

11 – STRATEGIC APPROACH ON CAMPAIGN OPTIMISATION

BOARD MEETING

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Campaigns are essential to close immunity gaps, but persistent challenges continue to limit their optimal use

NON-EXHAUSTIVE, FOCUS ON CHALLENGES GAVI CAN ACT ON AMID FUNDING CONSTRAINTS



Nationwide **standalone campaigns** are still **predominant** even where more efficient alternative designs would be appropriate



Campaigns are often **not integrated** with other campaigns and with **routine immunisation**



Countries have faced **limited exposure** to **campaign vaccine costs**



Reliance on **analogue systems for payments** and campaign planning and implementation contributes to implementation delays, loss and misuse of funds and security risks



Campaign monitoring tends to be **weak, fragmented** from routine immunisation and not systematically used to **inform corrective actions**



Coordination among Alliance global, regional and country level partners needs improvements to drive **integrated campaign delivery strategies up to the last mile**

High-level theory of change outlines five focus areas to deliver on the approach's four outcomes

FOCUS AREAS

1. Efficient campaign design
2. Campaign co-financing
3. Digital solutions and electronic payments
4. Country-centred and integrated monitoring
5. Strengthened partnerships

OUTCOMES

Optimal use of immunisation strategies across the delivery continuum

Improved quality, effectiveness and efficiency of preventive campaigns

Strengthened use of preventive campaign monitoring to inform immunisation planning

Improved long-term sustainability of preventive campaigns

GOALS

SG1:
Introduce and scale up vaccines

SG2: Strengthen health systems to increase equity in immunisation

SG3:
Improve programmatic & financial sustainability

Focus area 1 | Efficient campaign design



New Gavi 6.0 funding architecture

- **Single vaccine budget and cash budget and a single application across routine immunisation programmes and preventive campaigns**



Updated Funding Guidelines

- **Periodically updated Funding Guidelines** providing clear guidance on integration and targeting
- Flexibility for high performing countries¹ to **use M/MR follow-up campaign cash guardrail for alternative delivery strategies** incl. strengthening activities for routine immunisation



Application development and review

- Updated **Independent Review Committee and GO Group review criteria** to assess campaign optimisation strategies

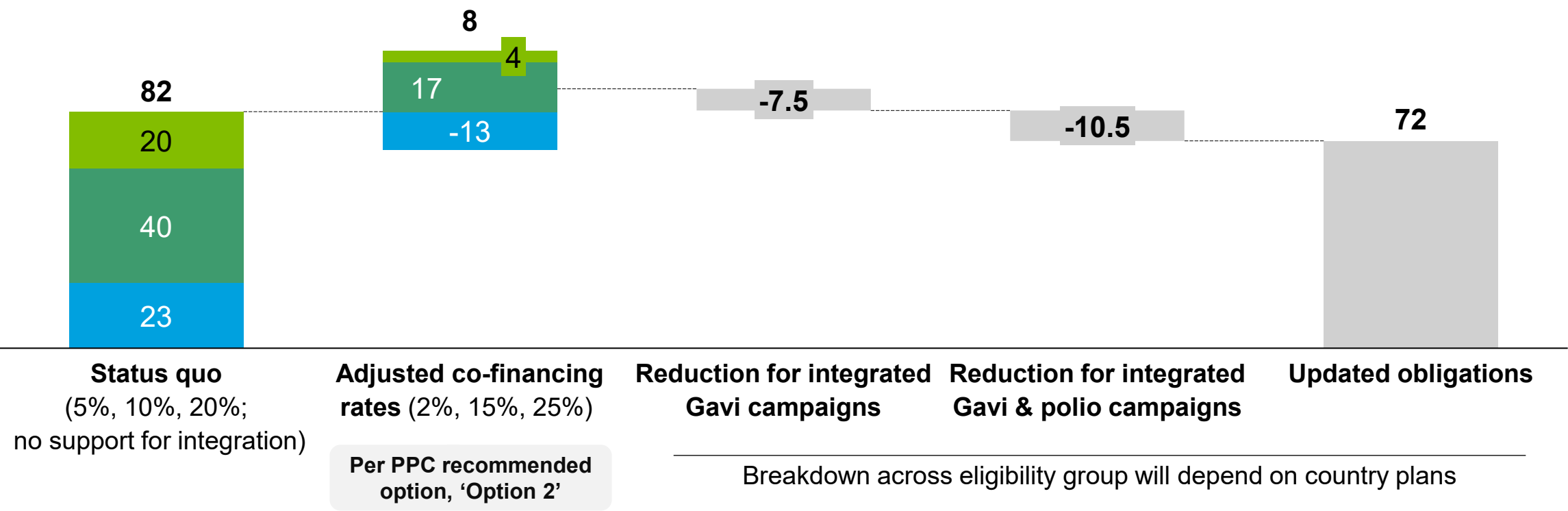
Focus area 2 | Campaign co-financing



- **Co-financing applied to all preventive campaigns at resp. 2%, 15% and 25% for ISF, PT and AT countries as per PPC recommendation**
- **50% lower co-financing on two or more Gavi-supported campaigns** with integrated budget and services delivered in a coordinated manner through the integration of one or more core campaign activity within a 12-month period
- **Further lowering by 50% co-financing on a Gavi-supported campaign and a non Gavi-supported polio campaign** with integrated budget and services delivered in a coordinated manner within a 12-month period, **would have an additional cost of up to US\$ 10.5 million**

Deep-dive | Proposed adjustments to campaign co-financing to protect ISF countries and support integration

US\$ millions ■ Accelerated transition (AT) ■ Preparatory transition (PT) ■ Initial self-financing (ISF)



Number of campaigns implemented and distribution across eligibility phases are expected to change based on country prioritisation choices. Campaign integration cost estimates are based on latest information available, final cost numbers will depend on country plans under their Vaccine Budgets. **Based on v23.2 forecast.** Numbers might not add up due to rounding.

Focus area 3 | Digital solutions & electronic payments



- **From September 2026**, countries and partners applying for Gavi support **will be required to use digital payments as the default mechanism for campaign worker payments in settings where digital ecosystem maturity is sufficient**
- Where this is not yet feasible, **countries will be required to provide a campaign-specific electronic payment readiness assessment and transition plans**
- **The ambition is to achieve full adoption of electronic payments across all Gavi-supported campaigns as soon as feasible, and no later than 2028**, recognising that exceptions at the subnational level and in a subset of countries with currently very nascent systems may persist

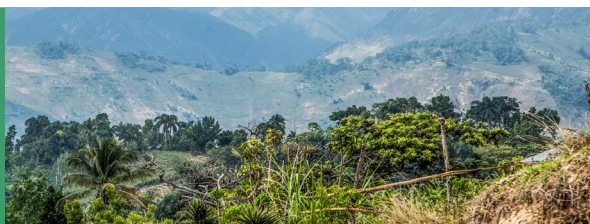
Focus area 4 | Country-centered, integrated monitoring

Integrated monitoring



Alliance advocates with countries **for policy changes to integrate vaccine records** and monitoring tools

Better intra-campaign monitoring



Countries are encouraged **to conduct real-time and rapid convenience monitoring** of campaigns and take corrective action

Country-centred methodology



PCCS remains the gold standard; countries will be able to select context-appropriate monitoring methods

Strengthened accountability



Campaign reporting and monitoring indicators included under the Gavi Accountability Framework and Partner Accountability Framework

Focus area 5 | Strengthened partnerships

Alliance change management

- Sustained **Alliance leadership focus** on campaign integration in 6.0
- Operationalisation of the approaches at **global, regional and country levels**
- Engagement in and promotion of the **Health Campaign Effectiveness Coalition work**
- Stronger **Alliance recognition of country leadership** on campaign optimisation

HEALTH CAMPAIGN
EFFECTIVENESS COALITION
Strengthen Systems. Maximize Impact.

A program of
**THE TASK
FORCE**
FOR
GLOBAL HEALTH



Partnership with the Global Polio Eradication Initiative (GPEI)

- Continued support of **country-level Joint Action Plans**
- **Partnership agreement** for co-sponsored integrated campaigns
- Alignment of **operations up to the last mile** (e.g., digital payments & monitoring activities)

POLIO GLOBAL
ERADICATION
INITIATIVE

Recommendation

The Gavi Alliance Programme and Policy Committee **recommends** to the Gavi Alliance Board that it:

- a) **Approve** the Campaign Optimisation Strategic Approach as outlined in Annex C to Doc 11, as amended by the PPC
- b) **Approve** the updated Co-financing Policy attached as Annex D to Doc 11.

Thank you