# ESPEN workshop on data systems, tools and processes for PC-NTD programmes

8 – 12 December 2025 Brazzaville, Congo Republic





# Day 4 - Strengthening MDA campaigns through microplanning and digitization

Brazzaville, 11 December 2025











By: GHANA TEAM





- The Day Started @ 9:10am with rapporteurs reports for day 2 by Senegal Team, there was no inputs and the report was adopted by the House
- The day's activities focus on Strengthen forecasting & Supply chain Planning for PC-NTDs There was a presentation by Namuchile Kaonga from ESPEN and Sara Andersson (JSI) with:

#### **Objectives**

- Common bottlenecks in quantification, data flows, inventory tracking, and reporting
- Gaps in coordination between NTD programs and national supply chain systems
- The impact of delays, stock-outs, and inaccurate forecasting on MDA implementation
- Emerging solutions and areas where improved data use could make forecasting more accurate and responsive





#### Some Common Bottlenecks that delayed Annual Requesting (JRSM) includes:

- ➤ Poor quality JAPs, resulting in delayed approval of JRSMs and delayed deliveries of medicines to countries
- > Uncertainty/inaccuracy of demand due to population movement and funding insecurity
- Incomplete and inaccurate reporting of nationwide inventory levels
- > Funding confirmation
- ➤ Delayed clearance of NTD commodities due to bureaucratic processes (sometimes missing or incorrect paperwork)





- For medicines to be available for MDA, the JRSM needs to be approved 8 months before the MDA.
- The delays in joint review and green light approvals extends shipment arrival times, pushing back implementation dates.
- Approval of joint review submissions now takes around four months on average, up from the recommended two weeks, delaying shipment timelines significantly
- **Namuchile** emphasized that inaccurate data and slow country responses cause longer reviews, impacting the timely clearance of medicines.
- The green light approval process is also taking between two weeks and three months, adding extra
  delay before shipments can be dispatched.

As a result, many countries receive shipments **after their planned Mass Drug Administration (MDA) dates**, affecting program effectiveness.





• In 2025, only 26% of countries received shipments eight months or earlier before MDA dates, while 11% received shipments after their planned MDA

The shipment arrival date is directly tied to the joint review approval date, making early and accurate submission essential.

Countries must coordinate submission efforts collectively between programs and partners to improve accuracy and speed.

Using previously approved joint review submissions as templates reduces errors and shortens approval times.





#### <u>In her recommendation she emphases on:</u>

- Accurate and comprehensive data submission is essential to speed approvals and ensure appropriate medicine allocations.
- Countries are encouraged to submit JRSM forms with complete, updated data including demographic and subdivision details to avoid delays
- Changes in implementation units must be linked to parent units with clear ethnicity and demographic data to guide medicine distribution.
  - Early submission of Epidemiological Data Reports (**EPRF**) alongside joint review forms helps reviewers estimate medicine needs better.
  - Inventory data should include both central and subnational levels, highlighting usable and available medicines to inform future planning.
- Inventory reporting as of December 31st is critical and often overlooked, impacting approval speed and supply planning





Sara Andersson (JSI) followed with presentation on:

#### Country Supply Chains: Quality data is key to effective, proactive supply chains

- Supply chain systems includes many different logistics activities and all those activities require accurate, complete data to inform decisions
- Long-term forecasting and better supply chain data monitoring are needed to prevent stockouts and expiries.
- Countries rarely need to integrate NTD forecasting with national health programs, reducing transparency on medicine inflows.





#### **Factors affecting Poor forecasting include:**

- Limited Multi-Year Forecasting conducted in countries, No visibility of demand beyond one year, reducing the ability to plan and identifying any gaps
- Poor data for forecasting, Forecasts need complete and accurate data to support forecasting needs
- No supply planning or routine pipeline monitoring, Countries not maintaining supply plans for the country or monitoring pipelines to prevent shortages or expiries
- Not integrated with national quantification processes

#### **Recommendation forecasting include:**

- Implement multi-year forecasting for longer term visibility of demand and better planning to ensure availability
- Integrate or mainstream with national forecasting and supply planning activities to align with country processes and give visibility to the medicines being donated
- Routinely update supply plans and conduct routine pipeline monitoring, to identify potential stock shortages and prevent expiries





The was country presentation on Strengthening supply chain resilience for integrated MDA Campaigns from

- Madagascar
- South Sudan

Coffee break followed @ 10:55am





• Presentation on the New guidance document on last mile logistics by Afework Takle, Technical lead Vector Disease control, Elimination and Eradication unit at WHO HQ

#### In summary

- Familiarize themselves with the August 2025 guidance document on last-mile logistics
- Adopt standardized data elements and reporting templates as outlined in the guidance
- Integrate the guidance's tools and standardized data flow processes into existing national logistics and HMIS systems to improve inventory management and reporting efficiency
- Implement monitoring tools for batch tracking and expiry status at community and health facility levels
- Collaborate with implementing partners to ensure all stakeholders understand and utilize the guidance for improving last-mile delivery and reporting





• There was a case study presentation from Uganda on Planning and Monitoring the PC-NTD supply chain: Key Data Element, indicators and Decision making by Lucy Kerubu Mogesi

There was a Practical exercise on the Last Mile Logistics Information System for medicines and health products

#### The group tasks was to:

- Identify which data elements are currently collected in your country and the corresponding indicators that can be calculated.
- Identify which data elements are not collected in your country and the corresponding indicators that cannot be calculated.





#### Lunch Break was @1:00pm

- The house reconvene at 2:00pm with presentation from
  - Kenya
  - Ghana
  - Mozambique

On Experience leveraging Digital system and Dashboard for supply chain monitoring system

Followed by Presentation on Progress made with forecasting and projection by Dr. Jorge Cano (ESPEN) and Sara Andersson (JSI)





#### **Action items by Dr. Jorge Cano (ESPEN)**

- Review and address inconsistencies in data reporting on survey implementation as compared to projections
- Support countries to submit updated mapping surveys especially for Onchocerciasis endemic areas to clarify transmission and update projections
- Facilitate discussions with partners and countries to advocate for implementation of necessary impact assessment surveys and avoid unnecessary MDA continuation
- Use projections to plan resource allocation and technical assistance focusing on countries lacking behind in stopping MDA and transitioning to surveillance
- Establish systematic post-MDA surveillance protocols (active or passive) implemented biannually at implementation unit level
- Clarify and standardize definitions and guidelines for pre-stop and full stop surveys especially for Onchocerciasis
- Investigate reasons for prolonged MDA rounds beyond recommended thresholds and encourage partners to prioritize impact assessments





Sarah explained the challenges in supply chain forecasting, especially as countries move towards disease elimination and demand for medicines changes significantly

Accurate forecasting is difficult due to new treatment guidelines, the introduction of new treatments (e.g., paediatric praziquantel), changing funding landscapes, and increased government ownership in procurement

Multi-year forecast: Looks 2-3 years ahead, less accurate but strategic, essential for producers' planning and for countries to prepare procurement and resource mobilization

Multi-year forecasting benefits pharmaceutical partners (production planning, cost reduction, reduced wastage) and helps national programs with better planning, coordination, and readiness.





Sarah emphasized the importance of supply chain forecasting and countries expressed the need for technical assistance for forecasting.

- ➤ Prior discussion included the complexities of cross-border program implementation and its impact on forecasting, noting that not many countries currently incorporate cross-border factors into their forecasts, except for some exceptions (like Uganda).
- It was highlighted that multi-year forecasting and regular updates are crucial to address changing demand, evolving treatment guidelines, funding shifts, and improved program planning.
- The importance of both operational (annual) and strategic (multi-year) forecasting was emphasized for better preparedness and supply chain efficiency.
- ➤Ongoing efforts were described to provide tools, technical support, and capacity building to help countries improve their forecasting quality and realism.





The development and ongoing refinement of the forecasting tool, which has been piloted and improved based on country feedback and partnership reviews were discussed. **Lessons learned include the need for**:

- Ongoing technical support for countries.
- Building capacity to critically analyze forecasts.
- Regular (ideally six-monthly) updates to forecasts to adapt to changing assumptions and realities.
- The tool will be made available through WHO, with ongoing integration and support planned.

The presentation concluded with an invitation for questions and a note that a demonstration of the tool would follow.





During the demonstration of the forecasting tool, the presenter discussed the following key points:

Explained that the projections tab is pre-populated from Shiso. work and usually requires no further action unless countries have updated national data using a different system.

Highlighted that specific variables, or "constants," are contextualized per country (e.g., product as a percentage of total population, adjusted by UN funding or previous forecasts).

Noted that countries can override previous figures with updated data, especially regarding estimated population and country-specific forecasts.

Mentioned upcoming focus on forecast adjustments and assumptions for 2027–2029, making changes only beyond February 2026 data, and considering each country's plans.





Day 4 Preview on Strengthening MDA campaigns through microplanning and digitization by Kendra



The day ended at with Coffer Break @ 4:35pm



# Overview of Challenges in MDA Reporting, Campaign Effectiveness, and Data Use

#### Alex Pavluck, MBAn, MPH

Director, AI & Health Information Systems – NTDs (Sightsavers)









# Agenda



# Overview of Challenges in MDA Reporting, Campaign Effectiveness, and Data Use

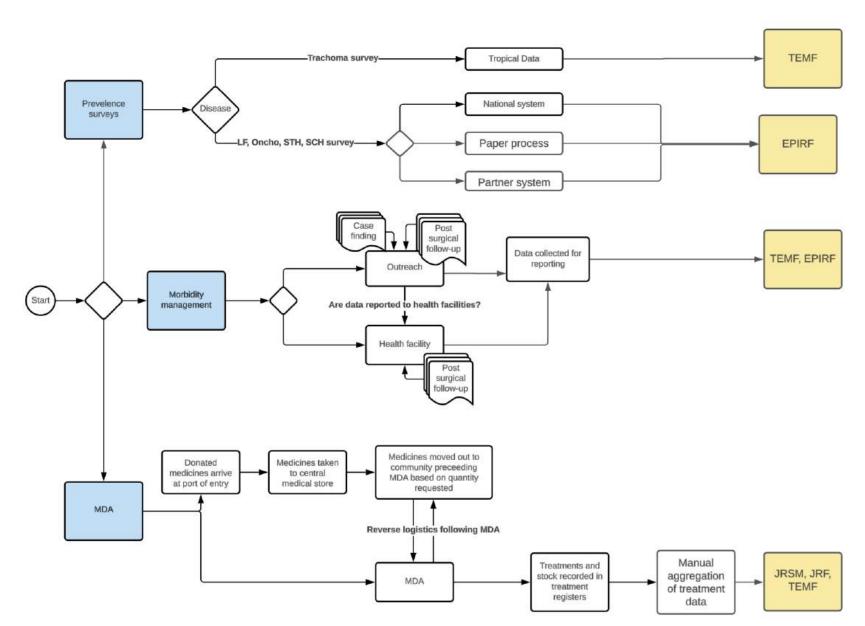
- Current state data flow for disease vertical MDA data
- Technology and funding landscape is pushing programmes to become more efficient – integration/coordination
- Challenges and opportunities for data use

# Generalized data flow for vertical programmes

Data flow can be broken into 3 bins: Surveys, Morbidity, and MDA

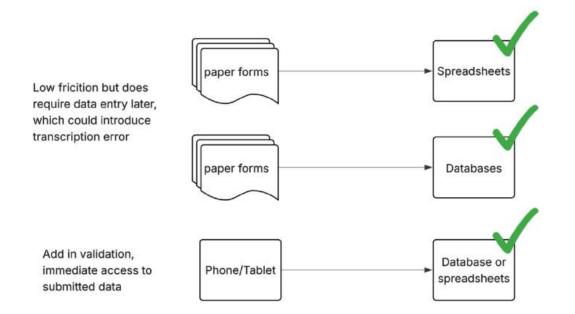
- <u>Surveys</u> electronic and typically use central systems
- Morbidity outreach and facility based have different flows
- MDA/Stock typically community registers → summary forms to report both treatments and stock





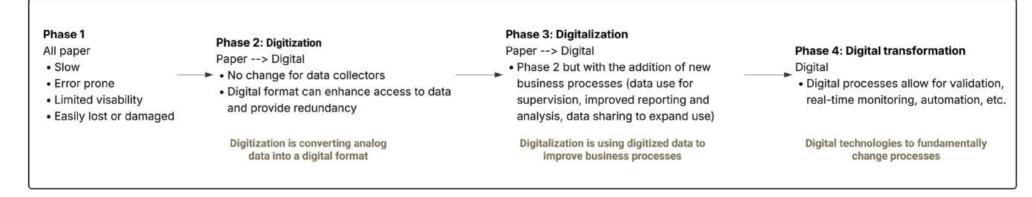
# Spectrum of digitization

#### Digitization can take on many forms



What problem are you trying to solve?

- · Collect data faster
- Reduce errors
- . Shorten the time between data collection and data review/use
- · Streamline reporting
- Other



# Vertical vs coordination vs integration



(list is illustrative)

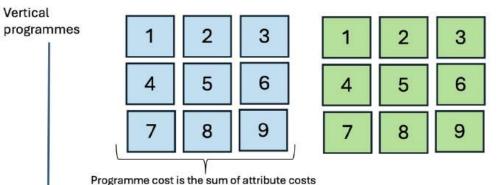
- 1. Logistics
- 2. Planning
- 3. Training
- 4. Transportation
- 5. Implementation
- 6. Post-implementation
- 7. Reporting
- 8. Financial management
- 9. Technical assistance
- 10. Health system

#### Key

Size the square is a representation of cost

Colors represents the independent (blue and green), overlapping (pink), or new integrated programme (orange)

Numbering represents the attribute of the programme that drives the cost



Cost to implement 2 independent health programmes. Each programme has independent costs with a wide range of attributes.

Step 1: Define the attributes in each programme

Here we have two vertical programmes. Each programme has several attributes that make up the programme's cost to implement.

Fully integrated programmes

Vertical

## Vertical vs coordination vs integration

Vertical programmes

#### **Cost attributes**

(list is illustrative)

- 1. Logistics
- 2. Planning
- 3. Training
- 4. Transportation
- 5. Implementation6. Post-implementation
- 7. Reporting
- 8. Financial management
- 9. Technical assistance
- 10. Health system

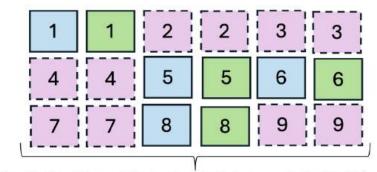
#### <u>Key</u>

Size the square is a representation of cost

Colors represents the independent (blue and green), overlapping (pink), or new integrated programme (orange)

Numbering represents the attribute of the programme that drives the cost

Coordination: When two vertical programmes coordinate, there will likely be individual attributes that can be combined. For example, perhaps transportation can be shared, which will reduce cost.



Coordination will have attributes of overlap that represent potential efficiency

Coordinated. Some independent programme attributes will remain consistent but there could be areas of <u>potential</u> synergy (pink), where costs and other efficiencies can be found.

Step 2: Identify areas of potential efficiency and the funding impact

Fully integrated programmes

## Vertical vs coordination vs integration

Vertical programmes

#### **Cost attributes**

(list is illustrative)

- 1. Logistics
- 2. Planning
- 3. Training
- 4. Transportation
- 5. Implementation
- 6. Post-implementation
- 7. Reporting
- 8. Financial management
- 9. Technical assistance
- 10. Health system

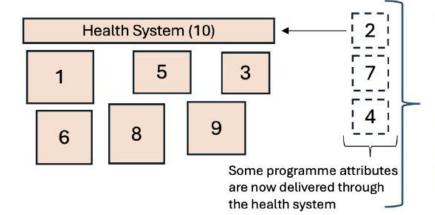
#### Key

Size the square is a representation of cost

Colors represents the independent (blue and green), overlapping (pink), or new integrated programme (orange)

Numbering represents the attribute of the programme that drives the cost

At full integration: Individual disease vertical programme attributes no longer exist. The health system provides some services for all integrated health programmes. Other attributes are now merged. This merged cost may be higher, lower, or the same cost for a single programme when it was implemented as a vertical programme.



Integrated. Each attribute is merged; merged costs are likely to be smaller than the combined cost of being done independently, however may apper as unchanged or an increase to the original independent programme.

Step 3: Determine which attributes can be delivered by the routine health system, replacing the vertical programme support. Determine risk, savings, sustainability, and impact on funding

Fully integrated programmes

# Health Campaign Effectiveness Coalition

https://campaigneffectiveness.org/cas-tools/#intro

#### Overview of support needed

To ensure CAS uptake, teams at all levels must be inspired, engaged and have access to the right level of resources

#### CAS customization & planning in Ethiopia will mandate four kinds of support\*:



**Political Commitment** 

**Subnational Involvement** 



**Flexible Funding** 



Increased Bandwidth/ TA Support

#### Government

A strong and continuous commitment and monitoring of CAS progress at the highest-level of government is key for CAS uptake and ultimate success. Reinforcement of the alignment between the CAS and the "one plan", "one budget", "one report" approach to key national departments will be critical

- Dr. Dereje to participate in key meetings
- Include CAS consideration in strategic plan refreshes

#### **Government/Partners**

Regional, woreda and community level stakeholders will need to be consulted and involved to ensure the CAS is customized to their constraints and implementation is compatible with local contexts. Key partners will also need to be included in all customization and planning activities

- Include regional representatives in the National Steering Committee
- Create regional steering committees

#### **Donors**

Embedding flexibility in upcoming funding for disease-specific programs in anticipation of CAS implementation and integration

- efforts is needed from international donors and campaign implementers
- Global Fund country rep to liaise with MoH to build flexibility in the upcoming country proposal (within 6 months)

#### **Government/Partners**

To modify existing working processes in an overburdened and hierarchical ecosystem, additional human resources dedicated to change management will be needed in MoH and partner orgs

- Free up time for TA for CAS in embedded teams in MoH (e.g., CDC, UNICEF)
- Increase CAS advocacy efforts

# Data use: Tools and approaches







DATA TO ACTION FRAMEWORK TO ASSIST WITH DATA USE



USE OF AI TO ASSIST WITH DATA ANALYSIS, DATA VISUALIZATIONS, DATA INTERPRETATION, REPORT GENERATION

#### Data use: Post MDA review

Post MDA review often occurs but is rarely structured in a way that provides feedback into microplanning, training, and future implementation.

#### How to:

- 1. Create a <u>checklist</u> for post-MDA review
- 2. Post-MDA review needs to have an OUTPUT of the checklist and a narrative report that addresses: coverage, community questions, implementation challenges, etc.
- 3. These outputs need to be <u>incorporated</u> into future microplanning, training, and implementation.
- 4. Repeat the process following each MDA

Daily reviews are summarized in Pre-MDA activities: the Post-MDA review discussions Resource allocation monitoring and report and mobilization (if feasible) Complete Post MDA Microplanning Training MDA delivery reporting review forms Reverse Review previous round's Post-MDA Social mobilization logistics for checklist report to identify challenges related to training, supervision. remaining Review of summary forms and community sensitization, and common medicines reverse logistics provides an community questions opportunity to ensure quality Produce Post-MDA checklist Review previous round's Post-MDA checklist report report to identify challanges related to microplanning (resource allocation, training,

Post-MDA checklist report provides written accounting of MDA reporting, reverse logistics.

community questions, and challenges related to training and supervision

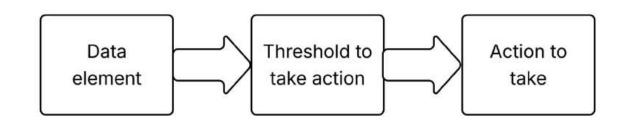
Question: Does this happen already?

#### Data use: Data to action framework

A data to action framework links the data element to how it is used.

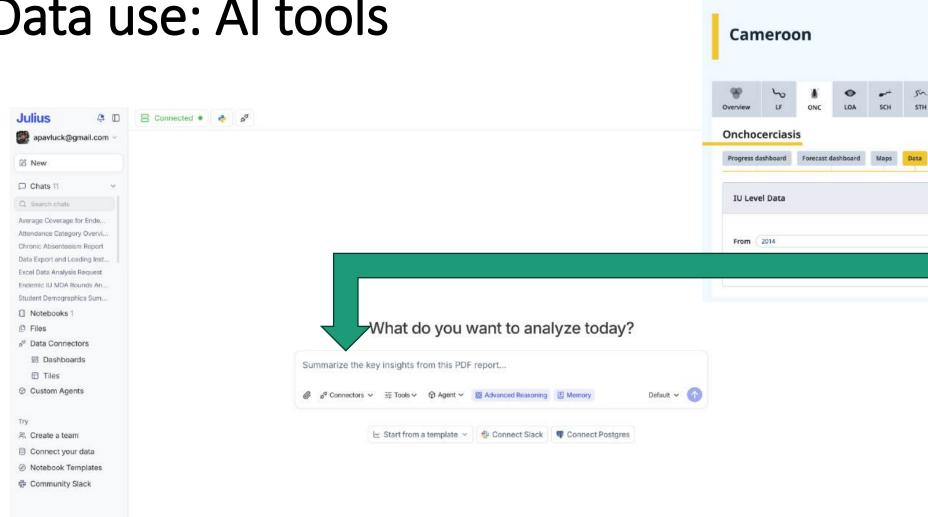
#### Why this is useful

- 1. Helps to link data collection to use
- 2. Established thresholds simplifies the process for making decisions (if > X do Y)



Question: Does this happen already?

### Data use: Al tools

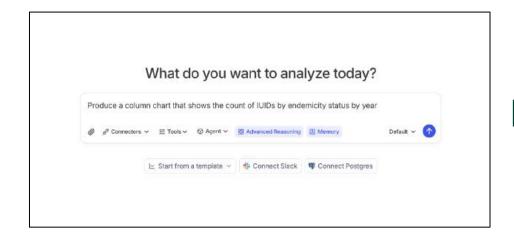


() / Maps & Date / Country Maps and Data / Cameroon

STH

V To 2024

#### Data use: Al tools





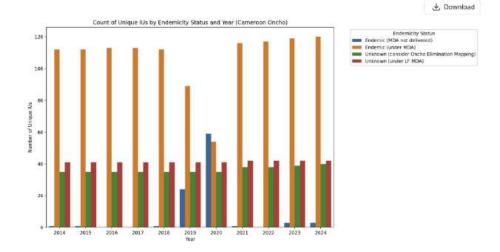
#### Column chart: Count of IUs by endemicity status and year

I've loaded your Cameroon Oncho IU file, counted unique iuId values by year and endemicity, and plotted them as a grouped column (bar) chart.

Here's the underlying aggregated table (first few rows), showing how many unique IUs fall into each endemicity category per year:

0	year	endemicity	iu_count
1.	2014	Endemic (MDA not delivered)	.1
2	2014	Endemic (under MDA)	.112
3	2014	Unknown (consider Oncho Elimination Mapping)	35
4	2014	Unknown (under LF MDA)	.41
5	2015	Endemic (MDA not delivered)	1

And here is the column chart of IU counts by endemicity status by year:



Each cluster of bars is a year; colors represent different endemicity statuses, and the bar height is the **number** of unique IUs with that status in that year.

The figure is also saved as:

cm\_oncho\_iu\_count\_by\_endemicity\_year.png

You can download it at:

https://julius.ai/files?filename=cm\_oncho\_iu\_count\_by\_endemicity\_year.png

If you want this broken out by a subset of years, or filtered to only "Endemic (under MDA)" vs others, I can generate additional focused charts.  $\Psi$ 

## Questions?

If you need help when implementing these approaches, reach out!

apavluck@sightsavers.org

Alex Pavluck, MBAn, MPH Sightsavers







African Region

# Health Campaign Effectiveness Coalition & the Health Campaigns Intelligence Hub

Dr. Teshome Gebre

Africa Director, TFGH







## The Health Campaign Effectiveness (HCE) Coalition



Founded in 2020, the HCE
Coalition's Program Office is run
by the Task Force for Global
Health (TFGH)



The Coalition Leadership Team comprises global campaign funders, multi- and bi-lateral institutions, and country representatives



Coalition members work around the world and across multiple disease domains (e.g., NTD, polio, VPDs, malaria, nutrition)

#### Vision

Country-led health systems use a strategic balance of targeted health campaigns in concert with regular health services to achieve and sustain health-related development goals for all people

## HEALTH CAMPAIGN EFFECTIVENESS COALITION

Strengthen Systems. Maximize Impact.

































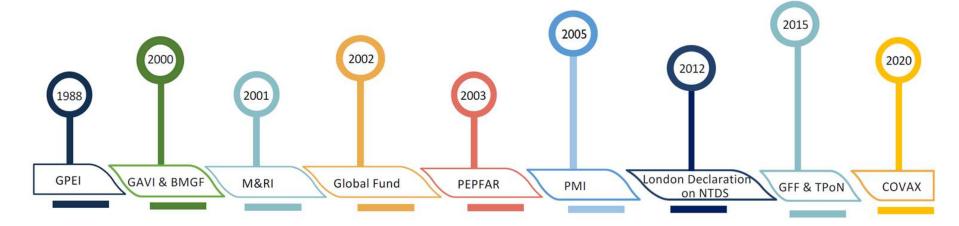
## **HCE Coalition Purpose**

To foster collaboration between health campaign partners at the global, regional, and country levels; facilitate learning and knowledge exchange; and advance systems and policy change. We will:

- 1. Support the implementation of the Collaborative Action Strategy for Campaign Effectiveness (CAS) by:
  - Providing programmatic support to countries to implement the CAS
  - Fostering communication and collaboration across countries (amongst relevant partners, within the healthcare system, and across different health campaign domains and the broader campaign ecosystem)
  - Documenting learnings and facilitating knowledge transfer between countries and the broader campaign ecosystem
- 2. Advocate for financial and policy alignment as well as collaboration between global, regional, and national campaign stakeholders and partners

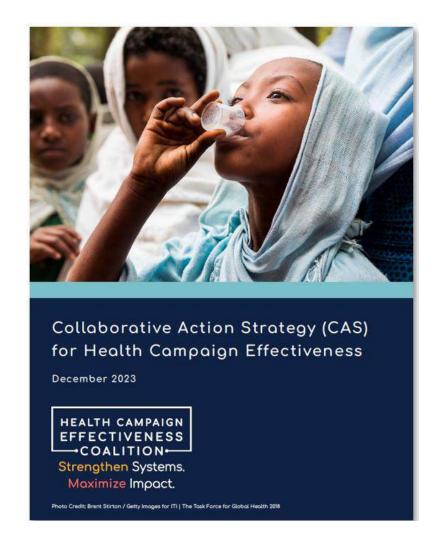
## Fragmented campaigns - An opportunity for change

Over the last 25 years, there has been a growth of disease-specific financing, which has driven a proliferation of health campaigns targeting diseases, with little coordination between programs.



- Global health campaigns play a strategic role within the context of a broader health system (e.g., PHC), and one does not always need to be at the cost of the other.
- The long-term aim is to reduce reliance on campaigns by strengthening health systems, but campaigns will continue in the near-term to respond to outbreaks, and support disease elimination.

# The Collaborative Action Strategy for Health Campaign Effectiveness (CAS)



- A 5-year strategy that aims to catalyze global, regional, and country-level partners to take action to enhance campaign effectiveness
- Developed in 2023 through a co-creation process with diverse partners and perspectives
- Grounded in credible evidence and best practices
- A unified and timely strategy that aligns and complements existing program-specific guidance and strategies

#### **Maximizing Health Campaign Efficiency and Impact**



12 recommendations
related to campaign
planning and
implementation, MERLA,
and campaign financing



Is adaptable and designed to be country led through customization and integration with existing policies; should not operate as a separate or siloed initiative



Implementation of the CAS should provide clarity and actionable guidance on ways to work together to improve effectiveness and efficiency of campaigns

#### What is Included in the CAS?

The core of the CAS is **12 concrete recommendations** related to **campaign planning and implementation, MERLA, and financing,** which outline:



The CAS also includes considerations **for CAS management and monitoring, scaling**, plus suggestions for **measures of success** and **resourcing needs** 

## 12 Recommendations to Enhance Health Campaign Effectiveness



#### **Planning & Implementation**

#### Rec #1a

Establish or leverage an existing multi-sectoral, cross-campaign **National Coordination Body** 

Rec #1b

**Identify campaigns and domains** for collaboration and integration

Rec #1c

Develop a multi-year, cross-campaign work plan and schedule for campaigns

Rec #1d

Harmonize tools and operations (e.g., logistics, supply chain, microplanning) across

Rec #1e

Develop a coordinated and effective approach to enable active **community engagement** at all levels and phases



#### M&E/MERLA<sup>1</sup>

#### Rec #2a

Within countries, develop a coordinated and collaborative **cross-campaign**MERLA strategy

Rec #2b

Aligned with the coordinated country
MERLA strategy, improve the ability of
campaign implementers and partners
to identify, measure, utilize, and share
data on campaign effectiveness

#### Rec #2c

At the global level, develop a Learning Platform and a MERLA framework to measure campaign effectiveness as a practical guidance to countries and global stakeholders



#### **Campaign Financing**

Rec #3a

Create a comprehensive view of campaign financing at the country level

Rec #3b

Take incremental steps toward harmonizing and aligning campaign financing

Rec #3c

Harmonize and align incentive payment modalities and rates across campaigns

Rec #3d

Advance government role in campaign financing

## **Anticipated Outcomes For The CAS**



Reduced fragmentation, and increased coordination and/or integration between campaign stakeholders & public health programs



Timely, harmonized funding processes and streams to decrease the burden on countries and implement more effective campaigns



More effective campaigns and efficient resource use to address country health gaps and priorities, and optimally serve target populations and communities



Progress toward transitioning health campaign interventions to the primary health care (PHC) system in the long-term



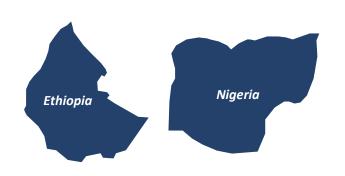
Streamlined approaches to measurement, monitoring, evaluation, and learning that foster sharing of information on the effectiveness and benefits of interventions, coordination, and integration



High-quality, equitable, accessible and people-centered health services via genuine community engagement throughout campaign phases, to meet multiple health needs

### **HCE Coalition CAS Timeline 2023-2028**







Phase 2 Scale Up [estimated]

2026

#### **Phase 1 Proof of Concept**

1. CAS development &

endorsement

2023

2. Partner + country socialization

by LT

CAS launch & Focus
Countries opt-in

2024

- customization and planning (e.g., implementation plan)
- 3. CAS MERLA plan developed—TOC defines expected outcomes
- 1. CAS implementation in Focus Countries—early demonstration of value add of collaboration

2025

- 2. Policy change initiated re campaign financing
- 3. Learning, knowledge sharing of best practices
- 4. Alignment of partners to facilitate change

- 1. CAS implementation demonstrates change in Focus Countries
- 2. Analysis of learnings and evaluation of mid-term outcomes
- 3. Policy change implemented: donors and gov
- 4. Model/pathway for scale-up and sustainable change& implementation beyond Ethiopia / Nigeria

Mid-term CAS
Outcomes

Long-term CAS
Outcomes

2027-28

## **Collaborative Action Strategy: Theory of Change**







Mid-term Outcomes (by 2026)

- Innovative ways of working among funders and partners
- Endorsed campaign financing changes

- Coordinated and efficient campaign planning & implementation
- Country ownership & accountability
- Harmonized tools and approaches
- Equitable compensation of HWs

 Adaptation driven by a shared learning agenda and data

Longterm Outcomes (by 2028)

- Enhanced global cooperation and institutionalized roles
- Strengthened policy frameworks

- Recommendations integrated into country policies and frameworks
- Minimal disruption to healthcare facilities during campaigns
- CAS adopted by additional countries

- Evidence-based practices diffused, adopted
- Changes to practices and policies institutionalized

Impact by 2030

<u>Disease elimination or reduction attributable to improved campaign</u> <u>coverage, effectiveness, and equity</u>

## Health Campaign Intelligence Hub Walkthrough

#### Campaign Hub Overview

The Campaign Hub, established in 2018, is a **cross-program campaign calendar database** designed to enable collaboration and coordination **across four areas: VPDs, Malaria, PC-NTDs, and Nutrition** 

#### **Goals & Insights**

This aims to provide a variety of insights that support program decision-making

Providing **timely views** into what campaigns are planned

Informing **improved coordination** and **integration** of campaigns

Enabling partners at all levels to collaborate more efficiently and effectively

#### **Data Partners & Sources** We compile regular campaign data updates from key campaign partners for each disease area **POLSIA WHO ESPEN RBM IVB GTFCC** ICG Gavi UNICEF MNTE Measles M&RP Nutrition **AMP NTDeliver**

**Media Monitoring** 

**Country Intel** 

#### **Information Captured**

We capture a variety of standard information across all programs



#### Campaign Hub Overview: Data Sources

	AMP	ESPEN	Gavi	GTFCC	ICG	MR&P	Media	NTDeliver	Partner Intel	POLSIA	RBM	UNICEF	WHO IVB	NTD Calls	JRSM	
Cholera												*				
Ebola																
HPV																
JE																
LF																
Malaria	ITN															
MCV										*						
MenA																
Nutrition						*				*		*	*			
Oncho																
Polio			IPV													
Rotavirus																Planned addition/upda
Schisto																Current Sour
STH													*			
Td																Ad Hoc
Trachoma																Weekly
Typhoid																Monthly
Yaws																Quarterly
ellow Fever												*				Annually Paused

<sup>\*</sup> Data sources that only represent co-delivered campaigns

#### Using the Campaign Hub and its data

## **Ecosystem and program support**

#### Data and dashboards

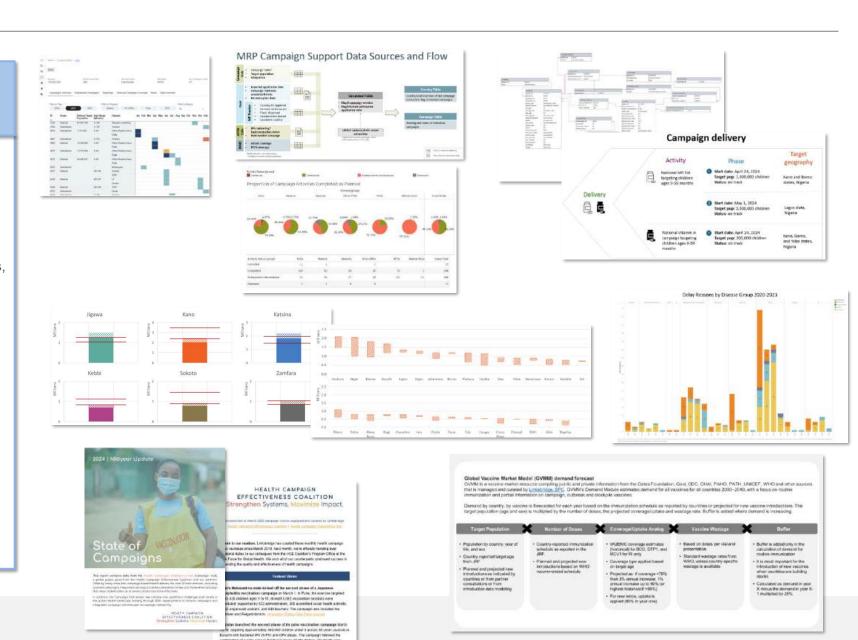
- · Gavi IRC app and internal database restructure
- M&RP PSU campaigns tracker
- · Malaria database and analytics support
- · Integration source for GPEI
- Successful transfer of data models, front-end views, SOPs, and data definitions to partners

#### Financial and planning practices

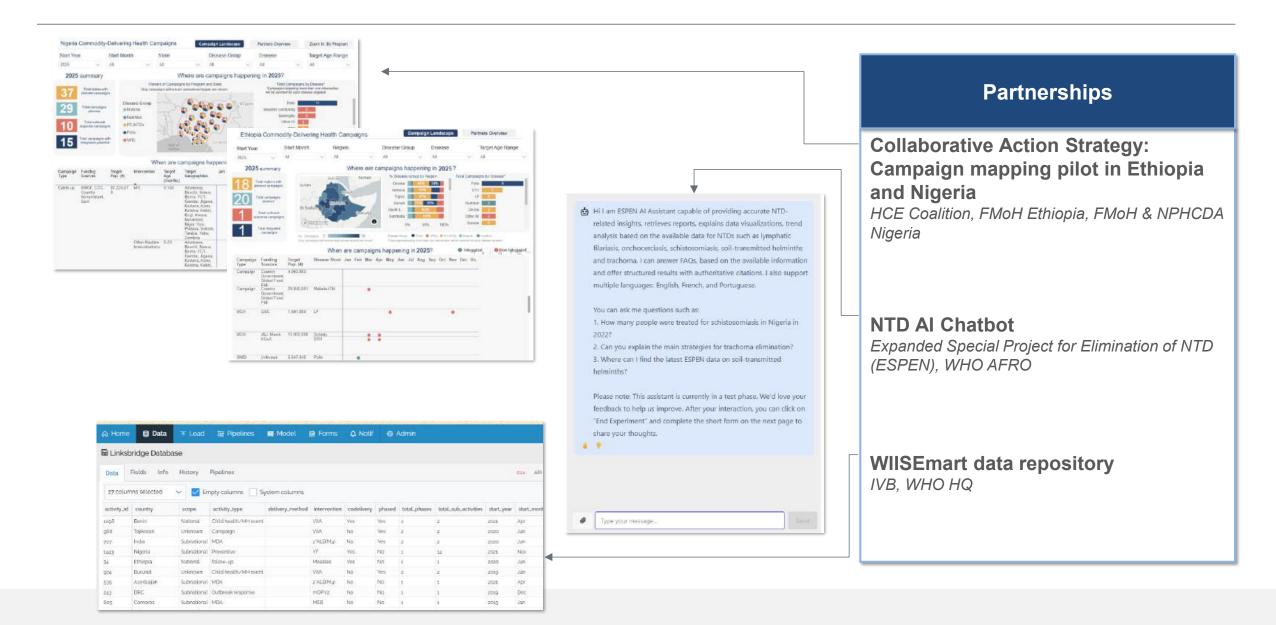
- Polio campaign costing efficiencies
- Target population estimator for Nigeria campaigns
- · Analyses on campaign and routine coverage
- VIMC and measles program impact analyses
- Global Vaccine Market Model (GVMM) demand forecasting for vaccine markets
- · Ad-hoc support to HCE Coalition, WHO IVB, etc.

#### **Communications**

- · CE News
- · Regular publications to align the community



#### Using the Campaign Hub and its data



#### Using the Campaign Hub and its data

## **Ecosystem and program support**

#### Data and dashboards

- · Gavi IRC app and internal database restructure
- · M&RP PSU campaigns tracker
- · Malaria database and analytics support
- · Integration source for GPEI
- Successful transfer of data models, front-end views, SOPs, and data definitions to partners

#### Financial and planning practices

- Polio campaign costing efficiencies
- Target population estimator for Nigeria campaigns
- · Analyses on campaign and routine coverage
- VIMC and measles program impact analyses
- Global Vaccine Market Model (GVMM) demand forecasting for vaccine markets
- Ad-hoc support to HCE Coalition, WHO IVB, etc.

#### **Communications**

- · CE News
- Regular publications to align the community

#### In-depth analyses

#### Missed integration opportunities

IA 2030 DSI Working Group

- Developed optimization algorithm to identify missed integration opps in 7 countries from 2019-2023
- Considered target population, geography, planned start date, precedence, and other program factors
- 85 missed opps identified. Top combinations:
  - Measles + Oral Polio vaccines
  - > Oral Polio + Td vaccines
  - > Malaria SMC + VitA supplementation
  - > Albendazole [for STH] + Oral Polio vaccine

## Identifying PZQ codelivery opportunities in four countries

NTD Program

- 14 codelivery opps identified. Most common:
  - > Polio (8/14)
  - > Malaria SMC (2/14)

#### **Partnerships**

#### Collaborative Action Strategy: Campaign mapping pilot in Ethiopia and Nigeria

HCE Coalition, FMoH Ethiopia, FMoH & NPHCDA Nigeria

#### **NTD AI Chatbot**

Expanded Special Project for Elimination of NTD (ESPEN), WHO AFRO

WIISEmart data repository

IVB. WHO HQ

#### Engage with the Campaign Hub

#### Global

#### **HCE Coalition website**

http://campaigneffectiveness.org/campaigndata/

#### **Subscribe to the Campaign Hub**

- Linksbridge Workspace hosts additional campaign data and dashboards
- Free through 2025, with organizational subscriptions beginning in 2026

http://workspace.linksbridge.com

#### Regional/Country

#### Campaign planning

Review this resources part of your national planning processes

#### Set up your own Campaign Hub!

- We can work with you to set up a regional- or country-level database and dashboard with existing Campaign Hub data
- Include additional data relevant to your programs

#### **Programs**

Ad-hoc analyses

**APIs** 

**Contribute data** 

Contact us for more

information:

Jaqui.Goldsberry@sassenach.co

KJ.Zunigha@linksbridge.com

## **Use Case For Countries - Ethiopia**

#### Country Use Cases: Nigeria & Ethiopia Campaign Mapping

#### **Country Request**

Country HCE Collaborative Action Strategy teams requested support to **map campaigns** occurring in the next three years **to inform program implementation**. Teams expressed the need to:

- Harmonize campaign planning data management across programs
- List stakeholders involved in campaign planning, funding, and delivery
- 3. Highlight potential opportunities for collaboration and integration
- 4. Identify opportunities for improved **effectiveness** of campaigns

#### Linksbridge Solution

Linksbridge piloted the Nigeria and Ethiopia Campaign Mapping and Integration Tool (adapted from the global Campaign Hub database) to support country efforts to increase campaign efficiencies, promote integration and collaboration, and optimize resources for campaign implementation.



## Overview: CAS Implementation in Ethiopia

Ethiopia, a CAS focus country, is positioned as a pioneer in a new approach toward campaign effectiveness.



The **Health Campaign Effectiveness (HCE) Coalition** was created in 2020 to improve coordination between growing global health campaign programs.

In 2023, it led the co-development of the **Collaborative Action Strategy (CAS) for Campaign Effectiveness** with 50 global, regional and country-level partners.

#### Some CAS objectives in Ethiopia



Reduce Fragmentation and Enhance Coordination through stronger ownership and collaboration among campaign partners



**Streamline Monitoring, Evaluation, and Learning** to enhance information sharing & improve reach



**Create Efficient, and Integrated Campaigns** including co-delivery of services where appropriate



Harmonize Funding Processes from campaign donors & gov't to support integrated & cost sharing approaches

Opt-in

**Customize** 

Plan

**Implement** 

In 2024, Ethiopia opted into the CAS process, because it provides solutions to its challenges and aligns with its priorities.

A cross-program TWG customized the global CAS into a **Ethiopian version (E-CAS) with 11 country-specific recommendations** across Planning & Implementation, MERLA, and Financing.

A **detailed implementation plan** was drafted with roles, timelines and costs. Campaign integration opportunities were mapped using a specific matrix.

In 2025, E-CAS is being formalized and Ethiopia tested its **implementation nationwide** with an integrated measles, RI, nutrition and other MCH campaigns.

## Successes, Limitations & Key Lessons

E-CAS aims to drive a more efficient use of resources and a stronger PHC system through sustained government commitment and partner alignment to effective collaboration



#### Successes



#### **Full Government Ownership**

Aligned with its priorities, the CAS was customized and is implemented by the Ethiopian government which prioritized and invested resources into planning and implementation activities.



#### **Broad Stakeholder** Engagement

Major campaign donors, implementers, and TA providers within the 3 domains are participating in CAS planning, early implementation, and have pledged support for implementation.



#### **Early Implementation**

After implementation planning, recommendations have quickly started to be put into action: a campaign mapping and an integration matrix were developed. The approach was launched nationwide.



#### Limitations



#### **High Initial Effort**

**Bringing together many different** campaign programs with potentially conflicting priorities is initially difficult, with no easily available dedicated resources (e.g. HR and funding).



#### **Potential Increase in** Complexity

**Coordinating and integrating campaign** domains that were initially implemented separately can lead to more complex authority lines.



#### **Change Management** Challenges

New ways of working lead to an adjustment time during which teams adopt new tools, workflows, communication protocols.



#### Key Lessons

#### **Enabling Coordination**

Clear focal points have been key to successful coordination and implementation.

#### **Leadership Sustains** Commitment

**State Minister chairing National Steering** Committee has been crucial for sustaining political will.

#### **Evidence Guides Design**

Initial readiness, finance, and MERLA assessments provided the evidence needed to tailor CAS and shape country-owned recommendations.

#### **Collaboration Needs Facilitation**

**Genuine cross-program collaboration requires** deliberate facilitation to drive shared decisionmaking.

#### **CAS Aligns Action**

The CAS framework gives stakeholders a clear structure to co- create unified, country-owned strategies and policies.

## 2026 (2018 EFY) Campaigns

Planned Campaigns 2026 (2018 EFY)

1	Immunization	NTD (12 rounds)	Malaria (5 rounds)	Nutrition, Outbreak Response, & NCB
	Cholera Yellow Fever Zero Dose HPV	<ul> <li>Trachoma (MDA;         Azithromycin)</li> <li>Schistosomiasis &amp; soil         transmitted helminthiasis         (MDA; Praziquantel and         Mebendazole)</li> <li>Onchocerciasis &amp; lymphatic         filariasis (MDA; Ivermectin         Treatment)</li> </ul>	Dual AI ITNs IRS campaign	Adolescent Nutrition: TBD Outbreak Response (e.g., Polio, Measles): TBD NCB: TBD

#### **Suggested Integrated or Co-Delivered Campaigns**

- 1. Immunization + Nutrition + Zero Dose + NCD
- 2. Trachoma MDA + Malaria ITN + NCD
- 3. Oncho & LF + Malaria ITN
- 4. Shisto & STH + HPV + Adolescent Nutrition + NCD
- 5. IRS Campaign + Zero Dose + Nutrition Screening
- 6. Outbreak response (nOPV or Measles or Cholera) + Zero Dose
- 1. No NCB and nutrition campaigns planned currently

## **Country Use Case - Nigeria: Implications for PC-NTDs**

### The Solution



# N-CAS Nigeria's Collaborative Action Strategy for Health Campaign Effectiveness

- A 5-year strategy that aims to catalyze partners to institutionalize campaign coordination & integration to enhance campaign effectiveness and build a more effective and coordinated health system
- The N-CAS was **developed through a co-creation process across departments** (e.g. malaria, NTDs, non-polio SIAs) and key partner stakeholders (e.g., WHO, The Carter Center, Gates Foundation)

- The potential for catalytic effect is due to its **embodiment of a sector** wide strategy and approach leveraging existing systems through both vertical and horizontal lens.
- The CAS should lead to better acceptability, cost savings, overall improved program efficiencies<sup>1</sup>







## The anticipated outcomes for the N-CAS are far reaching



Reduced fragmentation, and increased coordination and/or integration between campaign stakeholders and public health programs



Timely, harmonized funding processes and streams to decrease the burden on countries and implement more effective campaigns



More effective campaigns and efficient resource use to address country health gaps and priorities and to optimally serve target populations and communities



Progress toward transitioning health campaign interventions to the Primary health care (PHC) system in the long term



Streamlined approaches to measurement, M&E, and learning fostering information sharing on effectiveness & benefits of interventions, coordination & integration



High quality, equitable, accessible, and people-centered health services via genuine community engagement throughout campaign phases to meet multiple health needs

# Different campaign components were piloted across Kano, Oyo and Yobe, with varying degrees of integration

		<u> </u>							
			Key: F	Full integration Partial integration Not	t integrated				
Cam	paign Component	Kano	Oyo	Yobe	Yobe				
Ç⊡→ C□→	Microplanning	<ul> <li>Partial (microplanning occurred late and was only partially integrated at a time with each times initial microplanning had already occurred. Malaria teams' inability to full integrate was due to its microplanning being finalized much earlier in the year)</li> </ul>							
र्धः दुश्	Training	<ul> <li>Partial (NTD was included in the training manual, but it was limited; retraining for NTD team separately occurred and overall training had challenges)</li> </ul>							
(E)	Stakeholder Coordination	Partial (planning meetings included teams across domains but with inconsistent attendance)							
	ACSM	Partial (materials included messaging across domains but with challenges and missed opportunities)							
	Logistics & Supplies	<ul> <li>Not integrated (though visibility of MR / Polio campaign helped obtain NTD commodities that otherwise would likely have not arrived)</li> </ul>							
	Financing & Budgeting	Not integrated							
	Data, Monitoring & Evaluation	evening review meetings at state	<ul> <li>Partial (ODK was integrated though could have included more NTD and malaria related elements; evening review meetings at state and national level included teams across domains but with challenges; data tools – tally sheet, register and denominators were not integrated)</li> </ul>						
<i>{</i> 0 <i>}</i>	Team Composition & Implementation	*	<u> </u>	but working together took retraining d capacity; sharing workload was lii	•				

## N-CAS had demonstrated numerous achievements across campaign components



## First-time collaborative cross-program planning

✓ Joint planning across FMOH and NPHCDA bringing together NTD, malaria, and immunization focal points enabled the alignment on joint implementation and coordination



## **Cross-program best** practice sharing

✓ Domain-specific norms were beneficial to Evening review norm was a benefit to NTD teams (supported daily supervision)



## Stronger stakeholder and community engagement

✓ Consistently engaging and coordinating with cross-program stakeholders and community & religious leaders helped amplify campaign visibility and reach hesitant or unreached households



## Efficient drugs and vaccines' tracking

✓ Drug tracking was strong and NTD teams likely benefited from N-CAS and immunization team visibility



## Real-time data monitoring and verification

✓ Data reporting and verification done in real time using WhatsApp, Google Sheets, and cross-checks, enhanced data accuracy and rapid decisionmaking



## Tailored implementation approach

✓ Adaptive implementation in security challenged areas through decentralized planning, cluster meetings, and flexible scheduling sustained progress despite insecurity



## Integrated Campaigns: Leveraging GAVI funded campaigns for PC-NTD codelivery

Cristina Lussiana
Health Specialist, Digital Health and Information Systems, UNICEF HQ







#### **Outline**

- Challenges faced by NTD programmes
- Opportunity: Integrated Digitization of Campaigns
- Overview of UNICEF-Gates NTD Project Integrated NTD-PHC Delivery:
  - Theory of Change
  - Integrated NTD-PHC Delivery
  - Integrated Campaign Registry
  - Scope of work, Outputs, Metrics of success,
- Guidance on Integrated Digitization
- Main takeaways

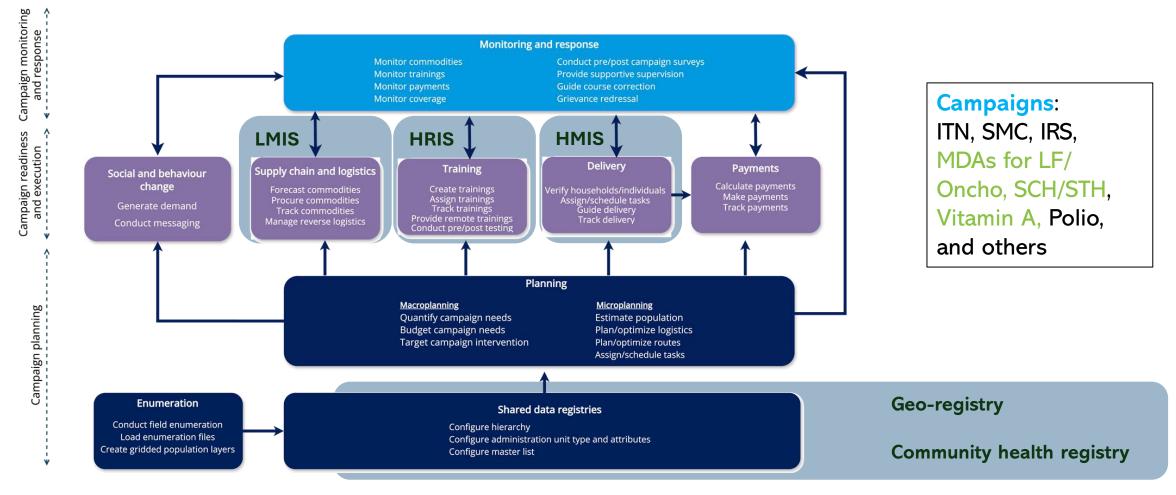
## Challenges faced by NTD programmes

- Declining, often earmarked funding, resulting in unequal coverage and progress across NTDs and geographic areas.
- Data challenges: collection, collation and sharing; poor quality and limited linkages/interoperability with HMIS.
- Increasingly complex operating contexts.
- · Continued verticalization of NTD programming.
- · Multiple public health campaigns, with
  - inadequate cross-campaign coordination and integration
  - missed opportunities for co-delivery of interventions and
  - campaign fatigue



## Opportunity: Integrated Digitization of Campaigns

Integrated digitization of health campaigns refers to the integration and sharing of digital solutions across multiple health campaigns and alignment with routine health systems.



Digitization of health campaigns: guidance on benefits, priorities and operationalizing an integrated approach, WHO Regional Office for Africa, 2025

## Benefits of Integrated Digitization

#### **Efficiency**

- Improved visibility:
  digital tools improve
  tracking of
  interventions, clearly
  showing what's been
  achieved and where
  efforts are still
  needed
- Cost-effective integration: by integrating systems, we eliminate redundancies in resources, data, and infrastructure, driving greater operational efficiency

## Reduced fragmentation

• Streamlined
operations:
integrated
technology
streamlines data
sharing across
campaigns, aligning
workforces and
improving
communication

#### Improved coverage

 Data-driven **delivery:** integrating campaign tools with routine health systems strengthens the use of existing population and health data, enabling more efficient targeting and increasing the number of people who receive the intervention, ensuring broader coverage across campaigns

#### **Sustainability**

- Government
  collaboration: digital
  tools developed with
  government input are
  embedded in MoH
  infrastructure,
  ensuring they are
  prioritized for longterm budgeting and
  resource mobilization
- Scalable and adaptable: integrated systems are designed for easy scalability across regions and health programs, making them sustainable over time

#### Reach and equity

• Broader reach:
integrated
campaigns ensure
that underserved
populations benefit
from multiple,
coordinated
interventions,
improving equitable
access to health
services

## Overview of UNICEF-Gates NTD Project Integrated NTD-PHC Delivery

Programme goal: To contribute to the reduction of morbidity, disability, and mortality due to endemic NTDs using an integrated and cost-effective approach centred at the community level.

Objective 1. Leverage catalytic investment to raise additional funding for NTD prevention and control

• Outcome 1.1. Catalytic financing mechanisms secured at least a 20% increase

Objective 2: Strengthen capacity to prevent and treat NTDs at the community Level

- Outcome 2.1. Integrated delivery of NTD prevention and control through CB-PHC in target areas
- Outcome 2.2. Enhanced multisectoral coordination and collaboration for NTD prevention and control in target areas

Objective 3: Enhance digital health capabilities to facilitate robust planning and reporting of NTDs and other public health campaign data

- Outcome 3.1. Greater integration of NTD and other campaigns and national health systems through the adoption of information exchange standards
- Outcome 3.2. Increased use of real-time data for decision-making, leading to an improved NTD program

## **Program Theory of Change**

Intermediate Long-term **Impact Inputs Metrics of Success Outputs Outcomes Outcomes** 1. Leverage catalytic investment to raise additional funding for NTD prevention and control Increased funding Catalytic financing •Investment case and funding-gap analysis •75% of targeted stakeholders Expanded / Diversified donor Expanded commitment to mechanisms secured at developed and disseminated. endorse and reference the base that engages in NTD financing for least at 20% increase NTD financing investment case programming. Multi-stakeholder resource-mobilization NTD programs and programming New funding commitments •NTD line items appear in events convened, generating formal secured equal at least a 20% national and partner budgets for funding pledges. the next fiscal cycle. increase 2. Strengthen capacity to prevent and treat NTDs •Technical expertise on Harmonized CHW curricula incorporating Increased CHW engagement in % of CHWs trained on NTD integration of and capacity NTD prevention, early identification, NTD prevention and early prevention, early identification, bility line **Improved** Strengthened building for NTDs within treatment, morbidity management and identification across underserved treatment, and morbidity community community based primary referral. communities. capacity to management health care. health through •# of completed and updated •Improved alignment between prevent and CHW masterlists up-to-date and inclusive integrated and CHWs master lists including Technical expertise on HRH national health programs and treat NTDs of NTD staff, improving health workforce multi-sectoral NTD staff and CHW registries. NTD prevention strategies, planning and management. % of the target population reducing duplication of efforts approach · High level advocacy to treated through integrated MDAs and increasing resource strengthen coordination of Integrated planning and microplanning of efficiency. NTD with other public MDAs and other public health campaigns health campaigns. 3. Enhance digital health capabilities to facilitate robust planning and reporting of NTDs and other public health campaign data Increased use of real-time data • Strengthened real-time monitoring, data • % of campaigns demonstrating Health information Strengthened Accelerated for decision-making-leading to improved efficiencies by using collection and reuse, and analysis supports systems and technical an improved NTD program. data-driven progress towards data for real-time monitoring and course correction, increase accountability expertise on digital •Greater integration of NTD and NTD elimination and improves stock management. course correction decisionhealth and RTM.

% of the target population

treated through integrated

MDAs

other campaigns and national

health systems through the

adoption of information

exchange standards.

making

• Integrated Campaign Registry (ICR) with

sustained integration between campaigns

HL7 FHIR standards operational for

and national health systems.

Technical expertise on

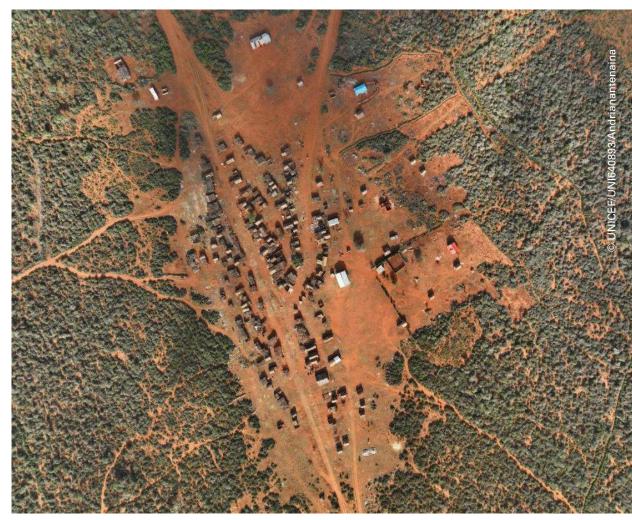
FHIR.

## **Integrated NTD-PHC Delivery**

# Objective 3: Data and Digital Technologies - Harmonizing Capabilities for Robust Planning and Reporting

Integrated Campaign Registry (ICR) for sustained integration between campaigns and national health systems.

- Develop an (HL7 FHIR) Implementation Guide (IG) to standardize the storage of data across health campaigns, e.g., including locations visited, people targeted, and services delivered. This will be the foundation for an integrated microplanning implementation guide.
- Develop and deploy the ICR to facilitate interoperability/exchange of campaign data between digital platforms used by different MoH programs for public health campaigns.
- Conduct training for MoH and partners on health information exchange and integration with routine health systems.
- Provide support to MoH and partners on the use of the ICR to exchange data between two campaigns in each of the countries selected.



## **Integrated NTD-PHC Delivery**

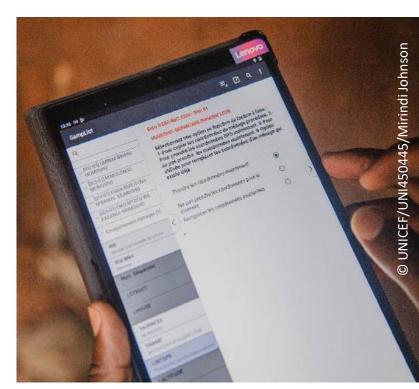
# Objective 3: Data and Digital Technologies - Harmonizing Capabilities for Robust Planning and Reporting

Strengthened linkages between community-level NTD data and national health information systems to improve detection, service delivery, and follow-up.

- Develop data workflows to enable bidirectional data flow between community-based reporting tools and HMIS.
- Support the customization of DHIS-2 and other platforms to incorporate NTD indicators and ensure alignment with routine reporting.

Strengthened real-time data collection, monitoring and analysis during public health campaigns for timely course correction and robust planning.

- Conduct periodic real-time monitoring to drive evidence-informed action by governments and partners.
- Develop digital dashboards for real-time visualization of campaign performance.
- Integrate geospatial mapping and risk-based targeting to improve the efficiency of campaign delivery.
- Document lessons learned and best practices on the use of digital tools for integrated campaign planning and management for strengthening CB-PHC.



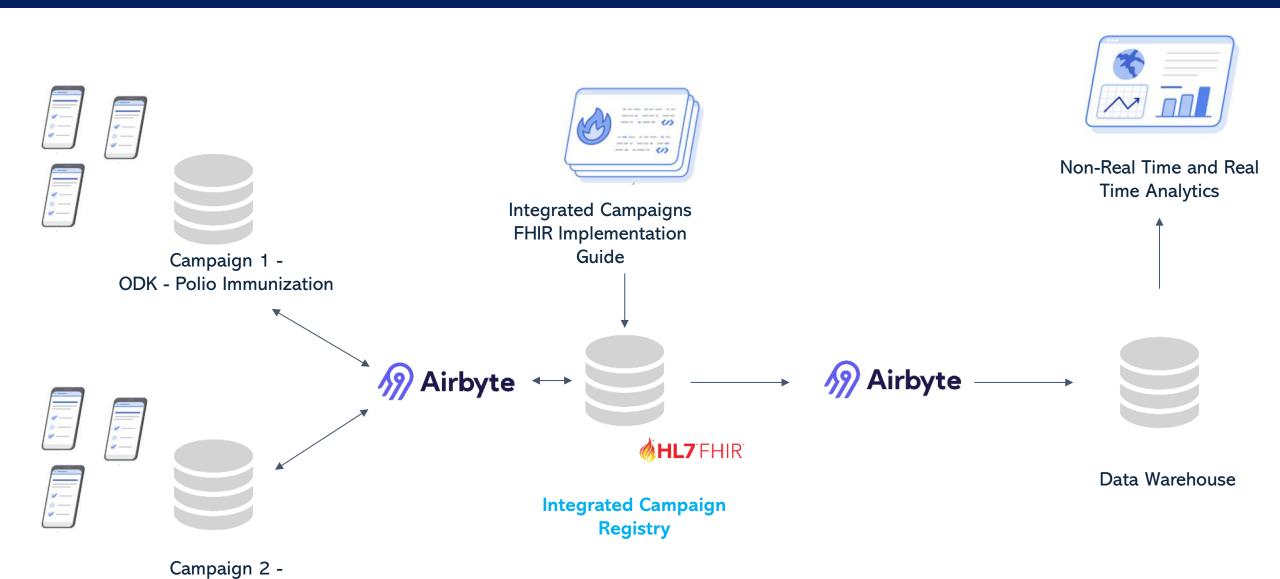
# Integrated Campaign Registry

#### **Building blocks (Outputs of a Campaign)**

- Locations:
  - Admin areas
  - Settlements
  - Service points (i.e., schools, health posts, etc.)
  - Household locations
- Services delivered:
  - Vaccinations
  - Mosquito nets
  - MDA
  - Vitamin A, etc.
  - Provider
- Households and clients
  - Household
  - Demographics (Age, Gender)
  - Name
  - U5, Pregnant, Vaccination Status



## **Integrated Campaign Registry**



**DHIS2 Tracker - NTD** 

# Scope of work and outputs

Tier	Country	Interventions	Main Outputs
Tier 1	Côte d'Ivoire Sierra Leone	<ul> <li>Integrated CHW curriculum updated to include NTD services,</li> <li>Community-level NTD data fully interoperable with national HMIS via a production-ready Integrated Campaign Registry (ICR),</li> <li>Real-time dashboards used for joint, multi-campaign delivery (NTD + RI/Polio/Malaria).</li> </ul>	<ul> <li>National rollout of updated CHW package,</li> <li>ICR live and exchanging data across at least two campaign programs,</li> <li>Integrated campaign delivered and documented for global learning.</li> </ul>
Tier 2	Uganda Madagascar Niger	<ul> <li>Priority districts receive updated CHW materials and initial NTD job-aids,</li> <li>"ICR-lite" or similar data-exchange module linked to DHIS2</li> <li>Pilot digital micro-planning and real-time monitoring in high-burden areas.</li> </ul>	<ul> <li>Updated CHW/NTD package deployed in priority districts,</li> <li>Functional data-exchange prototype feeding national HMIS,</li> <li>Evidence package for expansion to full integration.</li> </ul>
Tier 3	Mali Tanzania Ethiopia Senegal	<ul> <li>Gap analysis of CHW curriculum, NTD delivery, and digital capacity,</li> <li>Roadmap and advocacy for integrating NTDs into CB-PHC service delivery,</li> <li>Small-scale pilot of low-bandwidth digital data collection.</li> </ul>	<ul> <li>Endorsed roadmap for curriculum and digital transition</li> <li>Costed plan and partner buy-in for future Tier 2 support</li> <li>Lessons from initial digital pilot documented.</li> </ul>

# What does success look like?

Obj	Outputs	Metrics of success/measurement indicators	Outcomes
1	Investment case and funding gap analysis developed and disseminated.	75% of targeted stakeholders endorse and reference the investment case.	Expanded financing for NTD programs
	Multi stakeholder resource mobilization events convened, generating formal funding pledges.	New funding commitments secured equal at least a 20% increase.	
2	<ul> <li>Harmonized CHW curricula incorporating NTD prevention, early identification, treatment, morbidity management and referral.</li> <li>CHW masterlists up-to-date and inclusive of NTD staff, improving health workforce planning and management.</li> <li>Integrated planning and microplanning of MDAs and other public health campaigns.</li> </ul>	<ul> <li>% of CHWs trained on NTD prevention, early identification, treatment, and morbidity management.</li> <li># of completed and updated CHWs master lists including NTD staff.</li> <li>% of the target population treated through integrated MDAs.</li> </ul>	Strengthened capacity to prevent and treat NTDs
3	<ul> <li>Strengthened real-time monitoring, data collection and reuse, and analysis supports course correction, increase accountability and improves stock management.</li> <li>Integrated Campaign Registry (ICR) with HL7 FHIR standards operational for sustained integration between campaigns and national health systems.</li> </ul>	<ul> <li>% of campaigns demonstrating improved efficiencies by using integrated data for better improved planning and real-time reporting for improved monitoring and course correction.</li> <li>% of the target population treated through integrated MDAs.</li> <li>Proportion of target districts achieving program coverage of 75% or more in SAC/pre-SAC/high-risk adults.</li> </ul>	Strengthened data- driven decision-making

### Guidance on Integrated Digitization

The Integrated Digitization of Health Campaigns Toolkit provides end-to-end guidance to support countries on how to plan and implement integrated digitization across campaigns and routine health systems.

The toolkit consolidates lessons, tools, and planning frameworks for country implementation. It builds on global best practices and serves as a campaign-specific extension of the WHO Digital Implementation Investment Guide (DIIG).



Source: Integrated Digitization of Health Campaign Toolkit <a href="https://iris.who.int/handle/10665/380775">https://iris.who.int/handle/10665/380775</a>

## Guidance on Integrated Digitization

The Digital Tool Selection Guidebook for Health Campaigns guidebook supports public health managers and implementing partners in identifying and selecting digital tools to improve the planning, delivery, and monitoring of health campaigns.

It provides practical guidance on how digital solutions can enhance campaign effectiveness and align with broader health system strengthening goals.

The guidebook is organized into three key sections to guide tool comparison and decision-making:

- Campaign phases,
- Campaign tools selection matrix,
- Tool functionality across phases.



unicef®

Digital Tool Selection Guidebook for Health Campaigns

Navigating Digital Tools in Health Campaigns





## Guidance on Integrated Digitization

Using Real-Time Monitoring to Strengthen Health Campaigns is a self-paced course to build the knowledge and skills to implement and scale RTM for health campaigns.

The course includes six interactive sessions that walk you through what it takes to implement RTM:

- Why Real-Time Monitoring?
- What does it take: Shared vision, and decision-making processes
- What does it take: Digitalization
- What does it take: Enabling environment
- What does it take: Considerations for planning and budgeting
- What does it take: Monitoring and evaluation.



## Main Takeaways

#### Reduce the need for complex interoperability

✓ Integrate routine and campaign systems for seamless data flow and better decision-making

#### **Build workforce expertise**

- ✓ Equip health workers with skills for data management and subnational data use
- ✓ Build technical team capacity on RTM, readiness assessment, dashboard design, and timely customizations

#### Foster innovation in routine systems

✓ Expand RTM use cases with adaptable modules to meet campaign-specific needs without overhauling systems

#### **Drive sustainable collaborations**

✓ Foster multi-sectoral partnerships to align digital health investments with long-term health system goals

#### Tap into existing investments

✓ Builds on years of investment in digital health infrastructure, tools, and training

#### Invest in cross-cutting DH infrastructure

- ✓ Enabling infrastructure like devices, servers, connectivity are critical.
- ✓ Investments in digital health architecture such as CHW and HF registries, interoperability frameworks, and others, fuel RTM and cross-program investments







# DIGIT - eGov (Integrated Digital Health Platform)

Ranjani Rajagopalan Associate Director, eGov Foundation









# **OGOV**

# Integrated Digital Health Platform

Ranjani Rajagopalan Associate Director, eGov Foundation



**African Region** 





# Agenda



- Overview of eGovernments Foundation
- eGov's health work
- HCM Overview and journey to a DPI for public health
- Our journey in Africa
- Partnership with WHO AFRO





# eGov Foundation: Catalysing transformation of public service delivery





# Catalyse transformation of public service delivery



Working with countries & local partners to drive digital transformations at speed and scale.

#### What we do

# Multi-Disciplinary Approach Public Service Delivery Activating Market Partners

#### **Sectors**



Local Governance,
Public Health, Water & Sanitation,
Public Finance, Agriculture,
Justice, Education & more

#### Impact on Ground

4 4D.	Public Services
1.4B+	Delivered

200+ 9
Partners Countries

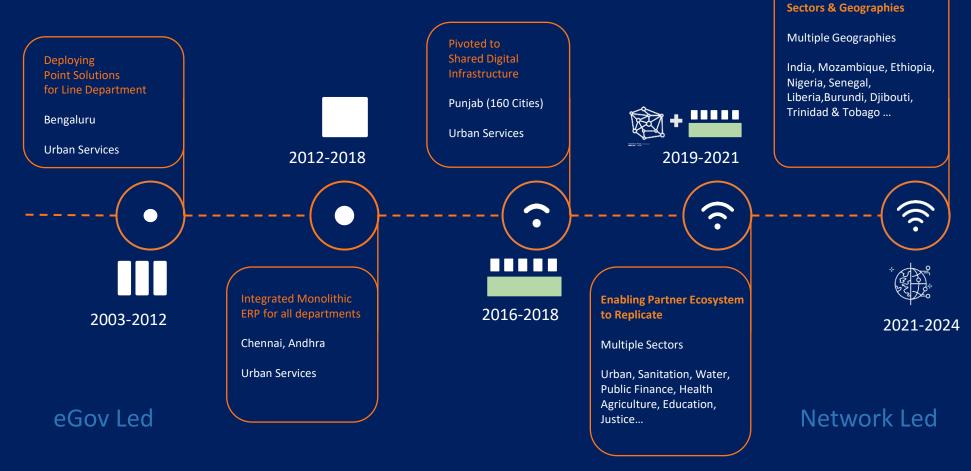






Network led impact in new

# eGov's journey of 23 years









# eGov Foundation: Work in health space







# eGov's Work in Health Space: Assets & Capabilities



Health Finance
Resource Tracking

**Waste Management** 

Critical Care & Patient Management

Decentralised Solar Energy

**DIGIT HCM** 

**DIGIT Smart Payments** 

Strategy Consulting + iFIX

**DIGIT Sanitation** 

10BedICU | Care Platform

SELCO - E4H Platform

End-to-end campaign management product.

Integrated campaign capability - Bednet, SMC, IRS, LF, Shisto, Polio.

Smart payments to frontline workers based on attendance and proof of work.
Payments are made directly in their bank accounts or mobile wallets.

Used in the state of Odisha in India (Urban employment).

Development of a strategic roadmap for digital transformation for health finance resource tracking in Ethiopia using a DPI-aligned approach.

Recommendation adopted by MOH. Implementation underway.

A waste management platform that can be extended and leveraged to manage different types of waste streams faecal sludge management, solid waste management, medical waste management.

Provides critical care infrastructure to govt. hospitals.

ICU beds, monitoring systems, ventilators, EMR system, tele-ICU system.

250 10BedICU's in India.

Decentralised Solar
Energy to Primary
Healthcare Centres and
Health Facilities along
with a digital platform
that enables operations
and maintenance, asset
management, vendor
management, remote
monitoring and incident
management.

**Strategy Consulting & Advisory Services** 

Digital Products & Platform

**Technology Support** 

Training and Local Capacity Building

Catalysing Market Development

**ASSETS** 



**HCM Overview** 

&

Journey to DPI for public health







# Health campaigns in LMICs face multiple challenges

#### **National Agencies**

No visibility of progress and problems

Poor data to plan and make decisions in run time



#### **Health Supervisors**

Inadequate information and limited resources

Constantly firefighting



#### **Frontline Workers**

Limited training, run-time issues

Repetitive tasks, delayed payments



Low campaign effectiveness

Logistical complexities

Limited visibility

Siloed approach

Limited ownership







Countries are rapidly digitising campaigns to address these challenges



# Current digital efforts are sub-optimal & have low impact on effectiveness

Duplicative approach

Data locked in silos

No interoperability between systems

Difficult to scale & sustain

No ownership of digital assets and data







# To address these challenges a new approach is needed

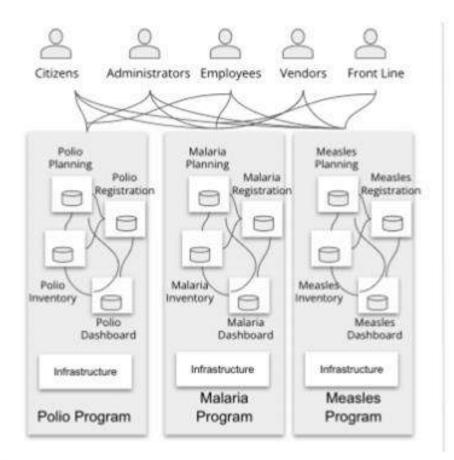






# From a siloed approach to DPI approach

#### **Traditional Approach**



#### **Platform Approach**

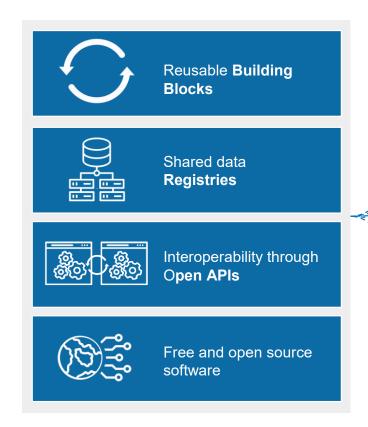








## Key principles of DPI approach



One product can be repurposed for all campaigns

Enumeration is done once, enriched continuously

Data flows across systems, solutions interoperate

Use the building blocks to create **new solutions**\*

Lowers the cost of software and of running programs

Sovereigns own & evolve digital assets as public infra





#### **Streamlined Ops**

Centralised helpdesk Manage complaints Manage trainings Manage stock Automated payments

#### V

#### **Delivery Simplified**

Quick registrations Simplified service delivery Daily checklists In-app job aids

#### **Quick Set-up**

Quick campaign set up User management Role assignment Create forms easily



Real time Dashboards
Tailored Reports
Campaign alerts

# DIGIT HCM

Run campaigns for all diseases

#### Modular | Configurable | Reusable | Integratable

**Integrated with DHIS2** 

Offline capabilities

**Shared registries** 

**Guided UI** 

**Integrated Planning** 

Micro-planning

GIS capabilities

**Assisted navigation** 

Open apis







#### **USPs of DIGIT HCM**

# **Shared Registries**

Foundational registries that store verified data — including a Beneficiary Registry with household and individual health records, and a Health Workforce Registry with verified details of community and facility-based health workers.

#### Scale

DIGIT HCM has already demonstrated its ability to support large-scale public health operations.

Example: Nigeria, Mozambique

# Interoperability

Seamless integration with national digital health systems — MOSIP for digital ID verification, DHIS2 for routine health data reporting, eLMIS for end-to-end supply chain visibility, and FHIR-based interoperability for linking with EMRs and other health information systems.

- It works offline, allowing health workers to continue their activities even in areas with no connectivity
- The app supports **local languages**, making it accessible and easy to use for frontline workers across diverse regions.
- With peer-to-peer data transfer, field teams can securely exchange information between devices
- All data capture is geo-enabled
- And at the management level, dashboards and custom reports turn field data into actionable insight



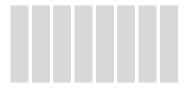


# Countries can drive a self sustained digital transformation in public health using DPI approach



**Current - Siloed systems** 

Phase 1 - Integrated Systems Phase 2 - Public Health Platform Phase 3 - Public health platform with thriving ecosystem



Diverse health systems independent DB and infrastructure



Integrated systems with shared registries/ infrastructure
Other systems work independently



DPI for health with shared registries and shared services which enable improved data analysis



Market actors innovate and build new solutions that cater to newer challenges



Limited country ownership; implementation partner/ funder driven digitalization



Increased country ownership, reduced costs and higher accountability in running integrated systems



Country owned platform with application development distributed across enabled partners



Thriving ecosystem with the ability to innovate on the platform







# Journey in Africa





# eGov's journey in Africa began with health campaigns digitalization in August 2023..

African Region









#### **Knowledge Partners**















#### **Funders**



#### **Gates Foundation**









# Key highlights from implementations across countries

Improved Team Performance Targeted coaching based on real time performance monitoring

Compliance to SOPs defined in the country for delivery tracking based on compliance metrics Better campaign coverage

Customized communication strategy based on refusal rates monitored on the dashboard

Extension of campaign delivery at identified locations

Efficient resource utilization

Reduced wastage of resources by tracking resource usage per household and training front line workers accordingly

Better outbreak preparedness With application already available and campaign staff trained, readiness for emergency campaigns was faster

Cost efficiencies

90% reduction in infrastructure cost per user and 40% reduction in training cost per front line worker when using HCM in a single instance across multiple campaigns







# Partnership with WHO AFRO





# AFRO countries have been improving health outcomes through advanced digital transformation initiatives



Developing integrated service delivery platforms that bridge disease-specific silos and enable seamless coordination across health programs.

Strengthening the use of "data for action" to drive more effective and responsive vaccination service delivery.

Supporting initiatives that promote country ownership through interoperable and scalable digital public infrastructure

Enabling precision public health through timely, high-quality data and analytics that inform targeted planning and decisionmaking.





#### A new partnership – DIGIT Health Campaign Data Digitization



(DIGIT HCM) – has been established to accelerate the adoption of digital health solutions across the WHO African Region.

#### **Partnering Organizations**



ization

African Region

Disease Prevention and Control Cluster and Polio Eradication Program





#### The Offering

Over three years, the initiative, will support the use of the DIGIT Health Campaign Platform in ten countries, providing a unified interface for monitoring campaign activities and enabling timely data-driven

transformation of health campaigns across Africa by strengthening collaboration among clusters, promoting greater program integration, and reducing the reliance on fragmented tools. It supports country-led adoption of interoperable digital solutions that enhance efficiency and impact, while ensuring that national data sovereignty is fully protected throughout the process.







# Coffee Break











# ESPEN workshop on data systems, tools and processes for PC-NTD programmes

Dickson Kioko KENYA NATIONAL PUBLIC HEALTH INSTITUTE













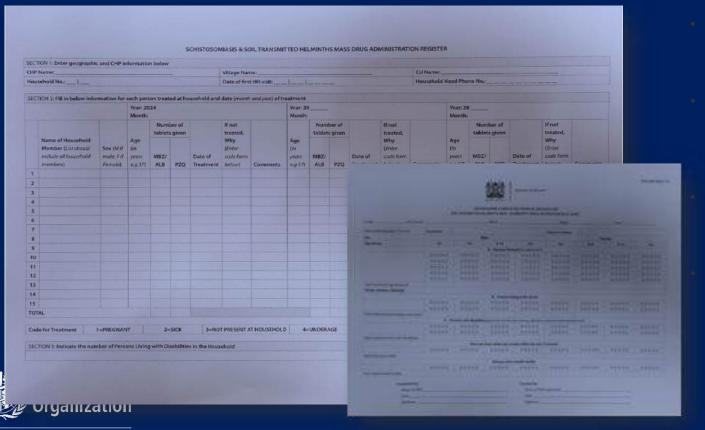
# DIGITIZATION OF MASS DRUG ADMINISTRATION CAMPAIGNS TO ENHANCE EFFICIENCY AND INCREASE COVERAGE Presented by: Dickson Kioko.

•

# Neglected Tropical Diseases MDA campaigns are important instruments for delivering healthcare interventions in Kenya aimed at eliminating at least 4PC-NTDs by 2030

### Before digitization

Inefficiencies in campaign planning due to the absence of verifiable and accurate population data to quantify resources and identify the target population. Similarly, the Manual registration of Household Members and tallying processes was a time-consuming and cumbersome activity.



### With digitization

The eCHIS Household-level registry of households provides accurate population statistics that effectively serve as a reliable population data source.

- Over **90% of households** have been enumerated within the implementation units, i.e. in Chekalini & Bunyala Central Wards, forming a comprehensive registry.
- Due to the registry's ability to be updated frequently during routine activities, it serves as the most accurate single source of accurate and reliable denominator for planning and executing public health campaigns.
- Geo-tagging functionalities on the campaign module make it easy to track CHP movement and offer near-real-time satellite supervision.
- The ease-of-use and navigation through eCHIS registry makes it easy to offer treatment to an expansive target population within a short period of time.



### Digitization Innovation was designed to address the existing challenges that MDA activities faced

MDA campaigns planning and implementation experience operational challenges that impact performance/coverage:

- Inaccurate population data estimates.
- Lack of real time campaign monitoring of treatment and stock data.
- Siloed/vertical implementation and monitoring outside the routine health system.



**ENUMERATION** 

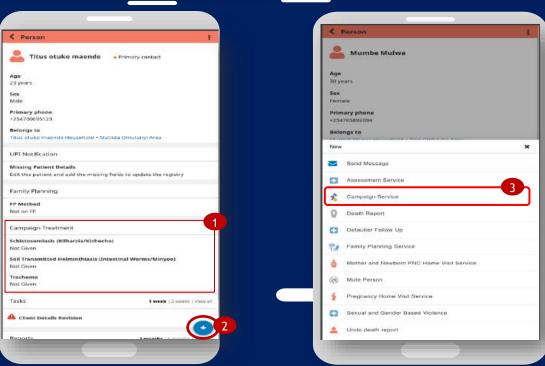
Administrative units + boundaries Health Facilities Households Campaign distribution points (schools, community centers)
Commodity warehouses
Health Worker list

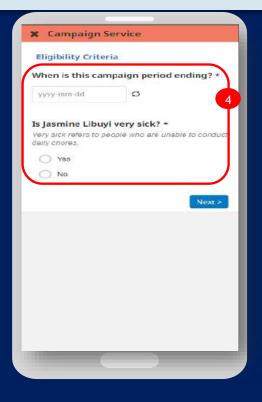


### eCHIS | Solution /Innovation of Choice that was Implemented

A Campaign MDA module was developed into e-CHIS, a household based service delivery tool with the aim of enhancing efficiency and increasing coverage This was achieved through:

- Digitisation of campaigns workflows using e-CHIS.
- Capacity building of MOH (CHPs, CHAs) to deliver the MDA service
- Monitoring and Supervision to improve coverage and track drug dispensation and utilization on eCHIS and Apache Superset









### Campaign Module Service Delivery Use Cases

Campaign Service Module

This principal module allows the community health promoters to administer medication during the Mass Drug Administration as well as capture all other associated campaign medication service delivery issues through the individualized sub-modules

© <u>training resources accessed</u> <u>here</u>

(A)	Medication Decline	This workflow allows CHPs to report individuals who decline campaign medication due to different reasons within the campaign service module. A task is generated to the supervisor for follow up
(B)	Adverse Events	The workflow on the CHP interface makes it possible for a prompt reporting of Household members who experienced adverse side events (both mild & severe) after receiving medication
(C)	Adverse Events Follow-up	This task component necessitates CHP to make follow-ups with individuals who reported mild adverse events within 24 hours of drug administration
(D)	Medication Decline Follow-up	This task on the supervisor interface makes it possible for a prompt follow-up with Household members reported to have declined medication
(E)	Adverse Events Follow-up	This task allows the supervisors to make prompt follow-ups with individuals who were reported to have severe adverse events warranting referral to a facility

Service rendered by CHP







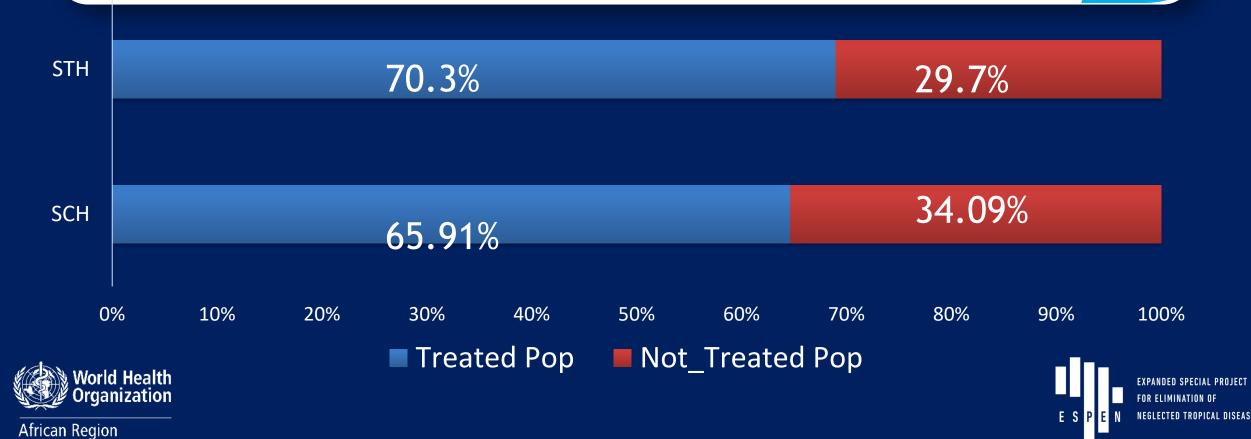
# Outcome: Treatment Coverage

### **Overall Treatment Coverage:**

- •Schistosomiasis (SCH):
  - Targeted: 35,256 individuals
  - Treated: 23,228 individuals
  - Coverage: 65.9%

### Soil-Transmitted Helminths (STH):

- Targeted: 58,862 individuals
- Treated: 41,367 individuals
- Coverage: 70.3%



# Outcome: Treatment Coverage

### Ward-Specific Coverage:

### 1.Bunyala Central (SCH):

1. Targeted: 35,256 individuals

2.Treated: 22,228 individuals

3.Coverage: 65.91%

### 2.Bunyala Central (STH):

1. Targeted: 38,586 individuals

2. Treated: 26,094 individuals

3. Coverage: 67.6%

Low Coverage Factors: Less Tech-savvy CHPs and age demographic differences, CHP device synching challenges

### 3.Chekalini (STH):

1. Targeted: 20,276 individuals

2. Treated: 15,273 individuals

3. Coverage: 75.3%

### Key Insights:

•Both campaigns demonstrated significant reach, but continued efforts are needed to increase coverage, particularly in areas with lower CHP engagement or logistical challenges.

•The digitization of the public health campaign via eCHIS enabled more precise tracking, highlighting areas where targeted interventions were needed.





### System Phased Approach and Lessons Learnt

Phase 1: 2022- Mar 2025
Campaign Module Development & Capacity
Building

Phase 2: Q2 - Q4 2025 Iterative refinements, integration, and feature additions

- 1. Campaign Service Delivery Module for PC-NTDs
- 2. Commodity Management for PC-NTDs
- 3. Full-scale Household Enumeration
- 4. CHP Supervision module
- 5.M&E Dashboard
- 6. Development of Training Curriculum
- 7. Worker Registry

- 1. Scale up
- sCH/STH (from 2 wards to 45 wards spanning 24 subcounties across 8 counties)
- Trachoma (4 wards across 4 high endemic counties)
- 2. Integrations with routine and repository systems
- 3. Feature additions
  - Macro/Microplanning
  - Digital payments
- 4. Capacity building through Incorporation of Training curriculum onto MOH Virtual academy/e-learning





### **Lessons Learnt**

Following successful MDA digitization experience requisite steps include:

- End-User Capacity Building: Training of last mile system users (CHPs and CHAs) and sub—national and National personels on data use and visualization.
- Planning phase: System readiness checklist assessing device functionality and e-CHIS campaign availability.
- Implementation phase: Established feedback channels to identify and resolve system challenges
- Post implementation: Data review with CHPs and CHAs on implementation experience is necessary



















"Working with communities for better lives through evidence-based programming"







BILL & MELINDA
GATES foundation





African Region

# Breakout Groups – Mapping and Analysing Digitization and create country presentation

Break-out by country





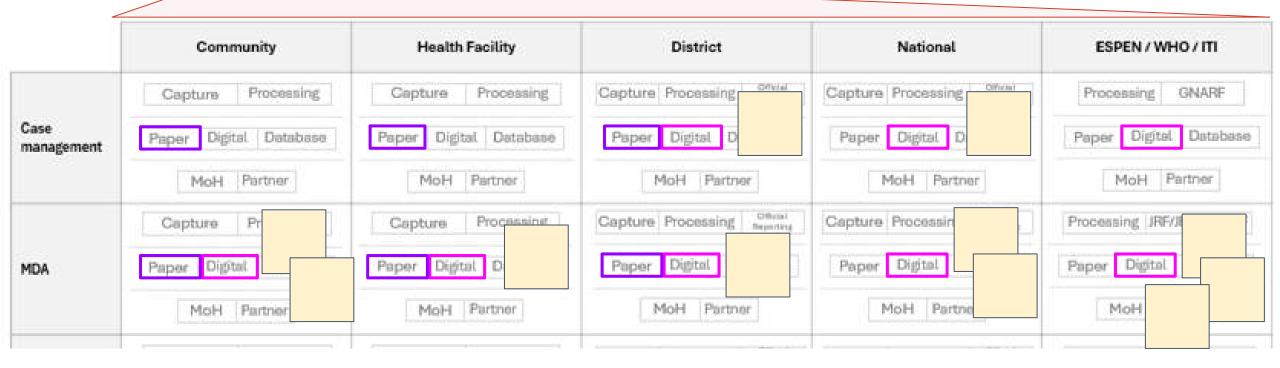




# Group Work Exercise 1:: Mapping Digitization

African Region

	Community	Houlth Facility	District	National	LINOHM/MHO/ILI
	Capture Processing	Dipter Proceeds	Copton Porening that	Capture Processing Street	Property Chart
ise aragoment	Paper Digital Detetore	Physic Digital Detainme	Paper Dignal Detaines	Paper Digital Detabase	Paper Digital Database
	Hori. Formiv	Hort / Factors	Hotel Festion	Molt Pyrner	Hist Petro
	Capture Procuring	Ceptive Physical	Ceptum Processing Teach	Captura Processing	Processing JEE/JEE/VEHE
А	Popur Dyltai Detetase	Poper Digital Deletione	Paper   Digital   Dosobase	Paper   Digital   Detatories	New Digiti Dimbox
	Hofs Petrer	Plott Tomer	Holf Penner	Molif Fatner	Holl Petrer
	Captum Poceeding	Scottie Printing	Capture Processing American	Capture Processing (1994)	Priocesing EPPRITEHE
DP	Paper   Ogital : Detelesse	Poper Dgitel Datebook	Payer   Digital   Decaluser	Paper Digue Declares	Paper   Digital Detabase
	MoH. Hatmi	Bold Dates	Note - Partner	MoH Patrior	MoH Potrei
	Clepture Photosoxy	Cepture Provening	Capture Processing	Depture Principle   mon-	Proceeding CPRIVIDE
nillance/	Paper Digital Combase	Paper   Digital   Conduce	Paper Digital Desilence	Paper Digital Bookson	Paper   Digital   Detailmen
	More   Portrier	MoH Harriss	Maia Perser	Held Partner	MoH Pyrme
Commissions	Copture Processing	Outras Presenting	Capture Procuring	Capture Processing America	Powering (IRVRIDA/IDE
	Paper Dignit Dittitues	Paper   Digos   Diminise	Priper   Digital   Doctores	Proper Digital Desoboser	Taper   Digital Decision
	Plan Surred	Holl Perme	Noti Fertier	Note Person	Holi Farrar





# Group Work: Mapping Digitization

- 1. In a cell where you identified "digital" tool, put the name of a tool on a post-it and stick in the cell.
- 2. If there is more than one, use more than one post-it.
- 3. Identify the cells where there is either more than one or no digital tool.
- 4. For each, explain why

	Community	Health Facility
MDA	None	OpenMRS WhatsApp Excel

### MDA Community

- Low literacy
- Limited internet and electricity

### MDA Health Facility

Used in different areas



# Group Work: Mapping Digitization

### Your presentation should cover:

 Where there are gaps and where there are duplicate systems and why, by programmatic activity and administrative level.

Everyone will be given 5 minutes to present followed by group discussion.

1- Tanzania	7 - Ghana
2 - South Sudan	8 - Ethiopia
3 - Senegal	9 - Côte d'Ivoire
4 - Nigeria	10 - Burkina Faso
5 - Madagascar	11 - Angola
6 - Kenya	

# Lunch Break









# Breakout Groups – Mapping and Analysing Digitization and create country presentation

**Breakout Groups – Presentations** 







# Showcase – Digital Tools for Strengthening MDA Planning, Implementation, and Data Use

CHIP v2.0 Platform
ESPEN Geospatial Microplanner
ESPEN IU Planner
ESPEN GenAl chatbot









Country Health Information Platform (CHIP)

Alex Pavluck, MBAn, MPH Sightsavers







# **CHIP**



### **Country Health Information Platform**

The Country Health Information Platform (CHIP) addresses a critical challenge facing national NTD programmes: the <u>absence of a centralized database to track programmatic activities across multiple reporting periods</u> at the district level.

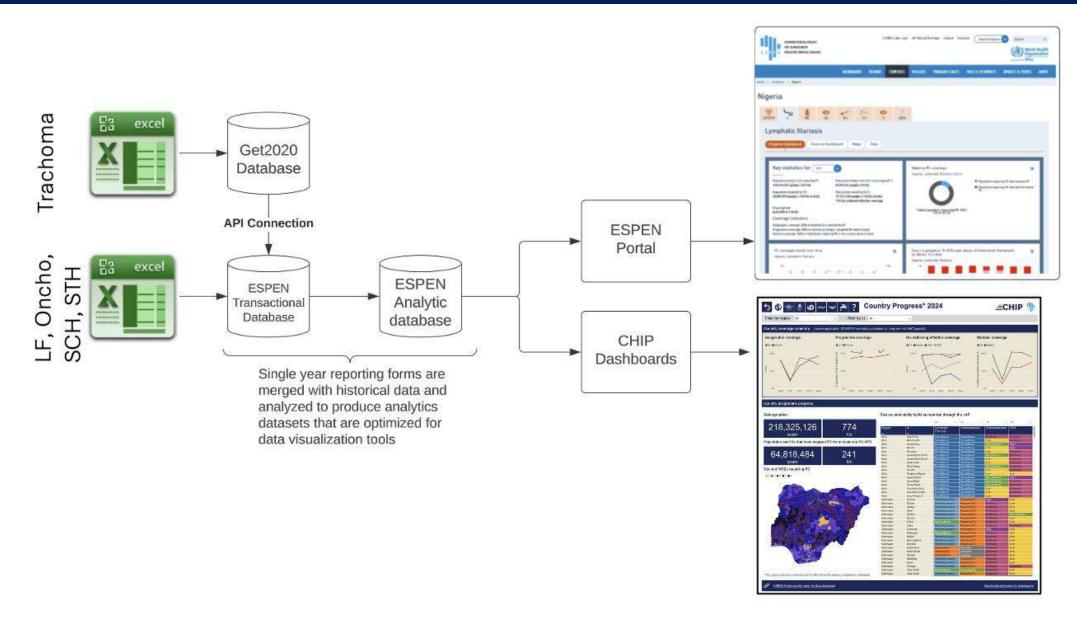
Without longitudinal data visibility, programme managers struggle to develop effective strategic plans, identify trends, and make evidence-based decisions for disease control and elimination efforts.

CHIP democratizes access to this essential information by requiring no specialized technical experience to set up or manage, thereby empowering programme staff at national, regional, and district levels to use their own data for programmatic decision-making and to identify reporting errors through increased data review.



# How does data get into CHIP?

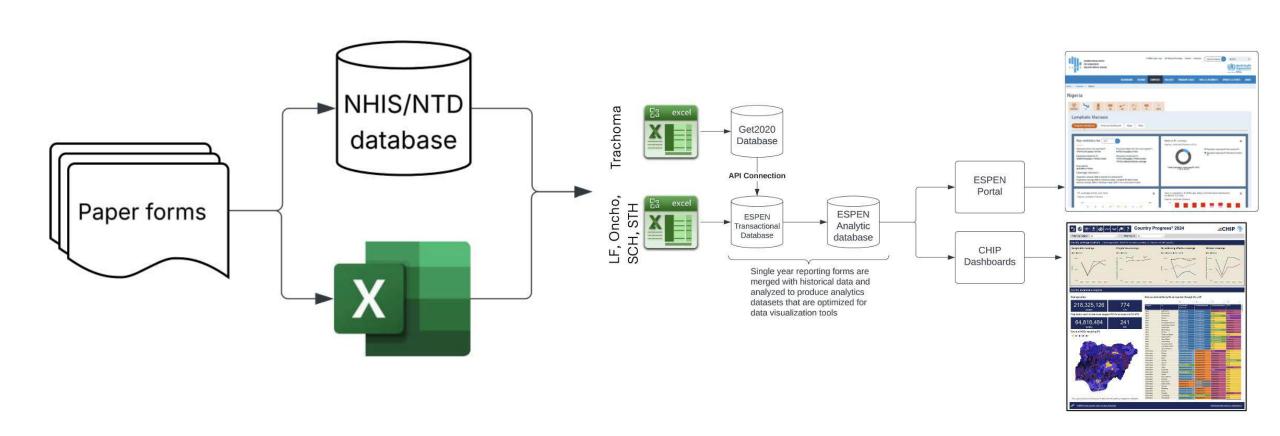






# CHIP vs NHIS

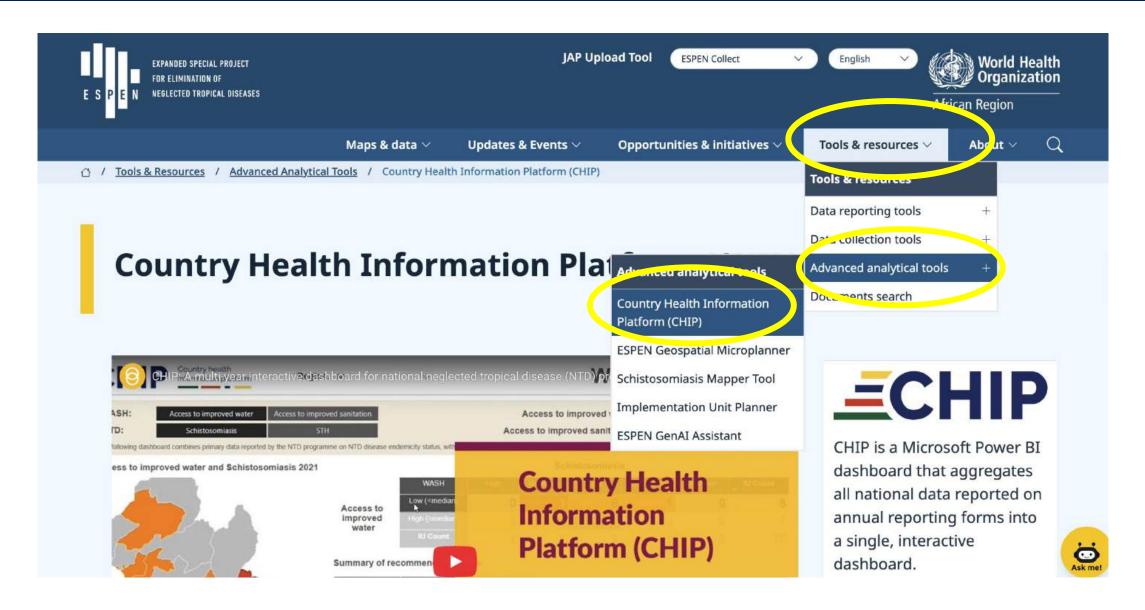






### Access CHIP

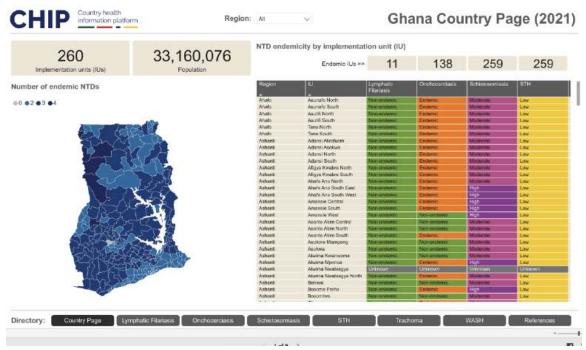






### CHIP v1 vs. CHIP v2





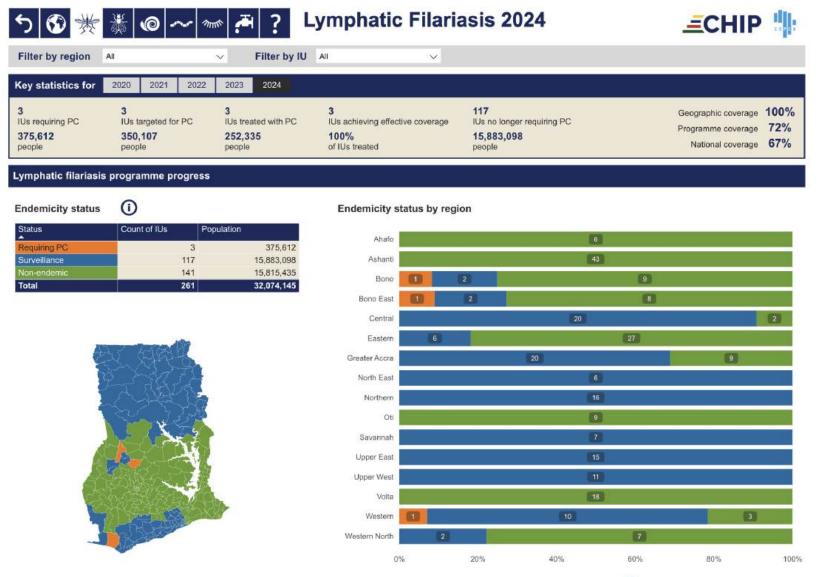
CHIP v1

### CHIP v2









Historic endemicity status (endemic or unknown IUs only)

Scroll down for more details



Central

Central

Ashanti

Ashanti

Ashanti

Ashanti

Ashanti

Ashanti

Ashanti

Historic survey results

Gomoa East

Gomoa West

Asunafo South

Adansi South

Ahafo Ano North

Amansie Central

Atwima Mponua

Bekwai

Asante Akim Central

Asante Akim South

IUs

# CHIP v2





Surveillance

2001 Mapping

2001 Mapping

2001 Mapping

2000 Mapping

2001 Mapping

2001 Mapping

2001 Mapping

2003 Sentinel site

12

12

ICT (Ag)

Blood smear

Diagnostic

Serological

Serological

Serological

Serological

Serological Serological

Serological

Parasitological

Survey decision All

Decision

0.0% -

1.0% -

4.0% -

2.0% -

1.0% -

6.0% -

0.0%

Average

prevalence

Scroll	up for
more	details



Central

Central

Ashanti

Ashanti

Ashanti

Ashanti

Ashanti

Ashanti

Ashanti

Historic survey results

Gomoa East

Gomoa West

Asunafo South

Adansi South

Ahafo Ano North

Amansie Central

Atwima Mponua

Bekwai

Asante Akim Central

Asante Akim South

IUs

# CHIP v2





Surveillance

2001 Mapping

2001 Mapping

2001 Mapping

2000 Mapping

2001 Mapping

2001 Mapping

2001 Mapping

2003 Sentinel site

12

12

ICT (Ag)

Blood smear

Diagnostic

Serological

Serological

Serological

Serological

Serological Serological

Serological

Parasitological

Survey decision All

Decision

0.0% -

1.0% -

4.0% -

2.0% -

1.0% -

6.0% -

0.0%

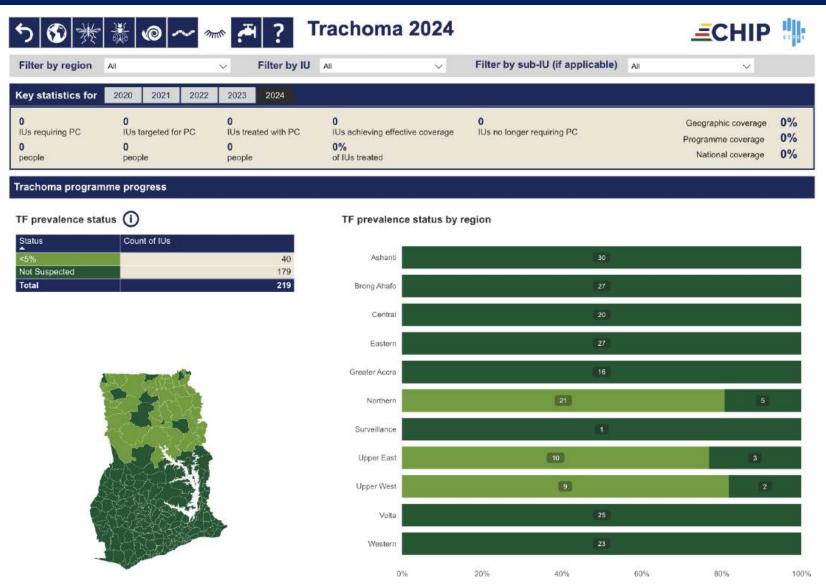
Average

prevalence

Scroll	up for
more	details



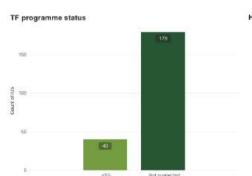




Scroll down for more details





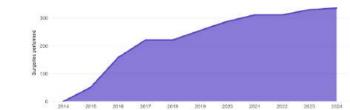


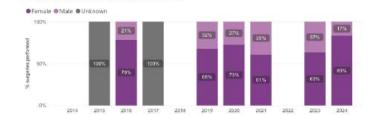
TT prevalence status

Historic TF prevalence status (endemic, suspected endemic or unknown IUs only) (1)

Cumulative TT surgeries performed by year (≥2014)

TT surgeries performed by year (≥2014) by sex





Treatment coverage watchlist All

Historic treatment coverage (epidemiologic)
<80%: 80-100%; >100% IU population receiving treatment

Region	District	IUs	Baseline Year	Baseline TF	TF Prevalence	PC rounds	TT Prevalence	Surgeries ≥2014	2020	2021	2022	2023	2024
Ashorti	Adamsi North	Adarei North		_	Not Suspected	0	Not Suspected	. 0			_	-	
Ashanti	Adansi South	Adansi South			Not Suspected	0	Not Suspected						
Ashunti	Afgys Kwatne	Afigya Kwatore			Not Suspected	0	Not Suspected	0					
Ashanti	Ahafo Ano North	Ahalo Ano North			Not Suspected	0	Not Suspected	0					
Ashanti	Ahafo Ano South	Ahafo Ano South			Not Suspected	0	Not Suspected						
Axhanti	Americal Central	Amenale Central			Not Suspected	0	Not Suspected						
Ashanti	Amansie West	Amansie West			Not Suspected	0	Not Suspected	0					
Ashenti	Asante Akim South	Asente Akim South			Not Suspected	0	Not Suspected	0					
Ashanti	Asante-Akim Central	Asante-Akim Central			Not Suspected	0	Not Suspected	0					
Ashanti	Asante-Akin North	Agante-Akim North			Not Buspected	0	Not Suspected						
Ashartí	Aagkore-Mampong	Assisone-Mampono			Not Suspected	0	Not Susmitted						

# Scroll up for more details

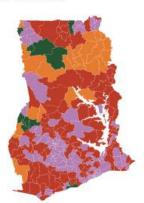




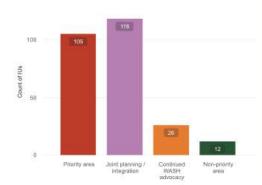
### African Region



### Water and Schistosomiasis



### Summary of recommendations



### Schistosomiasis

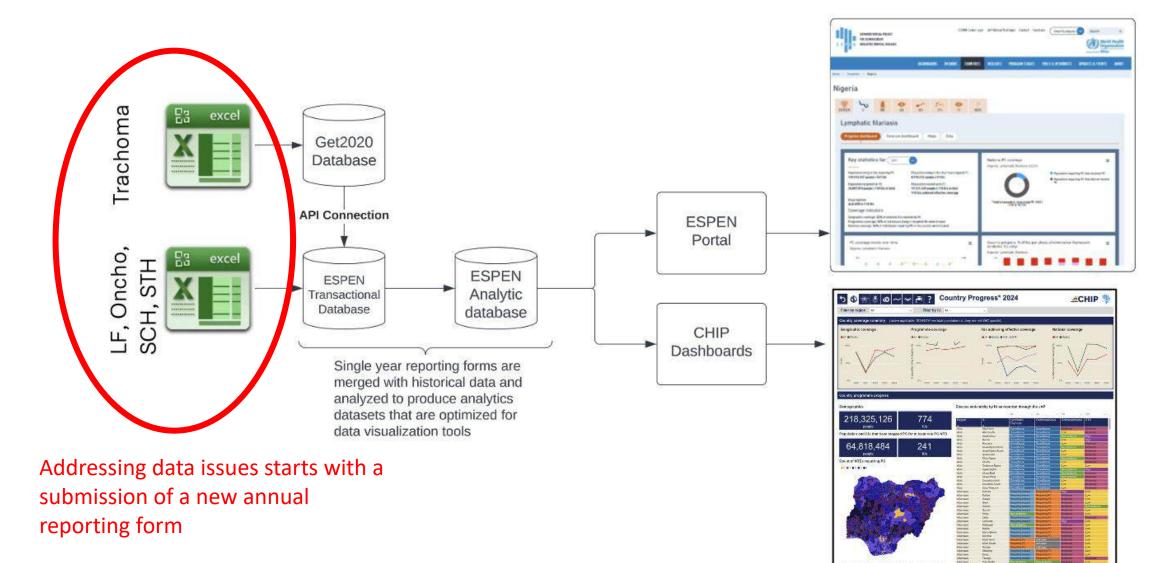
WASH coverage	High	Moderate	Low	Surveillance	Non-endemic	Unknown	IU Count
Low ( <median)< td=""><td>35</td><td>70</td><td>26</td><td>0</td><td>0</td><td>0</td><td>131</td></median)<>	35	70	26	0	0	0	131
High (≥median)	20	98	12	0	0	0	130
IU Count	55	168	38	0	0	0	261

Region	IUs	WASH area	NTD area	Endemicity	Recommentation
Ahafo	Asunafo North	Water	Schistosomiasis	Moderate	Joint planning / integration
Ahafo	Asunafo South	Water	Schistosomiasis	Moderate	Priority area
Ahafo	Asutifi North	Water	Schistosomiasis	Moderate	Priority area
Ahafo	Asutifi South	Water	Schistosomiasis	Moderate	Priority area
Ahafo	Tano North	Water	Schistosomiasis	Moderate	Joint planning / integration
Ahafo	Tano South	Water	Schistosomiasis	Moderate	Priority area
Ashanti	Adansi Akrofuom	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Adansi Asokwa	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Adansi North	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Adansi South	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Afigya Kwabre North	Water	Schistosomiasis	Moderate	Priority area
Ashanti	Afigya Kwabre South	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Ahafo Ano North	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Ahafo Ano South East	Water	Schistosomiasis	High	Joint planning / integration
Ashanti	Ahafo Ano South West	Water	Schistosomiasis	High	Joint planning / integration
Ashanti	Amansie Central	Water	Schistosomiasis	High	Joint planning / integration
Ashanti	Amansie South	Water	Schistosomiasis	High	Priority area
Ashanti	Amansie West	Water	Schistosomiasis	High	Priority area
Ashanti	Asante Akim Central	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Asante Akim North	Water	Schistosomiasis	Moderate	Priority area
Ashanti	Asante Akim South	Water	Schistosomiasis	Moderate	Priority area
Ashanti	Asokore Mampong	Water	Schistosomiasis	Moderate	Priority area
Ashanti	Asokwa	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Atwima Kwanwoma	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Atwima Mponua	Water	Schistosomiasis	High	Priority area
Ashanti	Atwima Nwabiagya	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Atwima Nwabiagya North	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Bekwai	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Bosome Freho	Water	Schistosomiasis	High	Joint planning / integration
Ashanti	Bosomtwe	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Ejisu	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Ejura Sekyedumase	Water	Schistosomiasis	High	Priority area
Ashanti	Juaben	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Kumasi Metropolitan Area	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Kumawu	Water	Schistosomiasis	High	Priority area
Ashanti	Kwabre East	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Kwadaso	Water	Schistosomiasis	Moderate	Joint planning / integration
Ashanti	Mampong	Water	Schistosomiasis	Moderate	Joint planning / integration



# Wait! My data is wrong...





# Questions?

If you need help when implementing these approaches, reach out!

apavluck@sightsavers.org
Alex Pavluck, MBAn, MPH
Sightsavers







# ESPEN Geospatial Microplanner

Coite Manuel CEO (Crosscut)





# ESPEN Geospatial Microplanner in 2025



- What is it: ESPEN Geospatial Microplanner is an easy-to-use software that aims to improve campaign reach through the use of MDA operational maps.
- Our work: Over the course of 2025, our team has supported multiple NTD programs in Africa to use ESPEN Geospatial Microplanner.
- Technology Focus: We have spent most of 2025 adapting Crosscut mapping technology to fit NTD program requirements and to increase likelihood of sustainable use into the future.
- Technical Assistance: Our team also provides remote technical assistance and training, and we travel to country when needed to support geospatial microplanning efforts.
- Implementing Partners: Crosscut works through local implementing partners such as Sightsavers and The Carter Center when on-the-ground support is needed.

# We are supporting several programs this year in geospatial microplanning





**Geographic Scope:** Entire country

**Disease:** SCH/STH

**Target Population:** ~4M

**Target Population:** School-Aged

Children

**Implementing** CHAI (limited)

**Partner:** 



**Geographic Scope:** 4 states

**Disease:** Oncho

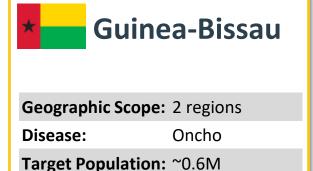
**Target Population:** ~16M

**Target Population:** All Eligible

Population

**Implementing** The Carter

**Partner:** Center



Target Population: All Eligible

Population

**Implementing** Sightsavers

Partner:

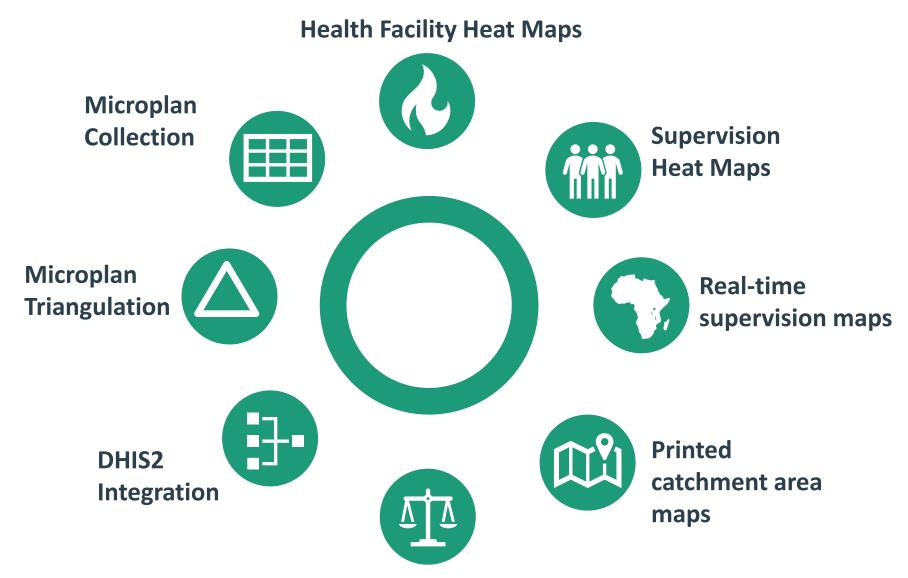






### Our 2025 geospatial microplanning interventions





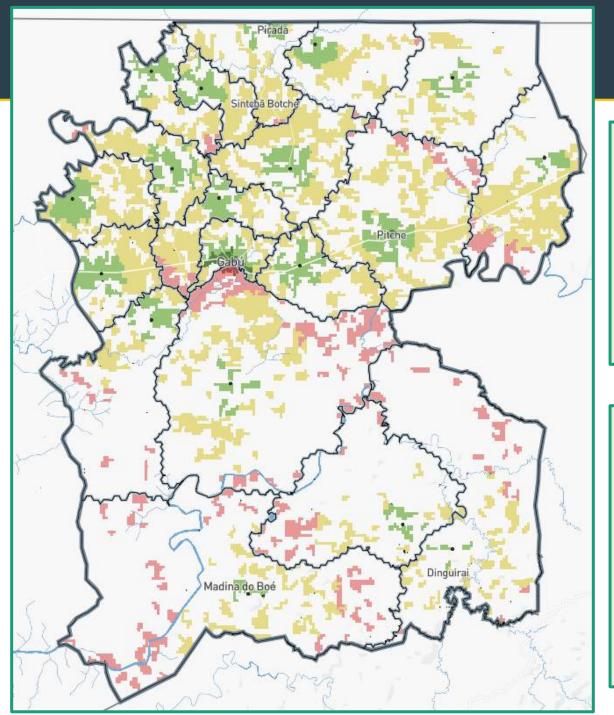
"Fair" Supervisory Area Maps

# Health facility heat maps

Intervention: Using health facility accessibility heat maps to target hard-to-reach communities

Purpose: MDA leaders can better identify and plan for communities that risk being missed during MDA

Impact Logic: Hard-toreach sites are more likely to be covered if they are planned for in advance







Communities in red are far from health facilities.



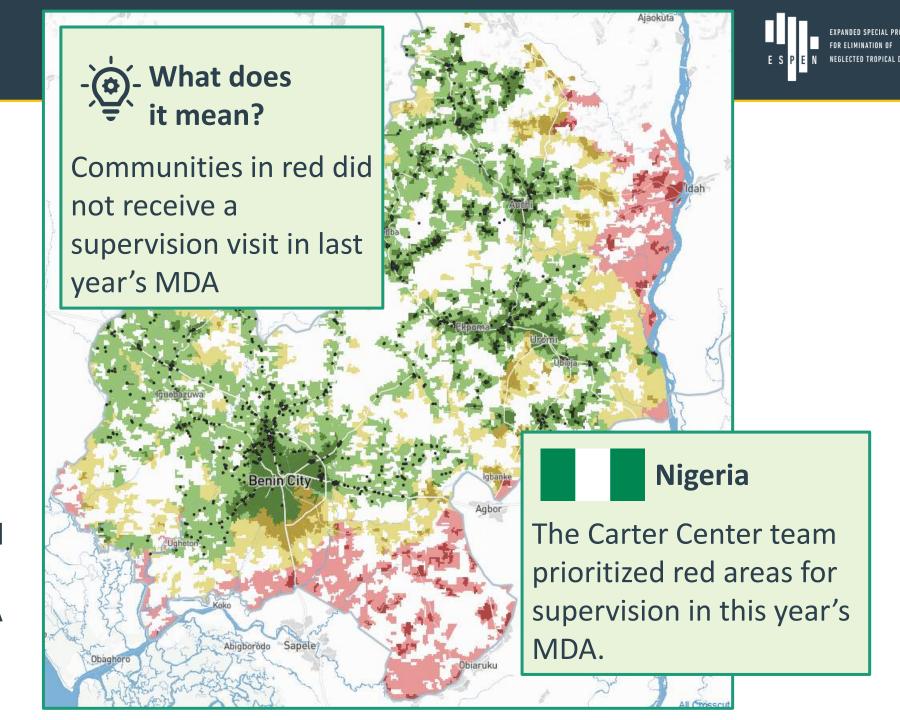
The NTD program targeted communities in red for supervision during the MDA.

# Supervision heat maps

Intervention: Using health facility accessibility heat maps to target hard-to-reach communities

Purpose: Identifying communities not supervised last MDA to target supervision this MDA

Impact Logic: Increased supervision coverage leads to increased MDA coverage



### Real-time supervision maps

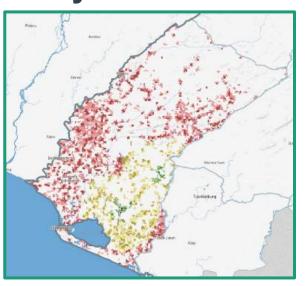


Intervention: Adjusting
Supervision Visits in
Real-Time during
Campaign

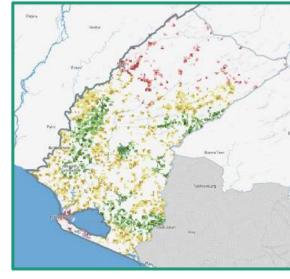
Purpose: MDA leaders can better direct supervisors in real-time to communities not yet supervised

Impact Logic: Increased supervision coverage leads to increased MDA coverage

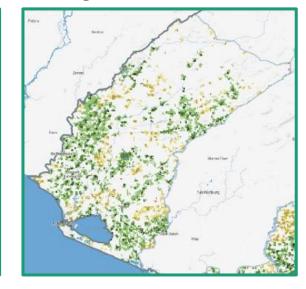
Day 1 of MDA

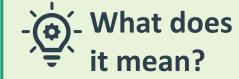


Day 4 of MDA



Day 14 of MDA





Communities in red are far from supervision visits

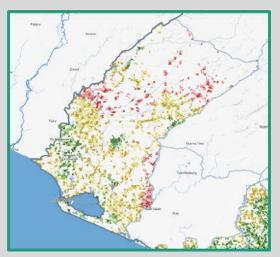


The NTD program used the map to direct supervisors to ensure no communities were missed.

### Real-time supervision maps: Grand Cape Mount County, Liberia



#### 2024 → 31% Day 14 of Oncho/LF MDA



How many people live near 2024 supervision visits? 99,304 33,059

■ > 4 hours walking

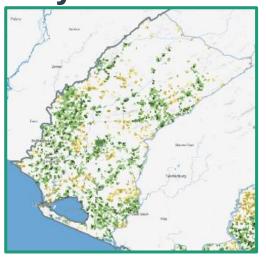
1-4 hours walking

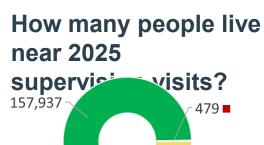
< 1 hour walking</p>

What does it mean?

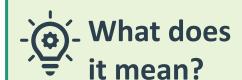
Last year, 31% of the population lived within a one hour walk of a supervision visit.

### **2025** → **82**% Day 14 of Oncho/LF MDA









This year with **ESPEN Geospatial** Microplanner, that number was 82%.

### Printed catchment area maps

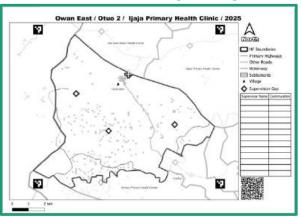


Intervention: Using blackand-white single page maps to clarify areas of responsibility and mark communities visited

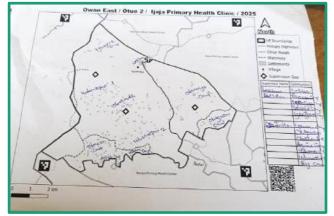
Purpose: Even without an electronic device, community workers can clarify their area of responsibility and self-report communities visited

Impact Logic: Establishing last mile visibility increases % of settlements visited in MDA

### **Supervisors and CDDs mark up maps**



### Send back via QR code after MDA



### Community coverage extracted from map

mark-up
Under
development
for 2026



**Nigeria** 



Supervisors and CDD's used paper maps in efforts to plan MDA outreach in all communities in the target area.



What does it mean?

We are exploring autoextraction of pen markup to calculate communities visited

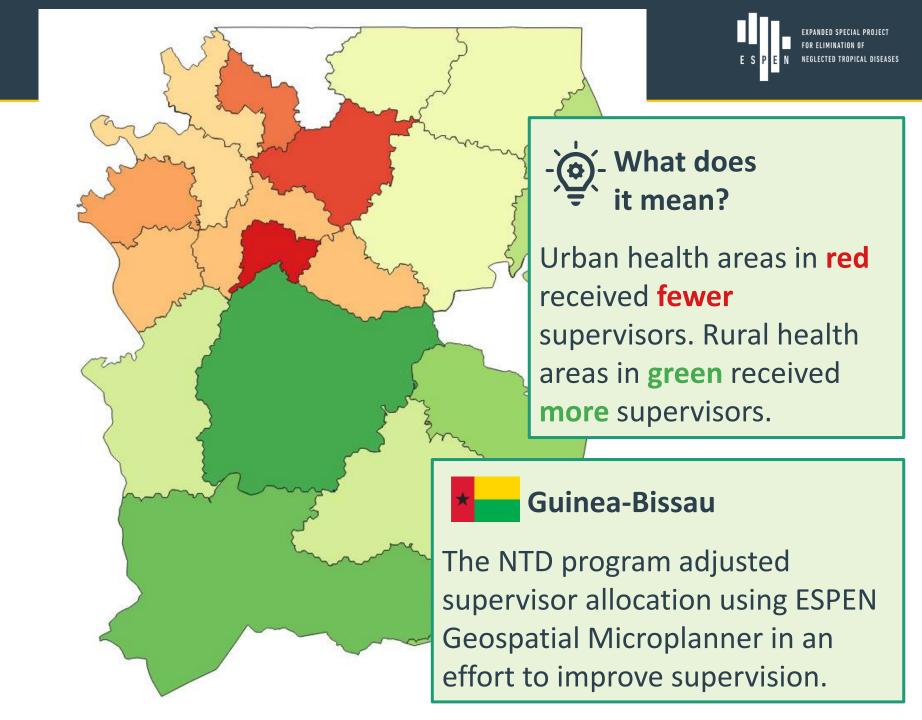
# "Fair" supervisory area maps

#### **Intervention:**

Establishing supervisor boundaries that take into account how difficult an area is to cover

**Purpose:** Increase % of communities receiving supervision

Impact Logic: Increased supervision coverage leads to increased MDA coverage



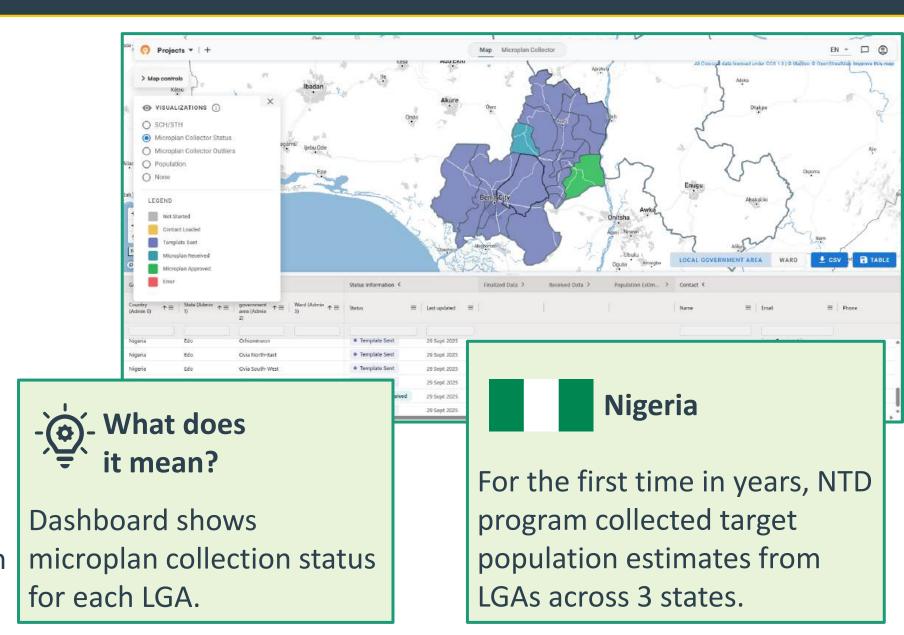
### Microplan collection



Intervention: Helping disseminate, collect, and aggregate Excel-based microplans

Purpose: Makes microplanning easier and moves NTD program towards full microplan digitization

Impact Logic: Enables more regular microplanning which improves target population estimate



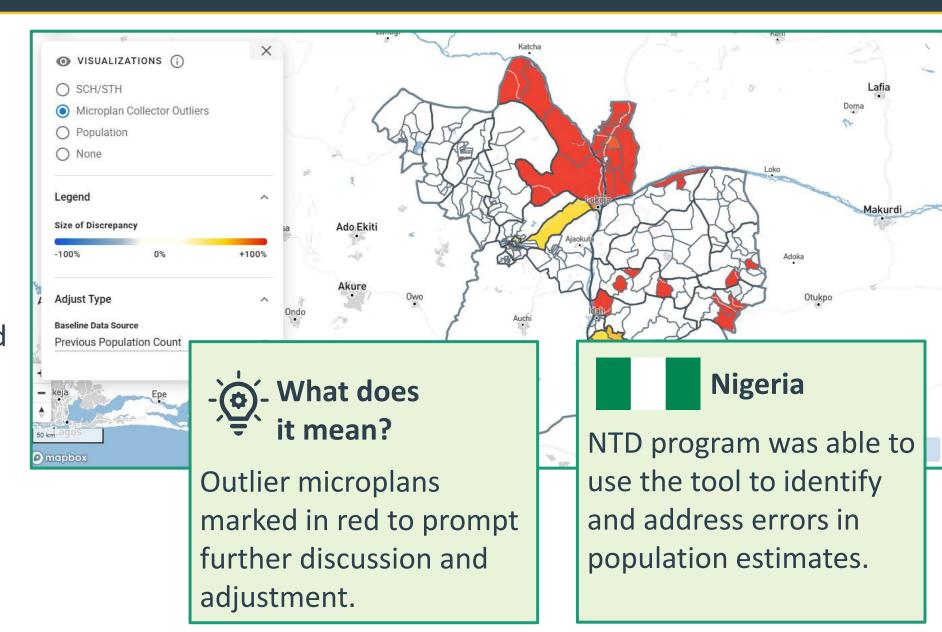
### Microplan triangulation



Intervention: Enables cross-referencing microplan with WorldPop, Grid3, and last year

**Purpose:** Makes analyzing microplan outliers more visual and easier to identify

Impact Logic: Easier cross-referencing of microplan improves target population estimate



### DHIS2 integration

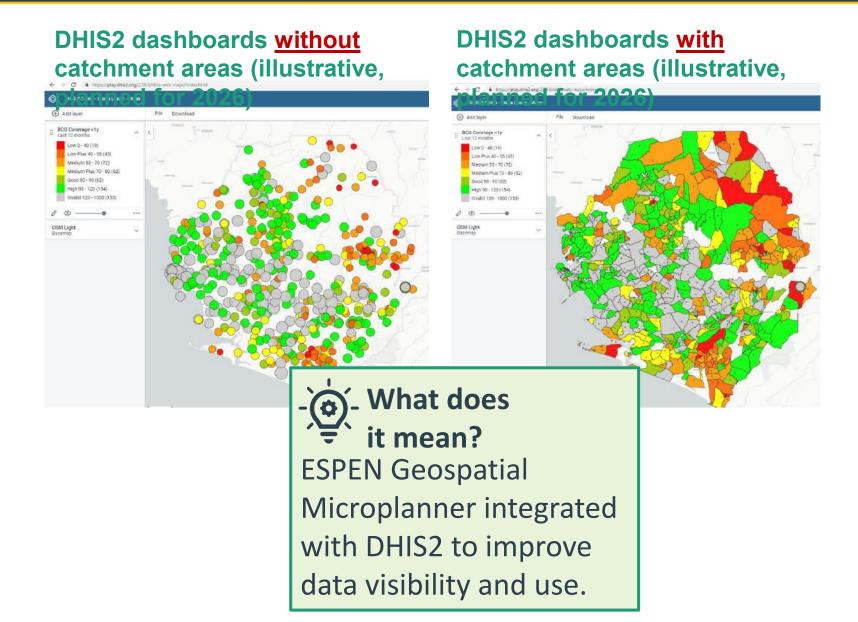


Intervention: Push catchment areas and microplan population into system of record

**Purpose:** Ensure alignment with country systems and improve data quality

**Impact Logic:** 

Improved data quality and integration improves efficiency and effectiveness



### What's planned for 2026



- **1.ADAPT** Adapt geospatial microplanning approach based on evaluation currently being conducted
- **2.SUSTAIN** Support establishment and convening of microplan working groups
- **3.EXPAND** Expand support to more countries
- **4.INTEGRATE** Promote integrated microplanning across health programs
- **5.INNOVATE** Pilot *paper-to-digital* approach

### Interested in discussing your country in 2026?



Coite Manuel coite@crosscut.io







# ESPEN GenAl Assistant: Accelerating NTD Programme Impact Through Intelligent Data Access

Namrata Tomar Research and Operations Manager Dimagi













### NTD Programme Managers Face a Critical Information Bottleneck

When was the last time you needed some data for e.g. What is the history of MDA implementation for Schistosomiasis in Angola since 2013, including the number of implementation units each year -- and spent 15 minutes clicking through PDFs or spreadsheets?



Finding the necessary information on the ESPEN Portal can be timeconsuming and painful



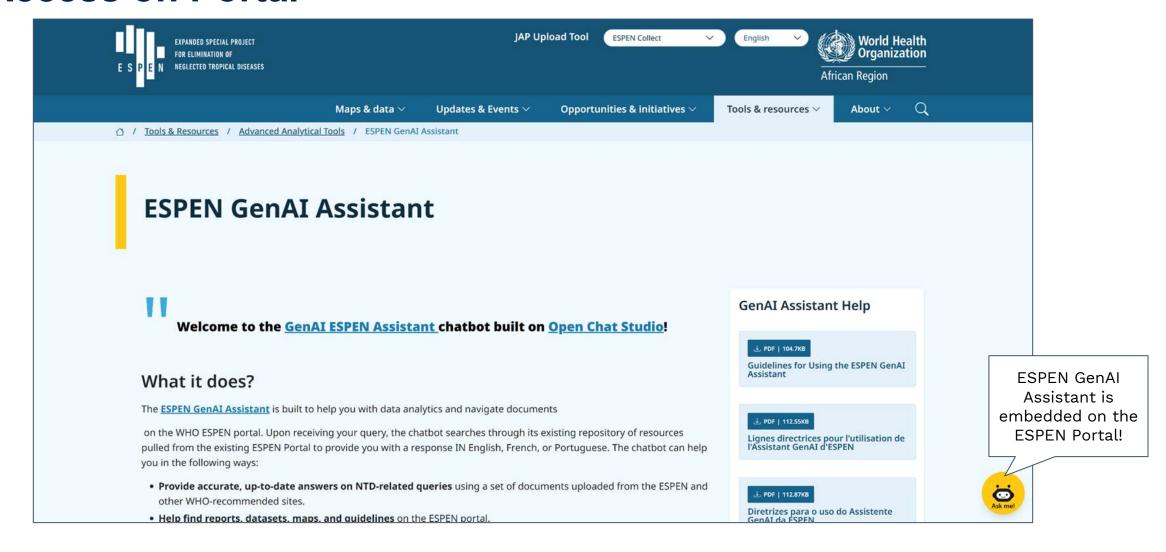
This 'data friction' slows down critical analysis, reporting, and decision-making for national NTD programmes.







#### **Access on Portal**

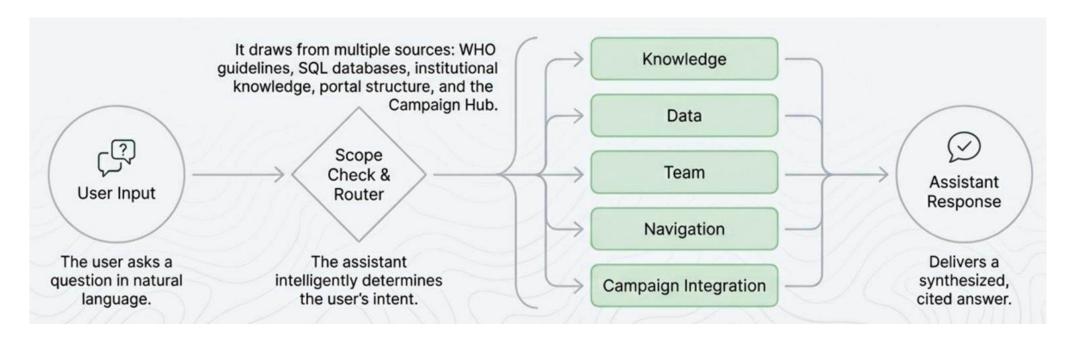






## The ESPEN GenAl Assistant, an Expert Partner for Every Programme Manager

**Mission:** An Al-powered tool designed to provide NTD programme staff with instant, accurate, and actionable insights from ESPEN's vast repository of data and knowledge.







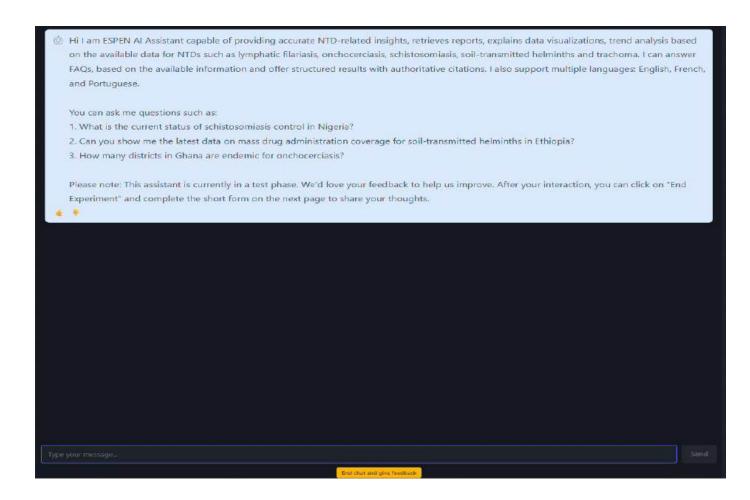




#### **Data Retrieval:**

Instantly query specific data points.

Example: What is the trend in epidemiological coverage for Onchocerciasis in Burkina Faso over the past five years?







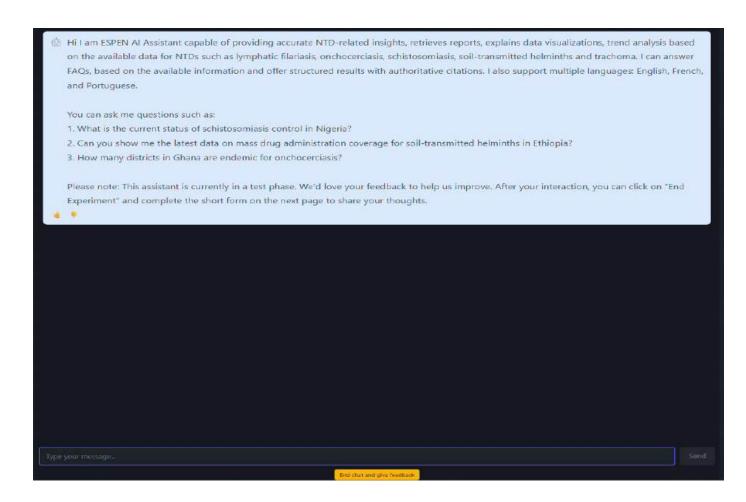




#### **Trend Analysis:**

Generate trend visualizations over time.

Example: What is the trend in epidemiological coverage for Onchocerciasis in Burkina Faso over the past five years?





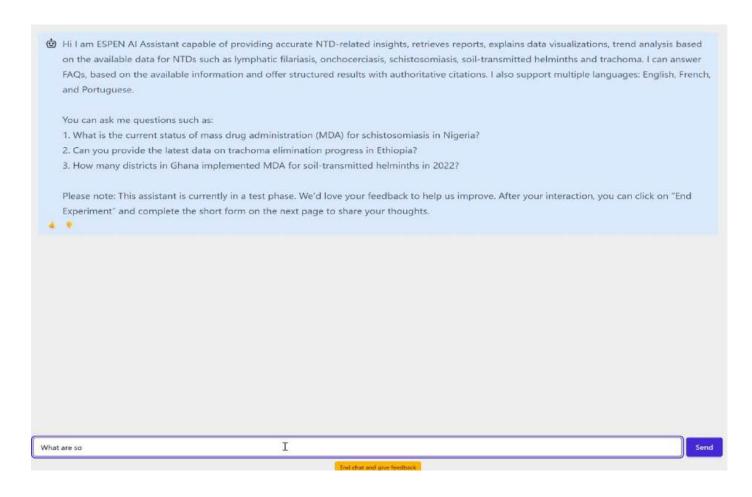






Integrated Campaign
Planning: Provide
information for
integrating
campaigns by leveraging
the Campaign
Hub.

Example: What are some of the upcoming campaigns in Niger and their population targets?











Document & Knowledge Synthesis: Summarize information and explain complex topics from multiple official sources, such as WHO road maps and guidelines.

Example: What are the Standard operating procedures for preventing and responding to failed TAS?

(2)	Hi I am ESPEN AI Assistant capable of providing accurate NTD-related insights, retrieves reports, explains data visualizations, trend analysis be	
	on the available data for NTDs such as lymphatic filariasis, onchocerciasis, schistosomiasis, soil-transmitted helminths and trachoma. I can an	100000
	FAQs, based on the available information and offer structured results with authoritative citations. I also support multiple languages: English, F	ench,
	and Portuguese.	
	You can ask me questions such as:	
	1. What is the current status of mass drug administration (MDA) for schistosomiasis in Nigeria?	
	2. Can you provide the latest data on trachoma prevalence in Ethiopia?	
	3. How many people were treated for soil-transmitted helminths in Mozambique in 2022?	
	Please note: This assistant is currently in a test phase. We'd love your feedback to help us improve. After your interaction, you can click on "Er	d
	Experiment" and complete the short form on the next page to share your thoughts.	
	•	
тура	your message	
	End that and give reedback	



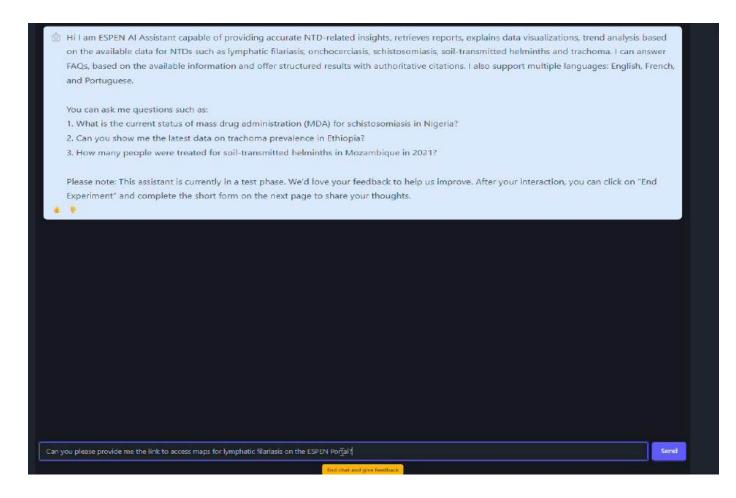






Portal Navigation & Resource Finding: Help users find the exact location of reports, maps, and tools on the ESPEN Portal.

Example:Can you please provide me the link to access maps for lymphatic filariasis on the ESPEN Portal?

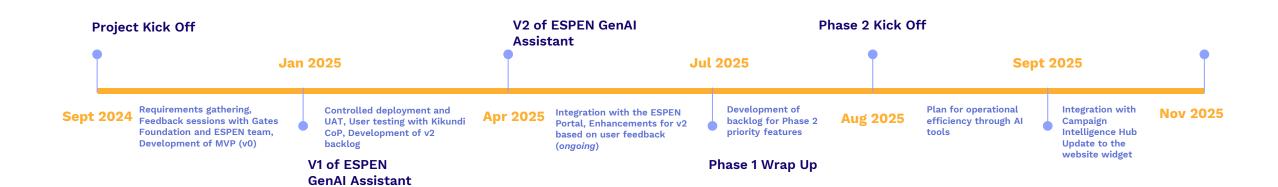








## From Concept to Proven Impact in Less Than a Year: Our Journey

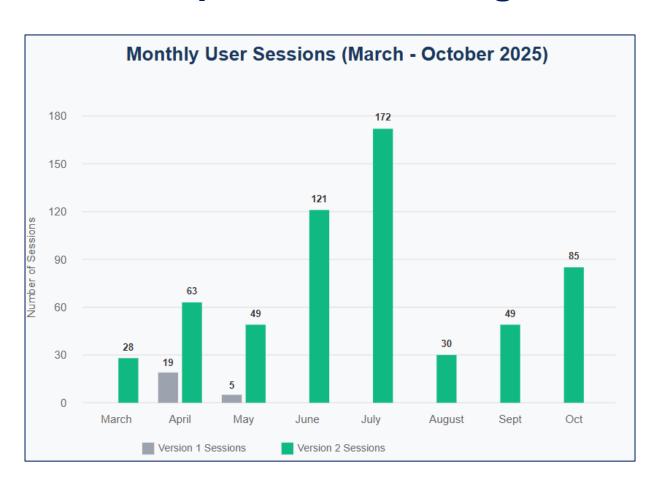








#### **User Adoption and Strategic Dissemination**



### Showcased to Global Health Leaders

- InCORNTD Conference (Kigali, Jan 2025)
- Gates/RTI Al for NTDS (Virtual, Jan 2025)
- Global Meeting on Skin NTDs (Virtual, March 2025)
- Global Al Summit for Africa (Kigali, April 2025)
- NTD PMM (Lome, July 2025)





#### **Strategic Roadmap**

Phase II will expand the assistant's capabilities, increase its integration into core NTD workflows, and establish a clear path toward long-term sustainability and local ownership. Our work is organized around three strategic pillars.



- WhatsApp adaptation of the ESPEN GenAl Assistant
- GenAl Assistant web v3 with ability to handle combination queries
- Deployment of a v2 ESPEN website chat widget
- Improved access to maps on the ESPEN Portal



### Increasing Operational Efficiency

- Development of v1 JAP (Joint Application Package) Process Assistant
- Al support bot on WhatsApp for campaign workers
- Development of v1 AI Supported ESPEN Collect Protocol Reviewer
- scoping exercise for multimodal capabilities exploration



### Ensuring Long-Term Sustainability & Local Ownership

- User centred design principles
- Advisory body to oversee development
- Handover to an African-based technology partner



#### We'd Love to Hear Your Thoughts!



#### **Start Using the Assistant**

Access the tool now through the ESPEN portal or OCS website to enhance your daily work.



#### **Provide Feedback**

Help us improve by sharing your thoughts with us or the ESPEN team on features you'd like to see.



#### **Shape the WhatsApp Version**

Fill out a short survey to help us design a usercentred WhatsApp version of the tool.











# Coffee Break + Poster Session









# Preview Day 5: Operationalize the M&E Regional Coordination Mechanism

**Jorge Cano** 

Surveillance Officer (ESPEN)









### Objectives Day 5



- Establish the structure, roles, and governance of the **regional M&E Technical Committee** to support long-term coordination and collaboration.
- Launch thematic working groups (e.g., Data Quality, HMIS Integration, Forecasting) and define their mandates, deliverables, and coordination modalities.
- Facilitate consensus on priority activities, milestones, and collaboration mechanisms across countries and partners.
- Conclude the workshop with a clear roadmap for follow-up, technical engagement, and sustained regional coordination













