION

A CASE OF ITN/SMC INTEGRATION IN GHANA

ALLIANCE FOR MALARIA PREVENTION ANNUAL MEETING
Christian Atta-Obeng- NMEP Ghana

APRIL, 2025

National Malaria Elimination Programme-Ghana

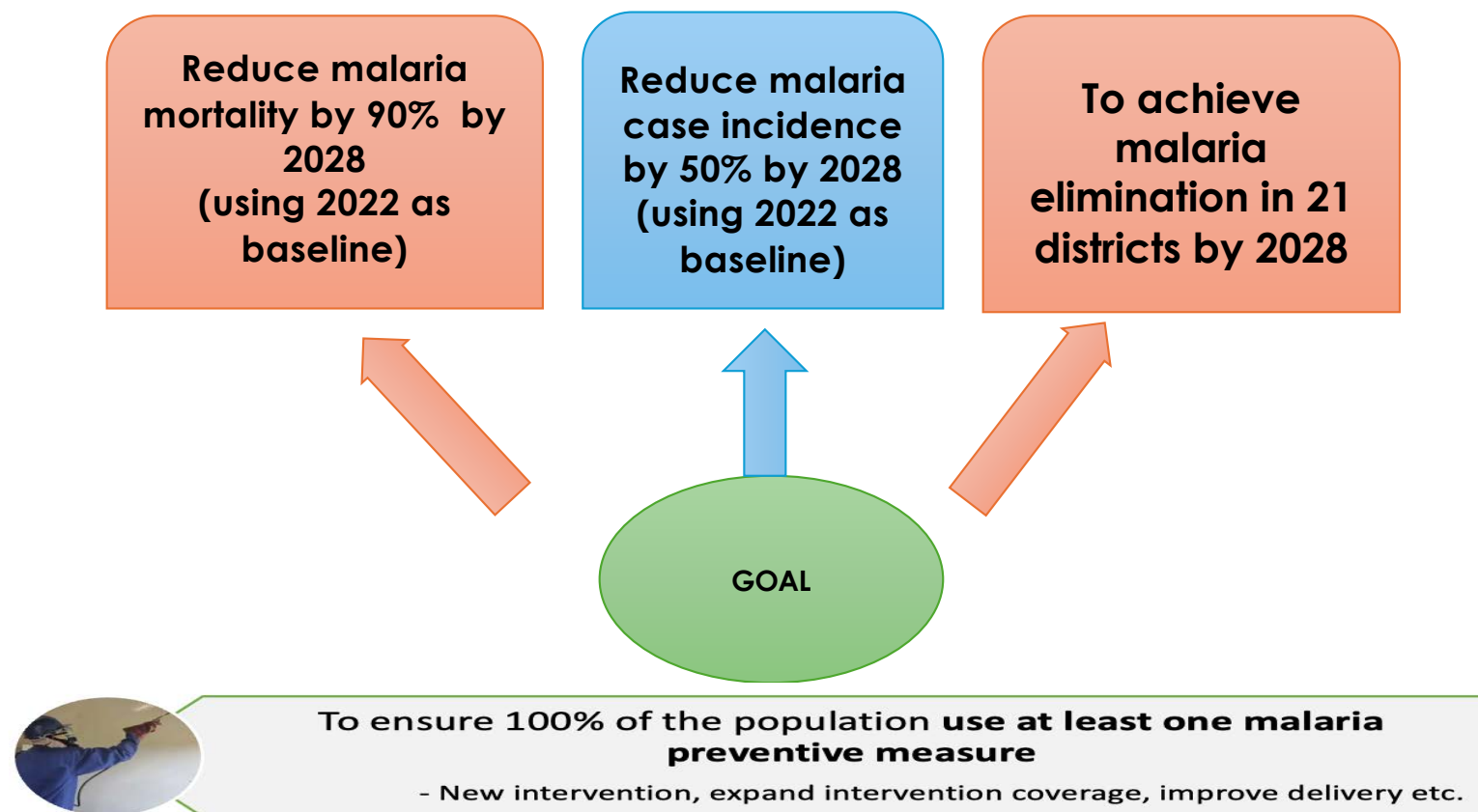


Outline

- Introduction
- Campaign Optimization
- ITN PMD Campaign
- SMC Campaign
- PMD/SMC Integration
- Challenges
- Lessons Learnt
- Conclusion

Introduction

Ghana has transitioned from control towards elimination and currently implementing the NMESP 2024-2028 plan



Campaign Optimization

- Continuous refinement of strategies used in public health campaigns
- To maximize their impact and efficiency, aiming to achieve better outcomes and engagement with the target audience

Rationale

- Effective interventions that are more expensive will not be scalable hence less impact
- Practice/ challenges creates innovation for efficiency
- Limited funding for public health

Benefits



- Shortened campaign
- Reduced Operational cost
- Efficient campaign processes
- Reduced stress on health workers

ITN Campaign Optimization Strategies 1/4

- Printing of booklets for registration
- Over 10 million code cards printed for the 2018 campaign
- Transition from code cards use to paperless registration after 2018 campaign
 - Provision of 'small' phones
 - Provision of tablets



ITN Campaign Optimization Strategies 2/4

Transition from program supplied tablets to Bring Your Own Device (BYOD) in 2024 campaign

- High cost of tablet purchase
- High cost in tablet movements for campaign
- Wear and tear of tablets from frequent movement
- High cost of tablet maintenance
- Tablet loss



Campaign Optimization Strategies 3/4

Change in Monitoring & supervision Approach

- Different supervisory roles for different levels
- Rapid Assessment approach
- Reduced national/regional level supervision



Supervisor



Volunteer/RA



Supervisor

ITN Campaign Optimization Strategies 4/4

Integration of ITN campaign with SMC

Rationale

- Point Mass Distribution (PMD) and Seasonal Malaria Chemoprevention (SMC) are both Community-based malaria control interventions
- The benefits of both interventions can reinforce each other and consolidate malaria control measures into one message during the same period
- The integration can save both cost and time

Insecticide Treated Net (ITN) Distribution

- Point Mass Distribution (PMD) of ITNs: The Mass Distribution of nets strategy comprises a door-to-door registration of all households and point distribution of ITNs to registered households
- This is carried out nationwide (except in districts where indoor residual spraying is implemented)
- PMD is conducted every three years. Five campaigns have been conducted since 2010
- The primary objectives have been to register 40 - 90% (based on set population targets) of all households in targeted regions, and to distribute LLIN to at least 90% of all registered households

Seasonal Malaria Chemoprevention (SMC)

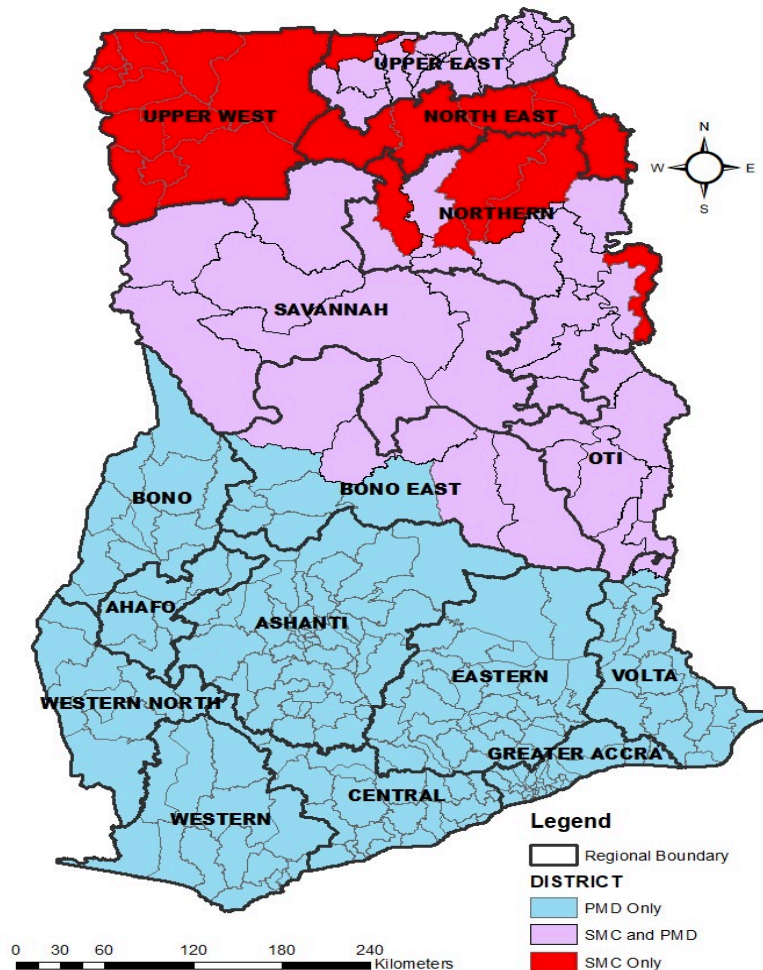
- Ghana incorporated SMC as an additional intervention for malaria control, commencing in the Upper West region in July 2015.
- SMC implementation has been important in malaria burden reduction in the northern regions
- (SP+AQ) during the high malaria transmission season to asymptomatic children, regardless of whether the child is infected with the malaria parasite
- To establish antimalarial drug concentrations in the blood that clear existing infections and prevent new ones during the period of greatest malaria risk



Map of Ghana showing areas of PMD and SMC interventions

National Malaria Elir

SMC and PMD Implementing Districts in Ghana



Guiding Principles for integration

- Learn Lessons from previous integration efforts
- Integration is not just adding on
- Consultation of strategic leaders on why and how to integrate is important
- The need to let the leaders at the operational level see the benefits of integration was important
- Integration was not going to be an easy task but worthwhile

SMC & PMD Integration

PRE-CAMPAIGN

- Develop implementation plan
- Area Identification and Population estimates
- Estimate resource needs and timelines
- Regional Briefing Meetings
- Micro-planning

CAMPAIGN

- Trainings
- Registration & Dosing
 - M&E
 - safety monitoring
- Data review/ Validation
 - PMD
 - SMC
- Transportation of ITNs
- Distribution
- M&E

POST CAMPAIGN

- Evaluation meetings
- Reverse Logistics
- Continued Safety Monitoring (SMC)
- Reporting

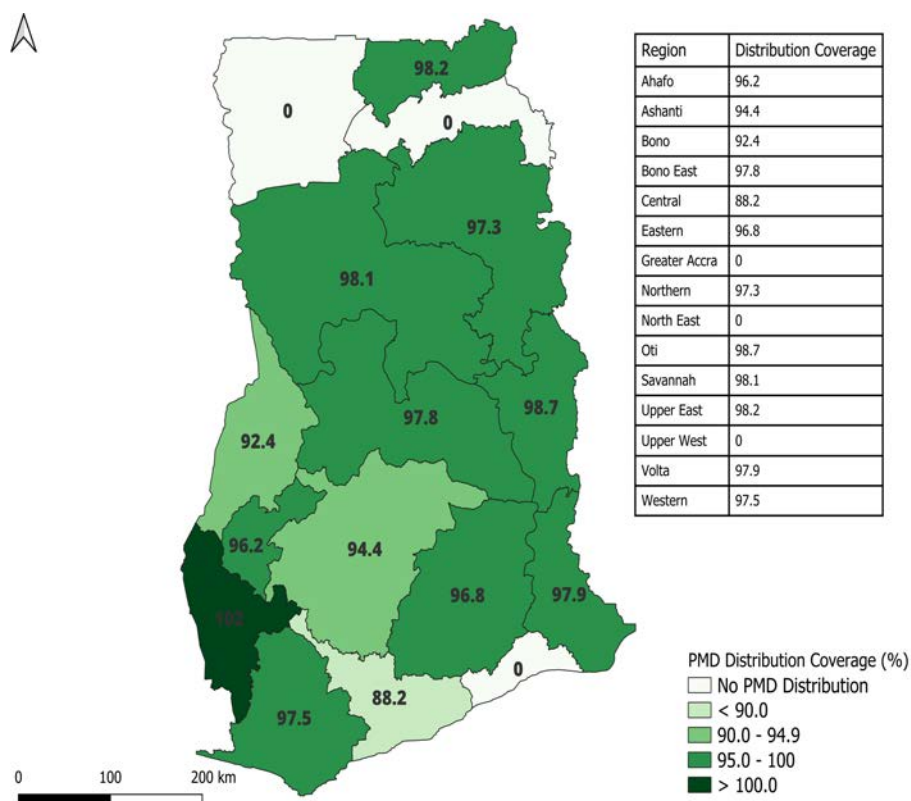
Social & Behaviour Change Communication
(SBCC)

PMD & SMC Integration Areas

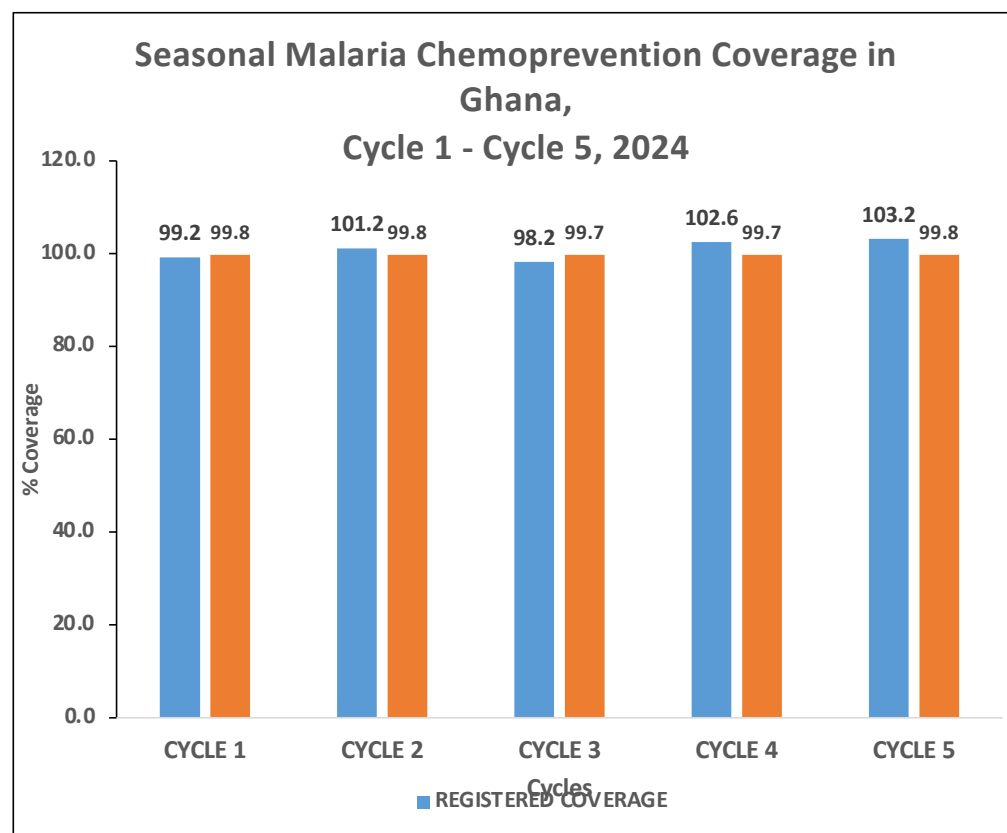
- Planning meetings at all levels
- Trainings
- PMD registration and first cycle of SMC dosing
- Documentation and IT
- Monitoring and Supervision
- SBC for dosing and registration

Campaign Achievement

PMD 2024 Coverage



SMC 2024 Coverage



Challenges

- Relatively longer hours for training sessions
 - A day's training session for each cluster; districts from far had to commute back at late hours
- Volunteers complaining of volume of work though number of days was extended
- Some volunteers confused about the modality and key messages to give to beneficiaries/caregivers. This was however, solved through on the job coaching and supportive supervision and monitoring
- A few volunteers did not have the android operating system which works for the GMIS App

Lessons Learnt

- Extensive stakeholder engagement prior to implementation is crucial
- Having different volunteers working different scope (integrated and single) and duration creates problems
- Early and clear consensus on the details of approach should be finalized with relevant stakeholders and documented as standard operation guidelines for the integration.

Conclusion

- Now more than ever, we need to optimize health campaign including ITN to achieve impact with limited resource
- Integrating major portions of the SMC and PMD campaigns is one of the ways for efficient optimization
- The benefit of campaign optimization goes beyond cost savings
- Countries should prioritize campaign optimization whilst planning for each successive campaign

Acknowledgement

- Regional and District Health Directorates
- Global Fund
- USAID/PMI
- AMP



THANK YOU

Follow us

NATIONAL MALARIA
ELIMINATION PROGRAMME
(NMEP)

