

AMP Meeting 2026
Maximizing Impact, Minimizing
Cost: Lessons from an Optimised
ITN Mass Campaign, Pilot in
Morogoro, Tanzania

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Classical TMC –implementation before optimization

- **Macroplanning**.... Physical meeting for 2 days
- **Microplanning**.....physical meeting for 3 days
- Logistics and supply chain management...retained by using a private or public organization. i.e. MSD
- **Training**... 2 days regional training, 3 days training, and 5 days wards training (cascade training model)
- **Data, supervision, and monitoring**. Using a digitalized system, for follow about 10 days
- **Social and behaviour change**.... Using private contractors, i.e., conduct PA and other community sensitization methods.

The Global Challenge - The "implementation cost" squeeze



Donor funding is plateauing



Traditional mass campaigns are effective but expensive and resource-heavy



The question: How do we maintain 80%+ ITNs access with shrinking budgets?

The “Optimization”



- Moving from “Business as usual” to “Lean & Efficient” but maintaining accountability
- In July 2025, a team of experts from NMCP and other stakeholders met to review and agree on the best possible way of optimising ITN Targeted mass campaign (TMC) implementation processes to reduce operational costs
- It was recommended to:
 - Continue with continuous distribution channel (RCH (ANC & EPI)
 - Implement and optimize TMC

Operational cost: modified mass campaign

Activity	Initial costs	Optimized costs	Remarks
Macro & micro quantification	0.000	0.000	
Planning & Coordination Meetings	233	233	
Advocacy Meetings (Regional & Council)	508	508	
CHMTs Training	1,544		Removed 100% shift to virtual meetings
Ward level training	4,442	4,442	
Household Registration	7,979		Removed 100% (modified registration approach)
Data entry and validation		2,793	New activity
Pre-alert meetings	-	-	
Printing	854		Already committed
ITNs issuing	6,594	6,594	
Community engagement	4,970	1,242	Reduced by 75%
Monitoring & Supervision	6,009	3,004	Reduced by 50%
Total per council	33,132	18,816	

**43% reduction
after optimizing
the operations**

A case study of Morogoro – a pilot

- An optimised TMC is currently piloted in the Morogoro region
- Involving 7 high and moderate-malaria-burden councils
- Expecting to distribute **1,474,146 ITNs**
- HR (Data clerks) burden reduced by half, resulting in a huge cost saving

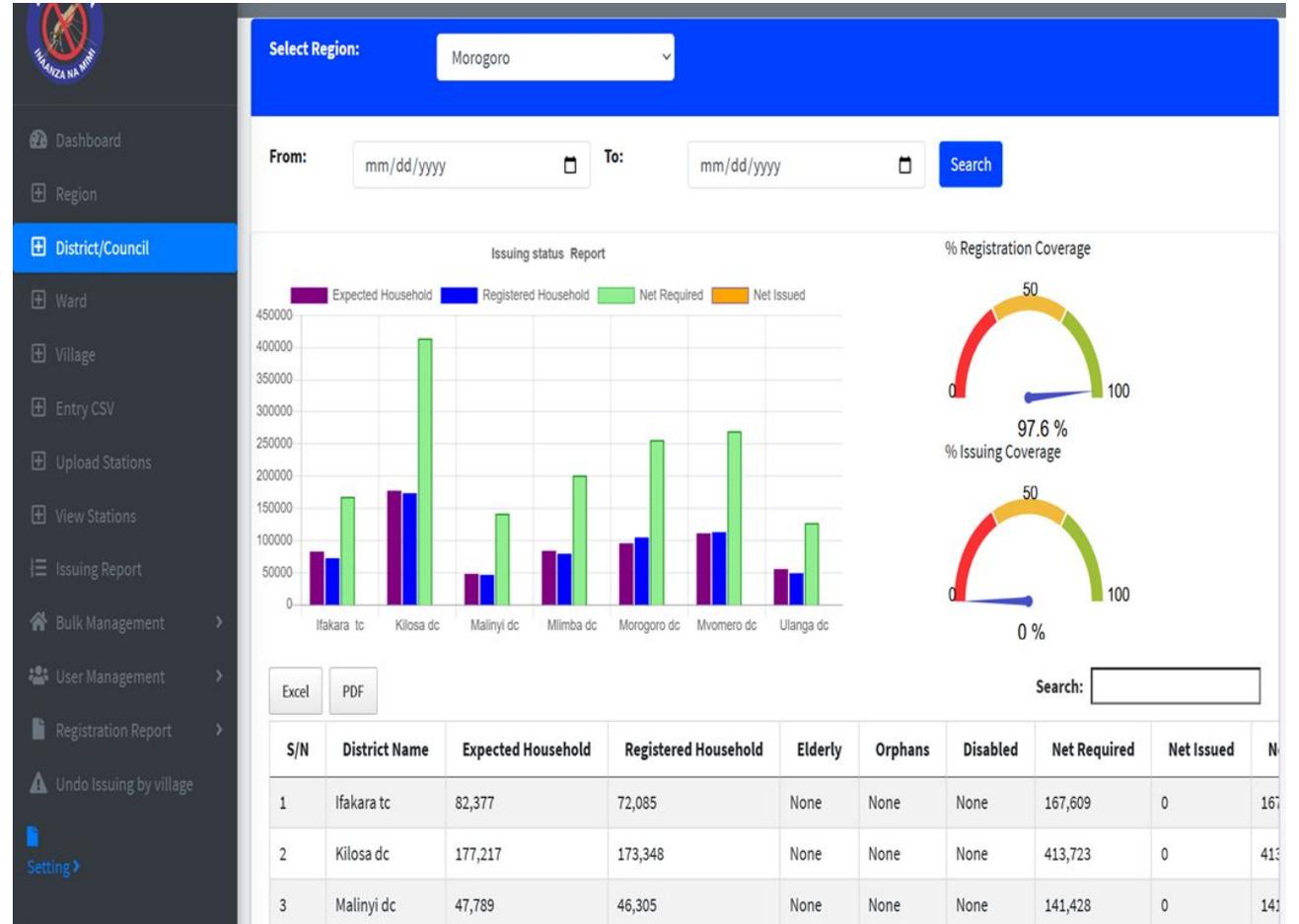


Expected coverage in Morogoro

Sn	Council	Population	Households	Number of ITNs
1.	Ifakara TC	301,170	82,377	173,507
2.	Kilosa DC	639,862	177,108	368,632
3.	Malinyi DC	233,456	47,798	134,497
4.	Mlimba DC	303,360	83,279	174,769
5.	Morogoro DC	402,082	99,140	231,644
6.	Mvomero DC	437,345	110,516	251,959
7.	Ulanga DC	241,512	55,245	139,138
	Total	3,315,397	655,463	1,474,146

Household Registration as of 24th February 2026

- The optimization has not compromised the process
- Data for the households registration obtained from bulk registration after data collected by the village hamlets under the supervision of Village executive officers (VEOs) is submitted to the CHMT for data entry into the TMC-MIS
- Currently, the HHR is 97.6%



What worked really well



- Advocacy is very important, both at the regional and council levels, to get buy-in and ownership from the regional and council leaders
- District Human Resource Officers are very key in the mobilisation of the WEOs and VEOs to ensure campaign success
- Ward councillors are influential in the whole TMC implementation process, especially during household registration and ITNs issuing
- The use of local community leaders (e.g., Maasai) is very influential in their communities
- A good cooperation of the RHMTs and CHMTs has facilitated the household registration process

It wasn't all smooth

- Most villages lack proper household documentation, leading hamlet leaders to go door to door to obtain up-to-date data
- In some cases, WEOs and VEOs had to use their own money to pay hamlet leaders and others for data collection and entry
- Some community members refused to register because of beliefs and myths about nets
- There is also double work involved, registering households on paper and then transferring the data to a digital system
- In some villages, hamlet leaders called community members to register at the VEOs' office, which required long walks and led to low turnout

Recommendations

- Budget for data clerks is key to ensuring timely and quality data entry into TMC – MIS
- Optimisation requires more pre-planning time, but less execution time. Start organising data ahead of the implementation phase
- Local SBC is mandatory to get buy in of the community members

Wayforward

- With the support of PMI Evolve, NMCP, and MoH, we are upgrading the TMC – MIS to:
 - Host the optimized TMC module for easier data entry, synchronization, and visibility
 - A module to determine ITN access for the nets distributed through TMC



Thank you