

Title: Integrated Child Health Campaign Successfully Reaches over 2.5 million Malian children

Date: **April 2008**

Department: **Health**

Description: **The largest public health event in the history of Mali: Integrated Campaign against Measles, Polio, and distribution of Vitamin A, Albendazole, and insecticide treated mosquito nets successfully delivered to over 2.5 million children**

Keywords: **Measles, Polio, Vitamin A, deworming, Long-lasting insecticide treated nets (LLINs), child health campaign**

Geographic area: **National**

Writer info: **Lisa Nichols, USAID Assistance Technique Nationale, Steve Lutterbeck, PSI**
lnichols@atnsante.org; slutterbeck@psimali.org

Content:

The Government of Mali with its technical and financial partners, including USAID Mali, US Government President's Malaria Initiative, USAID Assistance Technique Nationale (ATN), Population Services International, Keneya Ciwara Project, Helen Keller International, the Canadian Red Cross and over 30 other local and international partners successfully carried out a national campaign December 13-19, 2007 to protect over 2.5 million children under 5 against measles, polio, Vitamin A deficiency, intestinal worms and malaria.

The campaign, whose goal was to improve the health of all children 0 to 59 months took place at health centers and other fixed sites nationwide and delivered vaccinations against measles and polio, distributed Vitamin A and Albendazole (for deworming), and long-lasting insecticide treated nets (LLIN). Health personnel were mobilized as well as over 7,000 volunteers mobilized by the Malian Red Cross, USAID/Mali's partners and local communities.



Demonstration----A medical health worker demonstrating the proper use of long lasting insecticide-treated bed nets

This was the first time in Mali that these five interventions were combined into a single campaign. The campaign was launched by the President of Mali, Amadou Toumani Toure and other high level officials including the head of the President's Malaria Initiative, Admiral Timothy Zeimer. International visitors including sports stars, journalists, and technical experts all came to Mali to

experience the campaign first hand and to help in the international promotion of the five interventions.



Mothers queuing in Mopti, central Mali, to get their children immunized.

In January the campaign was evaluated by an external team. The evaluation involved for the first time Personal Digital Assistants (PDAs) which were used by the surveyors to collect household data.

The results of the evaluation found that 97% of the respondents brought their child to the campaign site.

Specifically the evaluation found high coverage levels:

Intervention	Coverage
Measles	80.8 %
Polio	95.3 %
Albendazole (deworming)	77.6 %
Vitamin A	85.1 %
LLIN	79.5 %

The objectives were not reached for Measles and deworming primarily due to the difficulty in determining children's correct ages at the time of the campaign. The target group for Measles is 9 to 59 months and for Albendazole 12 to 59 months.

Campaigns can provide key messages to reinforce appropriate household behaviors and the use of health services. Before, during and after the campaign communication activities were carried out to stress the importance of protecting children with vaccinations, vitamin A, deworming and use of LLINs. In particular house to house visits were carried out by volunteers to demonstrate how the bednets can be hung and to emphasize that young children and pregnant women need to sleep under the nets because they are particularly vulnerable to malaria. Other messages included the importance of routine immunization for all children.

The campaign's success was due to the strong leadership of the Ministry of Health of Mali and the coordination of the partners – internationally and locally. The campaign has helped Mali achieve high coverage of key interventions and will help to reinforce use of health services and key behaviors. The impact of the campaign on behavior will be further evaluated in July 2008 during the upcoming rainy season when an extensive household survey is carried out to look at use of the LLINs by the key target groups during the high malaria transmission season.