

How to cost an immunization campaign?

METHODOLOGICAL GUIDANCE



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Key differences between routine immunization costing and campaign costing

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Topic	Routine immunization costing	Immunization campaign costing	Relevant section in the methodological guidance
Cost levels	Facilities are usually the lowest level included	The lowest level included may be different, e.g. campaign sites that may be run from facilities or directly from district level	SECTION II Perspective
Perspective	Discusses societal perspective, health sector perspective (includes partners) and government perspectives	Aligned to consensus statement: we differentiate between the payer, provider and societal perspective and recommend to clarify certain specifics, e.g. whether the private sector was included, whether partners are considered part of the payer perspective, whether ministries other than the ministry of health were included etc. The societal perspective should specify whether only the beneficiary or households and communities more broadly are included.	SECTION II Perspective
Time period covered	Usually a calendar or fiscal year, and usually retrospective	Variable based on the planning and wrap-up period of the campaign and may contain prospective as well as retrospective components	SECTION II Time horizon
Opportunity cost	Opportunity cost of equipment and health worker time play a large role in routine immunization costing studies	The (over)time required of health workers is crucial to the campaign's success, but the share of capital costs that can be allocated to the financial cost of a campaign is negligible. We discuss how this undermines the importance of investments in infrastructure that were triggered by the campaign, and recommend to track and report on new purchases despite the small share this represents when annualized.	SECTION II Financial and economic costs
Campaign-specific vs. shared costs	Often referred to as incremental vs. full, but same interpretation, baseline is the existing routine/health system	Unpaid overtime is not addressed in other guidance. We consider overtime of paid staff as incremental economic costs	SECTION II Campaign-specific versus shared costs
Resource types	Differentiates recurrent and capital cost	Differentiates operating and capital cost	SECTION III Resource types
	Cold chain energy cost and maintenance	Cold chain maintenance is a campaign activity, which includes the line item cold chain energy costs	
	Furniture: allocate to program management Building: allocate to facility-based service delivery or at management level allocate to program management; health posts allocated to outreach	Furniture, buildings and non-cold chain-related utilities excluded as the cost that can be allocated to a campaign is minimal	

Topic	Routine immunization costing	Immunization campaign costing	Relevant section in the methodological guidance
Campaign activities	Program management	Campaign management (exclusive of general EPI management activities)	SECTION III Campaign activities
	Service delivery: facility-based or outreach	More delivery strategies: facility-based, fixed temporary vaccination posts, mobile/outreach, mop-up	
	Surveillance	AEFI management as part of the campaign, general routine surveillance is not included	
Data granularity	Captures equal detail for each time period included in the scope of the study	Capture all fiscal costs, but greater detail on the labor cost incurred just before, during and after the campaign, and less granular labor cost data for the earlier preparation and later wrap up phases.	SECTION III Bottom-up versus top-down costing
Shared costs	Immunization service delivery will likely have been only a small part of a health worker's time in routine	Because a campaign is such an intensive effort, resources are usually 100% dedicated to the campaign during these days	SECTION III Allocating shared costs
Allocation rules	Cold boxes and vaccine carriers allocated to outreach based on time spent on that activity	Allocate all cold chain equipment, including cold boxes and vaccine carriers costs to 'vaccine collection, distribution and storage'.	SECTION III Allocating shared costs
	Transport: 100% to best fit activity; for trips with multiple purposes allocate transport cost evenly across	Through our data collection tools, transport costs are collected for each individual activity. If not possible, we recommend allocating by fuel use, mileage, or time spent on activities, and an even split only if no other method can be used.	
	Waste disposal: apportion to the routine immunization program based on a share of the vaccine load to total load in the incinerator.	Ask whether the incinerator was run more frequently during campaign times, allocating normal usage to shared costs and the increment to campaign-specific costs	
	Running costs for incinerators allocated to facility-based and outreach service delivery based on share of doses	Running costs for incinerators are allocated to waste management as a separate activity	
Data sources	Usually data on targets, coverage and financing for previous years is available	For follow-up campaigns that use similar strategies every few years previous data may be available, but usually a campaign costing study relies fully on the data available for this exact campaign. Otherwise, assumptions or proxy data are used	SECTION III Data sources
Recall	Option to ask about 'now' as a proxy for e.g. a year ago	Although a campaign may be more 'memorable' than routine activities, a study needs to be planned well and approved in time to ensure that the time between a campaign and data collection is kept to a minimum as there is no alternative way of addressing recall	SECTION II Projection, prospective or retrospective costing
Sampling	Sampling is always required Use data from previous routine costing studies or routine delivery volume as a proxy for delivery costs	Sample could include the entire campaign if the number of participating sites was small As previous campaign cost or campaign volume data is often not available, routine volume or catchment area data (e.g. under one population) can be used as a proxy for sampling (though should not be used for analysis)	SECTION IV Determine the sampling method