Integration as a Means to Increase Health Campaign Effectiveness

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Introduction
The HCE team works within the TFGH to promote promising practices, collaboration, and information-sharing across global health campaigns.

Objective of Internship
The internship focused on the Coalition's goal of promoting campaign integration. This involved synthesis of a great deal of qualitative information from HCE awardees (groups funded for integrated campaign efforts), as well as work with other organizations that HCE collaborates with.

Work Profile & Projects
- Process Management
- Spreadsheets
- Presentation Review
- Ghana National Malaria Control Program (NMCP) Write-up
- COVID-19 Synthesis Project
- Copy editing, glossary work

Results
Integration involves the sharing of information and operations between separate health campaigns and primary healthcare systems.

Integrated campaigns allow for/include:
- efforts to be coordinated and maximized
- greater impact with fewer resources
- shared volunteer training/shared use of volunteers for distribution efforts
- working jointly to access harder-to-reach areas

Campaign integration was a valuable tool during the pandemic. With few resources, funds, and mobility, campaigns were pushed to restart or continue their efforts as the pandemic continued. By integrating separate campaigns, organizers saved time and money and were able to minimize health worker/patient contact.

Yet my Ghana project emphasized the need to carefully consider facilitators and barriers to integration. Assessing the impact on community-level workload is essential when deciding between full, partial, or no integration.

Discussion
Campaign integration is a promising practice, especially during a pandemic. Integration is nuanced, but when done correctly, can have an incredible impact.

Questions
- Which campaign stages are best for integration?
- What are the main barriers to integration?
- How do we engage with the community during integration?

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