



# 2026 Joint SMC Alliance & AMP Meeting

## Applying Cost Optimization Measures: What Worked and What Didn't Work

Presented by:

National Malaria Elimination Program

Nigeria

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Vision - a Malaria free Nigeria;

*Goal – to achieve a parasite prevalence of less than 10% and reduce mortality attributable to malaria to less than 50 deaths per 1,000 live births by*

*2025*



# Outline

Introduction

Strategic planning and prioritization

Adapting campaign implementation

Resource optimization strategies

What worked and what didn't work



# Introduction

- SMC and ITN campaigns are community-based and target children aged 3–59 months and households within the community.
- Malaria control efforts in Nigeria face major funding constraints due to declining global resources and increasing population to reach with interventions.
- Sustained commitment, innovative approaches, and integration into the broader health system are needed for malaria impact.
- Nigeria is continually exploring ways to enhance the efficiency of campaign implementation
- Integrated interventions can improve coverage, sustainability, comprehensive protection, and cost-effectiveness when well planned and implemented.



## Strategic planning & prioritization

- Effective campaign implementation in the context of declining funding requires strategic planning, prioritization and flexibility, including assessing and optimizing campaign procedures and timelines
- Optimization considerations included:
  - Review the number of campaign implementation days
  - Reviewing campaign parameters (DP structure, CMD/CDD daily targets, number of town announcers, CMD supervisors, LGA teams, TTAs, and national oversight)
  - Scaling down of some campaign activities such as trainings, meetings and orientations
  - Deploying virtual platforms for trainings and meetings



# Resource optimization strategies

## Campaign Coordination

- Adjustments were made to most of the quantifications for campaign tools
- Some items were either removed/quantity adjusted/unit cost adjusted
- Number of security outfits reduced from 3 to 2 per LGA (police, civil defence, or vigilante as applicable within the LGA)
- Overall adjustment for all campaign personnel activity days for both national and state-level personnel to reflect the reduction in the number of campaign implementation day
- Out of station allowance adjusted to 50% across several state-level personnel

## Waste management - EOLIN & ITN waste

- Cost reduced from N4,000 to N3,000 per distribution point



# Adapting campaign implementation

## Trainings

- National Training of Trainers was changed from in-person to virtual
- State level and LGA level training was reduced from 2 days to 1 day
- CMD training days reduced from 5 to 2 (1 day per batch of CMDs)
- LGA team participants reduced from 5 to 4 people, to include the LGA malaria focal person, logistician, health educator and M&E officer
- Cost of stationaries for participants was removed
- LGA TAs and TTAs training changed from in-person to virtual
- Training of DP supervisors was removed and role of DP supervisor merged with either the DP recorder or DP distributor
- Distribution point team training days reduced from 2 to 1 day



# Adapting campaign implementation

## Household mobilization/SPAQ administration

- Days for household mobilization and SPAQ administration reduced from 5 to 4 days
- Daily target increased from 65 to 100 children per day
- This helped to reduce the number of CMDs and TTAs significantly

## ITN distribution

- ITN distribution reduced from 5 to 4 days
- DP target adjusted from 1500 to 3000/300 to 750 ITNs per day
- Reduced the number of DPs and DP personnel



# Resource optimization strategies

## SBC Activities

- Participants reduced from 2 reps per CSO to 1 rep per CSO and days reduced from 2 to 1 day
- Orientation session with community leaders, religious/traditional leaders, school health coordinators, and union leaders was removed
- Media parley was removed ☑ should be funded by the state
- Orientation removed ☑ should be funded by the state including the ICCC review meetings
- Number of town announcers reduced from 4 to 2 ward supervisors, and 10 working days.

## ITN Logistics

- Role of LGA conveyors was removed as well as cost of the orientation
- Transporter engaged by the 3PLs through the 4PLs will ensure accountability of the ITNs through the supply chain



# Resource optimization strategies

## Campaign Monitoring and Supervision

- CMD supervisors was adjusted from 1 per 5 CMD teams to 1 per ward
- Supervision process strengthened with the use of technology for a data-driven monitoring process
- Campaign Monitoring Team (CMT) was reduced from 3 per LGA to 2 per LGA
- Cycle 1 end of round assessment was removed ☑ leverage the end process assessment for ITN campaigns and expand the scope to cover the SMC component



# Results of adaptation & optimization measures



For Kaduna campaign, following the adaptation and optimization of the campaign processes, restructuring of personnel lead to the reduction in overall personnel from 29,433 to 19,863



The team was able to review the campaign budget **from \$3,913,229 (N4,695,875,356) to \$1,771,902 (N2,126,281,917)**



This resulted in a budget efficiency of **\$2,141,328 (N2,569,593,439) (54%)**.



Additionally, there was an overall 10% savings on the Kaduna budget from the approved grant budget



Sustained coverage for both interventions despite limited funding



Reduction in the overall number of implementation days from 42 to 28



# What worked

- Effective coordination due to stakeholders collaboration and commitment at national and state level
- Strategic planning and prioritization helped adapt campaigns to a declining funding landscape
- Use of virtual platforms for trainings and meetings reduced expenses while maintaining strong coordination
- Personnel restructuring (e.g., Kaduna State workforce reduction) lowered operational costs.
- Resource optimization measures such as reviewing CMD/CDD targets and quantification parameters



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# What didn't work

- Scaling down trainings, meetings, and orientations, while cost-saving, resulted in:
  - ✓ Sub optimal understanding of training modules due to limited training time
  - ✓ Weaker supervision in some areas reduced implementation quality
- Following adjustments, distribution point personnel were too low, and daily targets were significantly too high
- Reduced number of distribution points caused a low turn out of beneficiaries in some DPs due to distance.
- Mismatch between resources deployed and actual field needs in some areas and more resources were required
- Personnel reductions and compressed timelines overburdened remaining staff due to high targets
- Low morale of campaign personnel

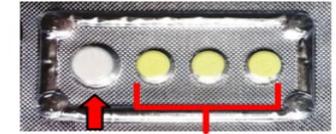




# Conclusion

For future campaign implementation, there is need to;

- Streamline campaign operations and processes to ensure reduced cost without compromising quality and impact
- Utilize technology to optimize resources
- Explore opportunities to integrate with other health interventions
- Continue to document lessons learned for improved campaign implementation



SP AQ





# Key partners and stakeholders





# Thank you for your time and attention!

