

What do we mean by “integration”?

“**Integration**” in health is approached in different ways, from collaboration or partial integration to co-delivery of interventions, where appropriate.

Integrated health campaigns do *not necessarily mean co-delivery of all the interventions - partial integration* can include *governance, health workforce, monitoring, tools, guidelines, technologies etc.*

02

Coordinated/Collaborative Planning (Low Level)

Programs share information, calendars, or communication strategies to avoid overlap, even if they deliver separately

01

No Integration (Vertical)

Programs are completely independent, with separate planning, logistics, and delivery

03

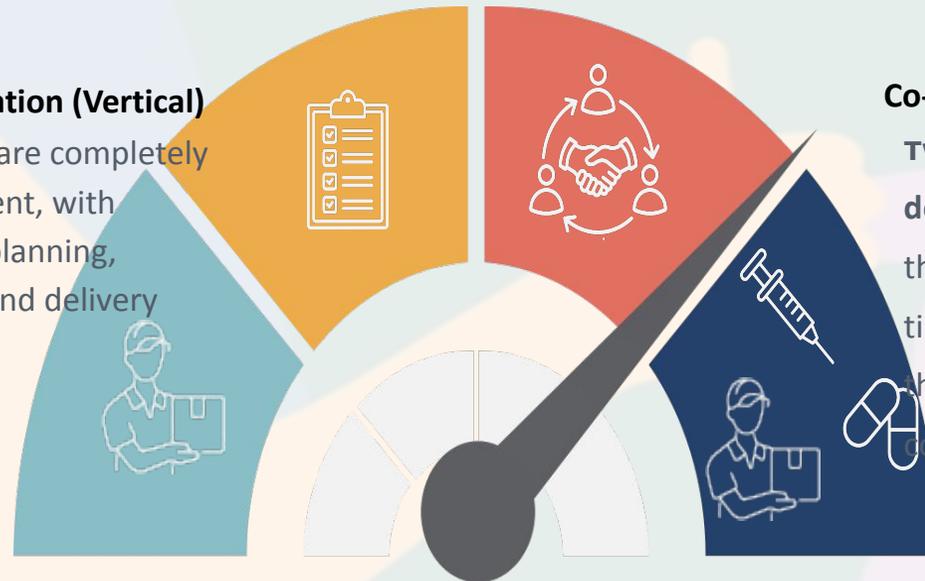
Partial Integration (Mid Level)

Programs share specific operational or administrative components to improve efficiency **without combined delivery at the service point** (e.g., shared training, census information, microplanning data, social mobilization efforts).

04

Co-delivery (High Level)

Two or more interventions are delivered simultaneously to the same person at the same time and place, resulting from the coordination of all key components





From Guidance to Impact A Blueprint for Campaign Effectiveness

With countries adopting the revised WHO malaria guidelines (August 2025) and preparing for Global Fund GC8, the Collaborative Action Strategy (CAS) from the Health Campaign Effectiveness (HCE) Coalition offers a practical, country-led roadmap for collaborative and integrated malaria campaign planning.

What is the HCE Coalition?

The HCE Coalition is a first-of-its-kind cross-campaign alliance of ministries of health, multilateral agencies, donors, and implementing partners across malaria neglected tropical diseases, nutrition, polio, and other vaccine-preventable diseases. We are working to transform health campaigns from fragmented, vertical efforts into collaborative, government-led systems that strengthen primary health care and deliver better outcomes.

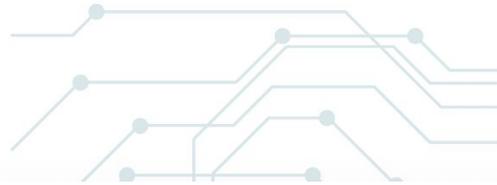
What is the Collaborative Action Strategy (CAS)?

A practical, customizable blueprint that helps Ministries of Health, funders, and implementing partners improve campaign effectiveness at national, subnational, and district levels. It offers 12 evidence-based recommendations across the campaign lifecycle:

- Planning & implementation
- Monitoring, evaluation, research, learning & adaptation (MERLA)
- Campaign financing



Photo Credit: Task Force for Global Health



Want to Learn More?



Scan the QR code to get a copy of the CAS recommendations, see our supporting tools, and to join our community.

Contact us:
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