



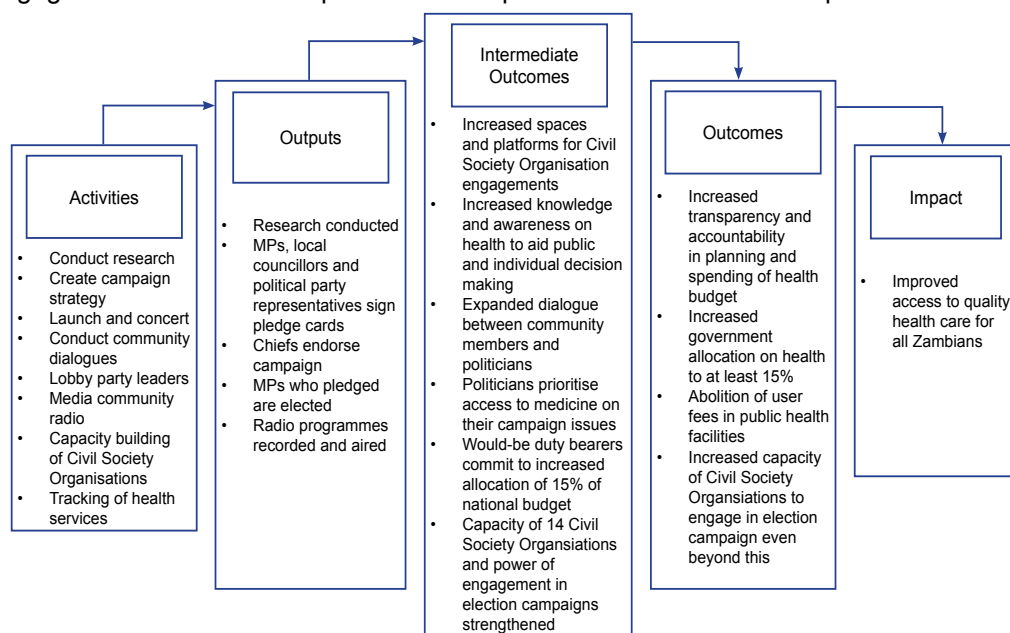
Zambia

Citizen Voice

2013/14

Vote health for all campaign

The 2011 parliamentary and Presidential elections in Zambia in September 2011 were identified as a key moment to press for change in access to healthcare in the country. Notably and learning from other election-related campaigns in Malawi, Nigeria, and Liberia, Oxfam and her partners used the opportunity to mount a campaign dubbed "Vote Health for All" to improve access to health care for all Zambians. Among many health issues that the campaign focused on was advocacy towards increased commitment to health budgetary allocation in line with 15% Abuja declaration commitment and increased access to health services through abolition of user fees in urban areas. Campaign activities were implemented at constituency and national level, mobilising thousands of community members to engage with the democratic process and express their views on health provision in the country.



This diagram presents the theory of how this project was expected to achieve change. It demonstrates activities, outputs and outcomes that were expected to contribute to the overall impact of the campaign.

Project date: June 2008 - March 2013

Evaluation: April 2014

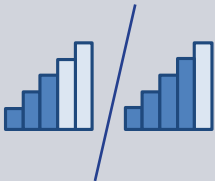
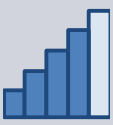
Publication: March 2015








Evaluation Design

The evaluation identified and sought the effectiveness of specific outcomes the project sought to achieve. Areas of improvement or approaches that can be replicated in other projects were also identified.

For details on evaluation design, see the 'How are effectiveness reviews carried out?' document, and the full report for how these designs were tailored by individual reviews.

Results

Project outcome	Rating	Commentary
Increased budgetary allocation to health to at least 15% of the country's national budget in line with the Abuja Declaration		Although the outcome has not yet been achieved in full, it is highly likely that the Government will achieve the 15% Abuja Declaration target by 2016. This can be deduced from increased budgetary allocation to health due to the political commitment from the current leadership. This commitment is also referenced in various Government documents. For this reason this outcome has been given a contribution score between 3 and 4. The main contribution to this outcome was the availability of funds in national budget, coupled with Maputo Plan of Action and Millennium Development Goal commitments, and Patriotic Front's commitments as detailed in its manifesto, but there is evidence that intervention made an important contribution.
Abolition of user fees in all public urban health facilities		The main influencing factor to achieving the outcome is an increased allocation to the health budget, followed by the PF manifesto, which was targeted at improving access to quality services. Commitment to increased funding to health was partly influenced by the 'Vote Health for All' campaign, although there is evidence that the campaign itself had a direct influence on abolition of user fees.

Rating key:  - Outcome realised in full; evidence that intervention made a crucial contribution;  - Outcome realised in part & evidence that intervention made a crucial contribution;  - Outcome realised in full & evidence that intervention made an important contribution;  - Outcome realised in part & evidence that intervention made an important contribution;  - Outcome realised in part & evidence that intervention made some contribution;  - Outcome realised to a small degree & evidence that intervention made an important contribution;  - Outcome realised, to any degree, but no evidence that the intervention made any contribution

Going forward

All the conclusions and recommendations from the evaluation have been taken into account and an action plan has been developed to address specific issues raised in the effectiveness review. For example, Vote Health for All campaign follow up activities will be integrated into community health meetings on Millenium Development Goals throughout 2015; radio programmes will be used to sensitise communities on their rights related to health, and create spaces that can be used to hold authorities to account; and capacity building of the Civil Society Health Forum and its members will take place throughout 2015.

As timing proved crucial to the success of the Vote Health for All campaign, activities that support future campaigns will need to be planned and implemented in good time. This will allow adequate preparation for the climax of the campaign. An intervention mapping to develop similar campaigns around elections will be conducted by July 2016.

The effectiveness review found that targeting influential leaders both at country and community level was effective in influencing the advocacy outcomes. Future campaigns will build on this and work to reach a broader spectrum of leaders at various levels to encourage them to talk about health funding or similar issues, and commit to the cause of the relevant campaign. They will also emulate the approach taken by the Vote Health for All campaign to work with a coalition of Civil Society Organisations, community members, and community and political leaders to influence make a change.

Photo credit: Misozi Tembo/Oxfam