

HCE Coalition Leadership Team Meeting: Charting the Course for Campaign Effectiveness 2030

Concept Note, updated 15 January 2026

Meeting Purpose: The Health Campaign Effectiveness (HCE) Coalition hosts an annual in-person business meeting with the Coalition’s Leadership Team (LT). This year’s 2-day meeting is co-hosted by WHO in Geneva and will focus on setting a course for the future of campaign effectiveness and the HCE Coalition.

Meeting Dates & Location

23-24 March 2026

World Health Organization HQ, Geneva, Switzerland

Meeting Participants: Approximately 30 people (in-person and virtual), including:

- [HCE Coalition Leadership Team](#) members or delegates (up to 16)
- Additional delegates from CAS Focus Countries of Ethiopia and Nigeria (total of 2 per country)
- HCE Program Office (TFGH & Camber) and additional Gates Foundation representatives (11)
- Invited guests (TBD for select sessions – in person or virtual)

Meeting Objectives:

- 1) Review lessons learned over the past 5 years of the HCE Coalition with an emphasis on what’s changed in the global landscape and the implications and opportunities to achieve campaign effectiveness outcomes, including fully implementing and scaling up the Collaborative Action Strategy (CAS)
- 2) Based on the recommendations from the Strategic Development Committee, reach consensus on approaches and collective actions needed to achieve campaign effectiveness (CE) goals and outcomes by 2030
- 3) Align on the role of the HCE Coalition and the type of partnership model(s) and commitments required to support agreed upon CE goals and actions, noting any shifts and transitions needed to be effective
- 4) Develop a 1-2 year high-level action plan that includes HCE Coalition partner roles and responsibilities, funding needs/requirements and timeline.

Meeting Format & Preliminary Agenda:

- 2 full days with lunch and tea breaks provided
- Interactive format—with a focus on consensus building and decision making among LT members
- Hybrid option for LT members unable to travel
- Pre-read materials to be provided on March 10 and will include:
 - a. Summary of the HCE Coalition achievements and progress since 2020 noting the extent our original hypothesis and assumptions about progress and partner engagement were correct or shifted
 - b. Brief situational analysis of the current global landscape—what’s shifted and implications for what needs to be done and how we work in the future;
 - c. Evaluation report of the CAS outcomes, lessons learned to date, and considerations for scale up to additional countries (with links to CAS focus country case studies and detailed reports);
 - d. SDC recommendations on the approaches and actions necessary to achieve Campaign Effectiveness outcomes by 2030 and the role of the Coalition, and
 - e. Other **TBD (for LT input)**

High-Level Preliminary Agenda	
Mon 23 March - Day 1	Tues 24 March - Day 2
<u>Welcome</u> and overview of agenda	<u>Synthesis of Day 1</u> : areas of consensus, gaps and decisions needed
<u>Context setting</u> : Review and discuss progress, challenges and lessons learned from Coalition and CAS implementation; noting how the current global situation affects future work	<u>HCE Coalition Future</u> : Discussion and decision making the future role and model for the Coalition (including roles of the PO, LT, etc) including any shifts or transitions
<u>Future directions: SDC recommendations</u> presentation and discussion: approaches and actions to achieve CE outcomes by 2030	<u>Action planning pt 1</u> : priorities for next 2 years, including organizational roles and responsibilities and funding requirements
<u>Small group work</u> to discuss how to operationalize and implement recommended actions	<u>Action planning pt 2</u> : immediate next steps, organizational and funding commitments, future decisions-making requirements and accountability expectations
<u>Report outs</u> : from small group work	Wrap up and Closing
<i>Group dinner (TBC)</i>	

Key Travel & Logistics Information:

- 1) **Leadership Team members** will pay for their own travel and accommodations; travel and accommodations will be sponsored for Focus Country delegates as needed.
- 2) **WHO/NTD** will be the co-hosting organization, providing meeting space, coffee/tea breaks, and lunches; will provide visa support letters for attendees as needed; will assist with negotiating a budget-conscious room rate at a nearby hotel.
- 3) **HCE Program Office/Task Force** will develop the agenda and pre-read materials in collaboration with the SDC, and provide facilitation and note-taking support, and will produce a meeting report and next steps within 2 weeks of the meeting end.
- 4) **Hotel accommodations:** A room block is secured at [Hotel Royal Geneva](#), 41-43 Rue de Lausanne, 1201 Geneva (to be confirmed), at a room rate of \$213 USD per night, inclusive of VAT and breakfast.