### Evaluation of measles campaigns and their effect on overall routine immunization in Nigeria

**Evaluation Purpose:**
To assess Gavi funded measles campaigns (design and planning, implementation and outcomes) and their impact on the overall immunization system in Nigeria.

**Overall Response to the Evaluation:**
The timing and scope of the evaluation limited its ability to robust evaluations. A reasonable assessment of the quality of the 2017-2018 SIA was performed, with respect to improvements and use of lessons learned from the 2015-2016 SIA. However, evaluation of the earlier SIA was limited by the time elapsed. The evaluation of the effect of those campaigns on the immunization system was extremely limited by the absence of clearly defined and measurable metrics of the potential impact and the lack of any post-SIA immunization system data for either SIA. The evaluation clearly identified the immunization of zero dose children as the #1 SIA objective.

### Management Response (Agree, Partially Agree, Reject)

**Key Findings and Recommendations and Actions**

#### Findings
- **Key Findings:**
  - The intervention was partially successful, with an increased vaccination coverage in some districts.
  - The campaign helped to increase awareness and engagement in the community.
  - There were challenges in reaching certain hard-to-reach areas.

#### Recommendations:
- **Recommendation 1:** Increase vaccination coverage in areas with low coverage.
- **Recommendation 2:** Improve communication strategies.

#### Actions Planned
- **Actions:**
  - Implement targeted vaccination drives in specific areas.
  - Develop and implement a community engagement plan.

### Actions and Comments

<table>
<thead>
<tr>
<th>Actions</th>
<th>Lead Team</th>
<th>Partner Agency (If applicable)</th>
<th>Expected Completion (MM/YYYY)</th>
<th>Implementation status</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccine implementation</td>
<td>Planning Group</td>
<td>USA</td>
<td>Dec 18</td>
<td>Completed</td>
<td>This is being worked on as a part of MRI-RI working group.</td>
</tr>
<tr>
<td>Develop indicators for the effect of campaign on RI</td>
<td>MRI Planning Group</td>
<td>USA</td>
<td>Dec 18</td>
<td>Ongoing</td>
<td>This is being worked on as a part of MRI-RI working group.</td>
</tr>
<tr>
<td>Evaluate the effect of the campaign on RI</td>
<td>MRI Planning Group</td>
<td>USA</td>
<td>Dec 18</td>
<td>Ongoing</td>
<td>This is being worked on as a part of MRI-RI working group.</td>
</tr>
</tbody>
</table>

### Evaluation of the 2017-2018 SIA

- The 2016-2017 campaign had mixed results, with some areas showing improvement and others showing decline.
- The evaluation highlighted the importance of pre-campaign planning and post-campaign monitoring.

### Evaluation of the 2015-2016 SIA

- The evaluation highlighted the need for better coordination and communication with stakeholders.
- The evaluation also pointed out the importance of continuous monitoring and evaluation.

### Key Observations
- **Observation 1:** The campaign had a positive effect on vaccination coverage in certain districts.
- **Observation 2:** The campaign faced challenges in reaching certain areas.

### Recommendations
- **Recommendation 1:** Increase vaccination coverage in areas with low coverage.
- **Recommendation 2:** Improve communication strategies.

### Actions Planned
- **Actions:**
  - Implement targeted vaccination drives in specific areas.
  - Develop and implement a community engagement plan.

### Evaluation of the 2015-2016 SIA

- The evaluation highlighted the need for better coordination and communication with stakeholders.
- The evaluation also pointed out the importance of continuous monitoring and evaluation.

### Key Observations
- **Observation 1:** The campaign had a positive effect on vaccination coverage in certain districts.
- **Observation 2:** The campaign faced challenges in reaching certain areas.
1. **Recommended Areas**

- **Weak Areas to Be Followed Up.**

### Actions planned

1. Detailed look at the admin coverage and past campaign coverage survey results that would yield weak areas to be followed up.

### Comments

- Regardless of whether there is funding available from any budget, this needs to be prioritized and managed to be done, as well as all partners with all the countries. This will be followed up by Nigeria Measles OWG composed of global, regional and country partners as well as Nigeria Measles Action Plan Working Group members.