

UNICEF Regional Office for Europe and Central Asia

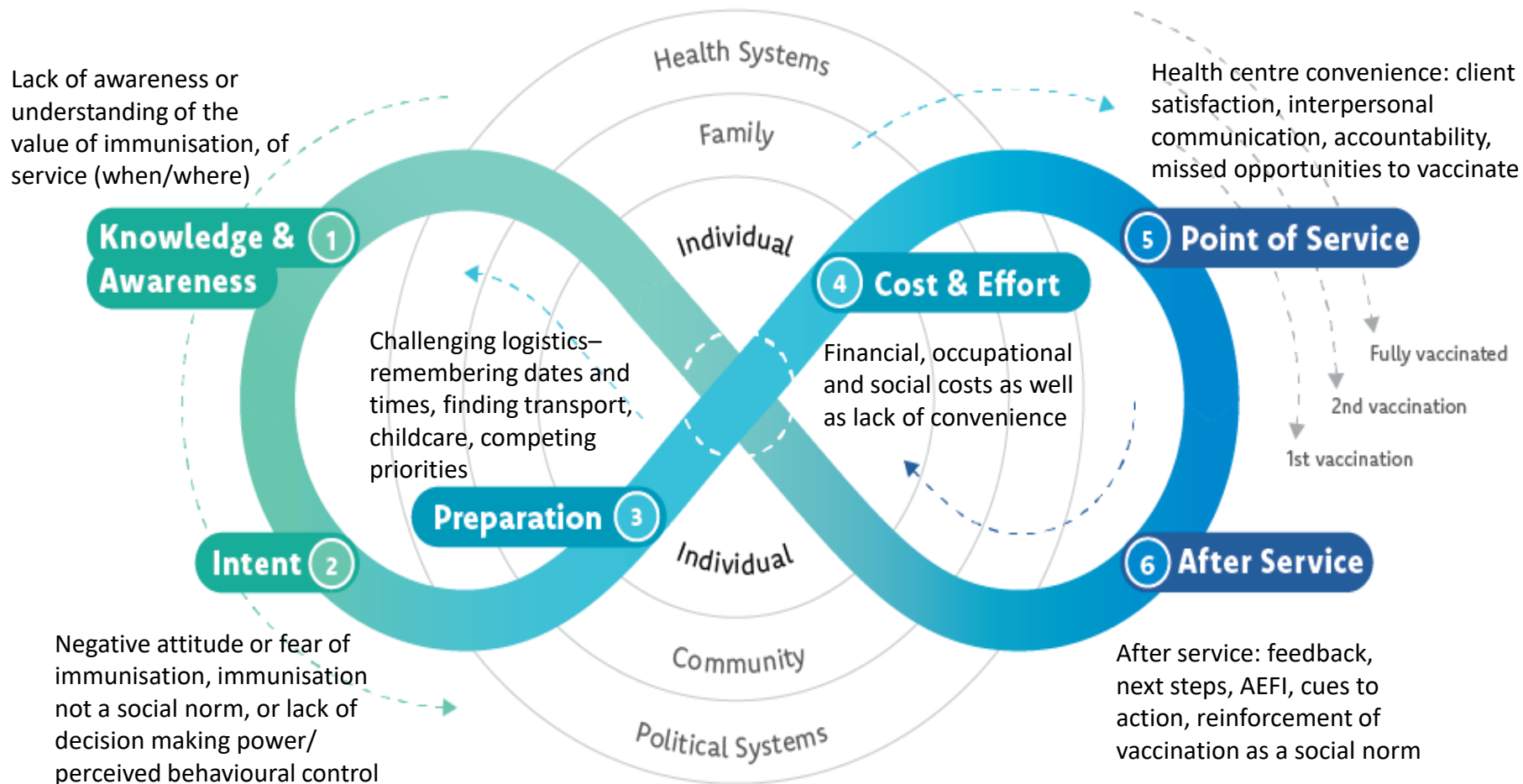
# Strengthening demand for immunization. Key priorities and resources

Sergiu TOMSA

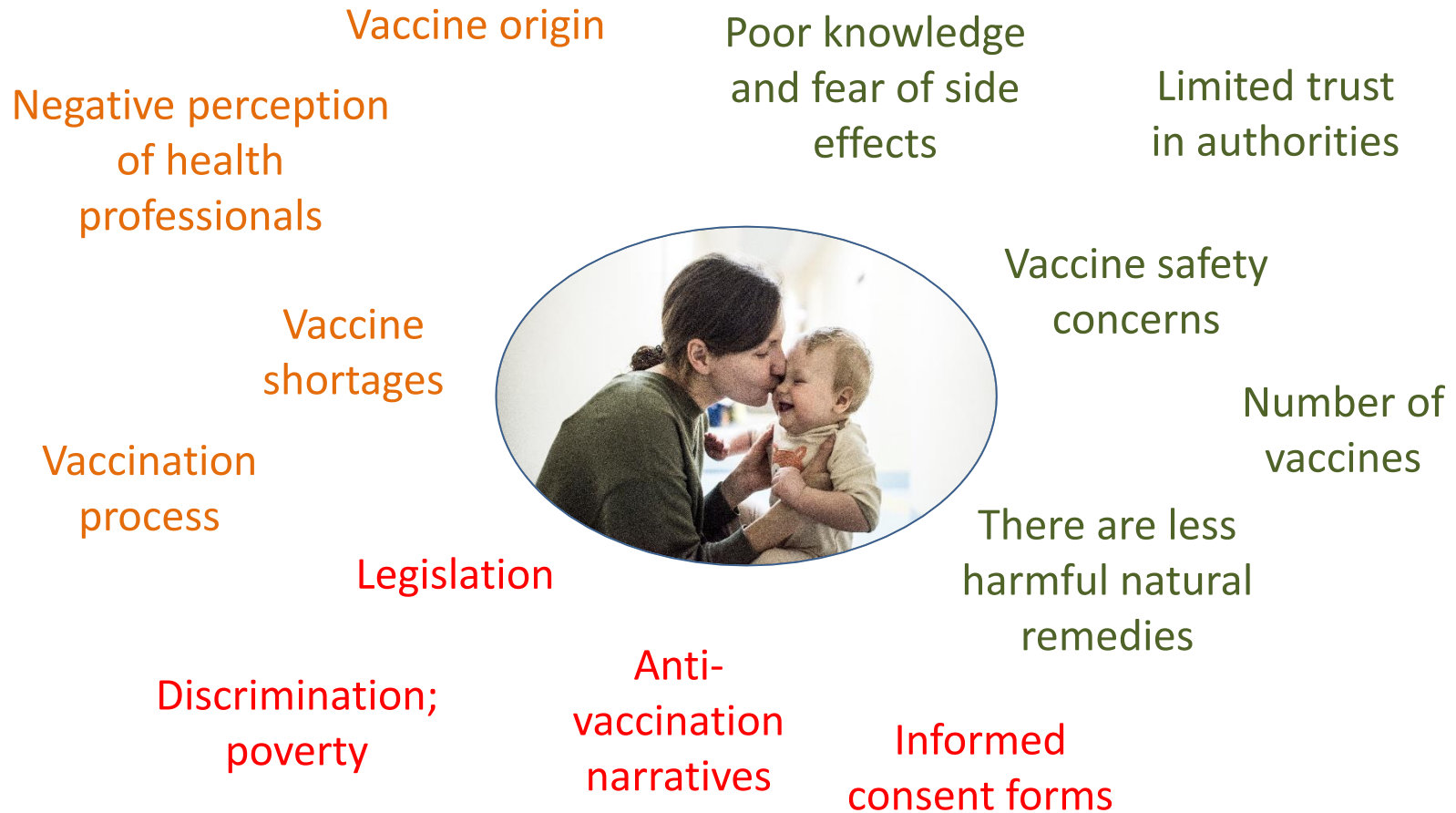
Regional Communication for Behaviour  
and Social Change Specialist

unicef  | for every child

# The journey to immunization – what are the barriers?



# What makes caregivers hesitant?



# Demand Promotion Framework. The need for a holistic approach

1



Service quality & accountability



Interpersonal communication



motivation



community-planning

2



Community engagement



Social/behaviour change



norms



nudges

3



Risk & resilience



risk capacity



Social listening



media engagement

4



Social & political will



influencers



CSOs



enabling policies

5



Social data



tools



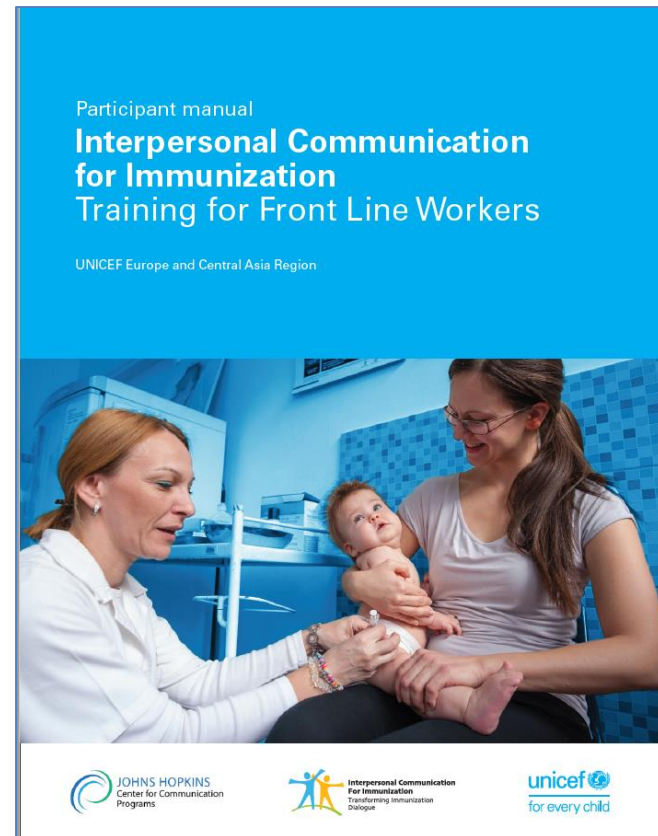
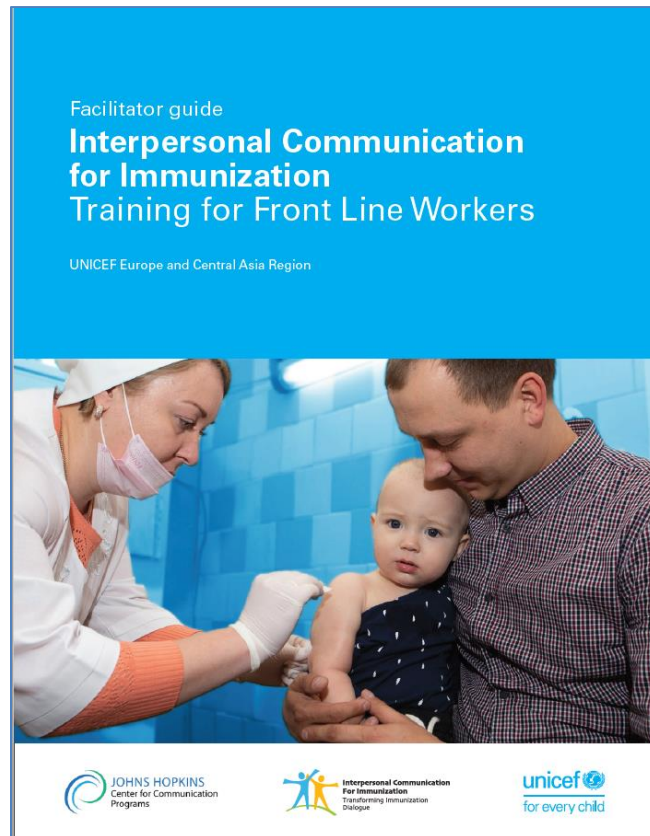
routine systems



data expertise

UNICEF priorities to address vaccine hesitancy and strengthen demand for immunization in Europe and Central Asia

# UNICEF ECA training package – Interpersonal communication (IPC) for Immunization



- <https://www.unicef.org/eca/reports/interpersonal-communication-immunization-facilitator-guide>
- <https://www.unicef.org/eca/reports/interpersonal-communication-immunization-participant-manual>
- <https://www.unicef.org/eca/reports/interpersonal-communication-immunization-presentation>

# IPC for Immunization package

- Based on international standards and best practices, and is adapted for regional context.
- Field tested with participants from Serbia, Bosnia and Herzegovina, Ukraine and Kyrgyzstan.
- Includes clear adaptation guidance .
- Modular approach allows selection of priority modules and sessions.
- Detailed and complete training package is easily used by facilitators with limited training experience.

# IPC for Immunization – tools & approaches

Figure 19. Algorithm for vaccination communication

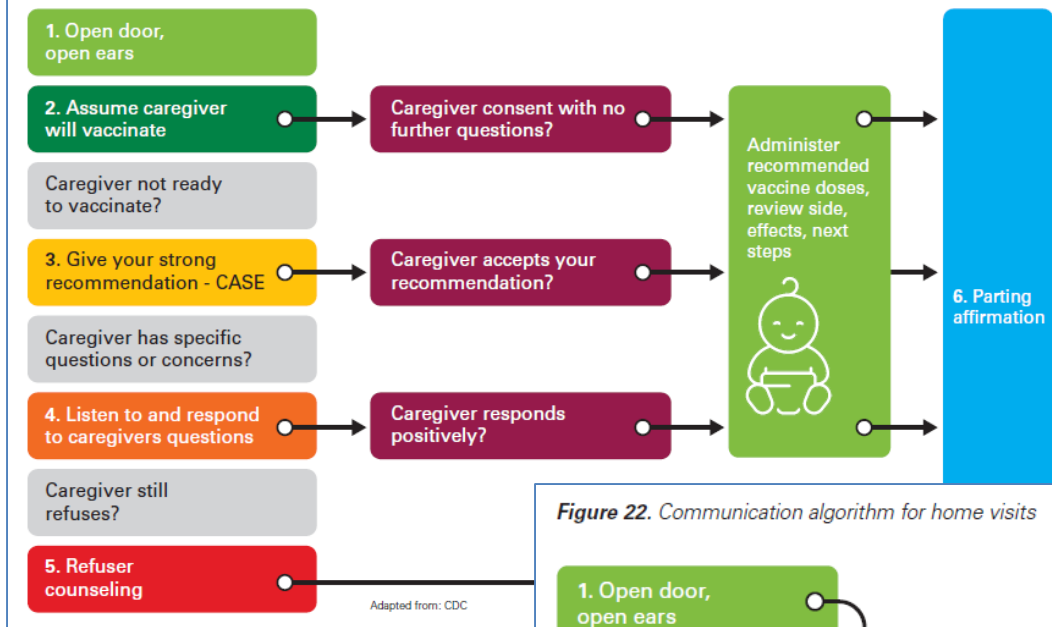
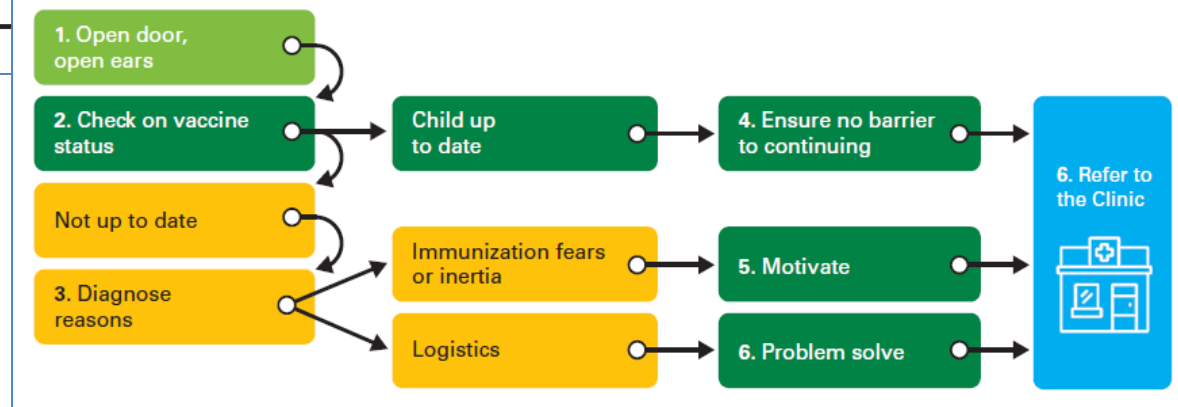


Figure 22. Communication algorithm for home visits





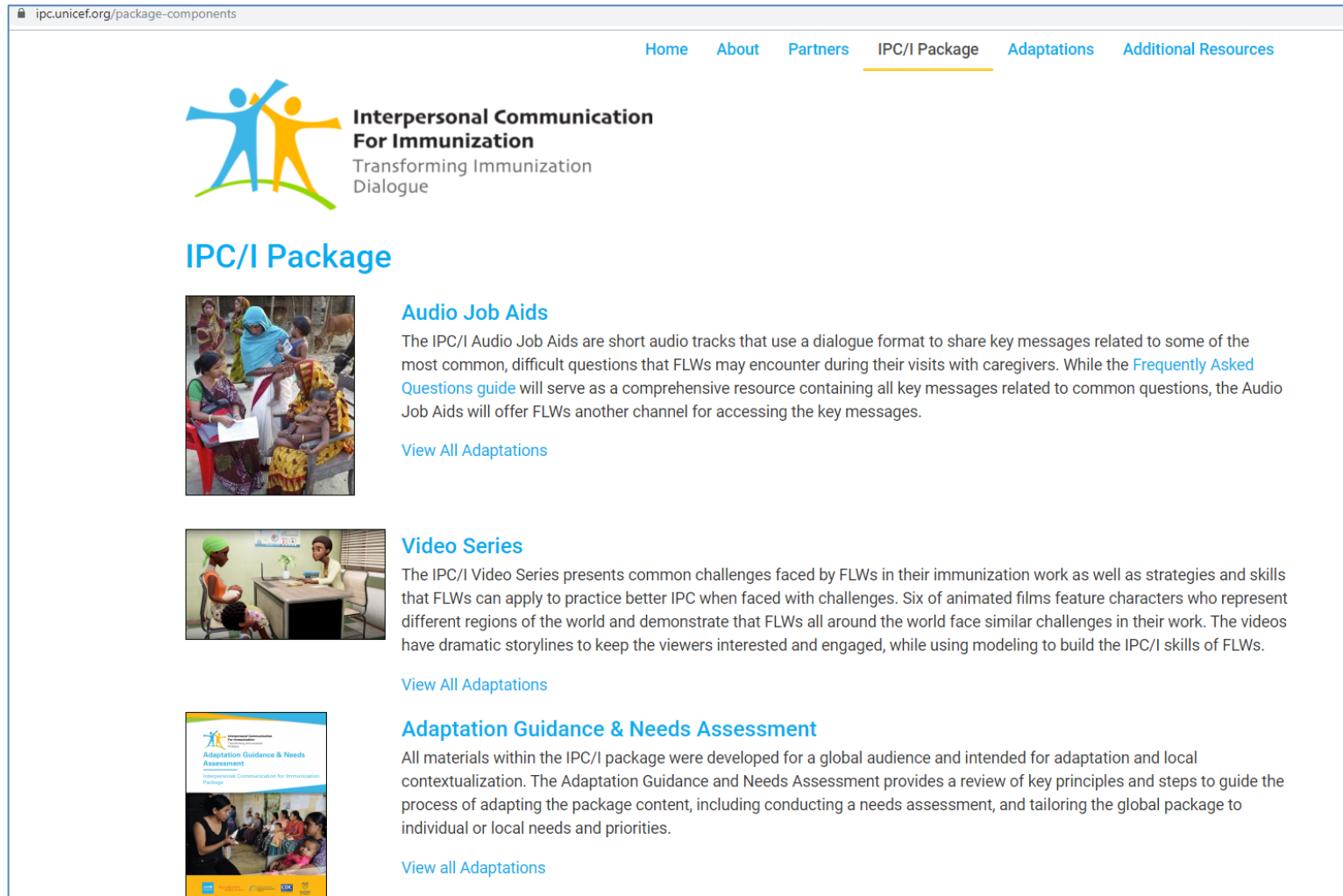
# Strengthening demand for immunization through:

- Mapping of entry points for mainstreaming demand promotion in national immunization policies, programmes and budgets.
- Assessment of barriers and factors at facility level, health worker – caregiver interaction level, family/individual level.
- Design and testing of solutions / approaches.
- Implementation and measurement of results.

# Social media engagement

- **Desk review** of effective approaches and campaigns to promote immunization, address vaccine hesitancy and anti-immunization narrative on social media.
- **Review of anti-immunization and pro-immunization sites, social media pages and platform in ECA region to explore:**
  - Who are those platforms run by; what tools, materials and resources they use; tone and communication style; engagement approaches etc.
  - Profile of visitors: profiling on age, gender, location, media preferences and behavior, level and ways of engagement etc.
- Develop / test a **social media engagement toolkit**.
- **Design, implement and evaluate evidence-based social media campaigns** on immunization.


# Other resources – Global IPC package




The screenshot shows the website [ipc.unicef.org/package-components](https://ipc.unicef.org/package-components). The page features a navigation menu with links for Home, About, Partners, IPC/I Package (which is underlined), Adaptations, and Additional Resources. The main header includes the logo for Interpersonal Communication For Immunization (IPC/I), which consists of two stylized human figures in blue and orange, with the text "Interpersonal Communication For Immunization" and "Transforming Immunization Dialogue" below it. The page is titled "IPC/I Package" and lists three resource categories: "Audio Job Aids", "Video Series", and "Adaptation Guidance & Needs Assessment". Each category includes a representative image, a brief description of the resource, and a link to "View All Adaptations".

[ipc.unicef.org/package-components](https://ipc.unicef.org/package-components)

Home About Partners **IPC/I Package** Adaptations Additional Resources


 **Interpersonal Communication For Immunization**  
Transforming Immunization Dialogue

## IPC/I Package

 **Audio Job Aids**

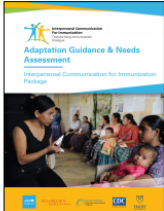
The IPC/I Audio Job Aids are short audio tracks that use a dialogue format to share key messages related to some of the most common, difficult questions that FLWs may encounter during their visits with caregivers. While the [Frequently Asked Questions guide](#) will serve as a comprehensive resource containing all key messages related to common questions, the Audio Job Aids will offer FLWs another channel for accessing the key messages.

[View All Adaptations](#)

 **Video Series**

The IPC/I Video Series presents common challenges faced by FLWs in their immunization work as well as strategies and skills that FLWs can apply to practice better IPC when faced with challenges. Six of animated films feature characters who represent different regions of the world and demonstrate that FLWs all around the world face similar challenges in their work. The videos have dramatic storylines to keep the viewers interested and engaged, while using modeling to build the IPC/I skills of FLWs.

[View All Adaptations](#)

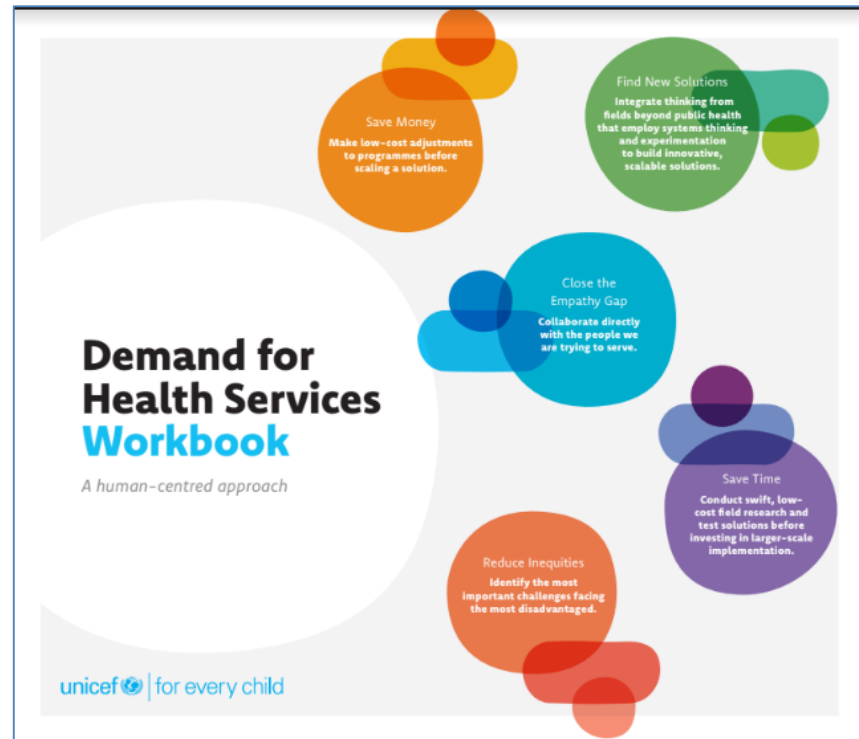
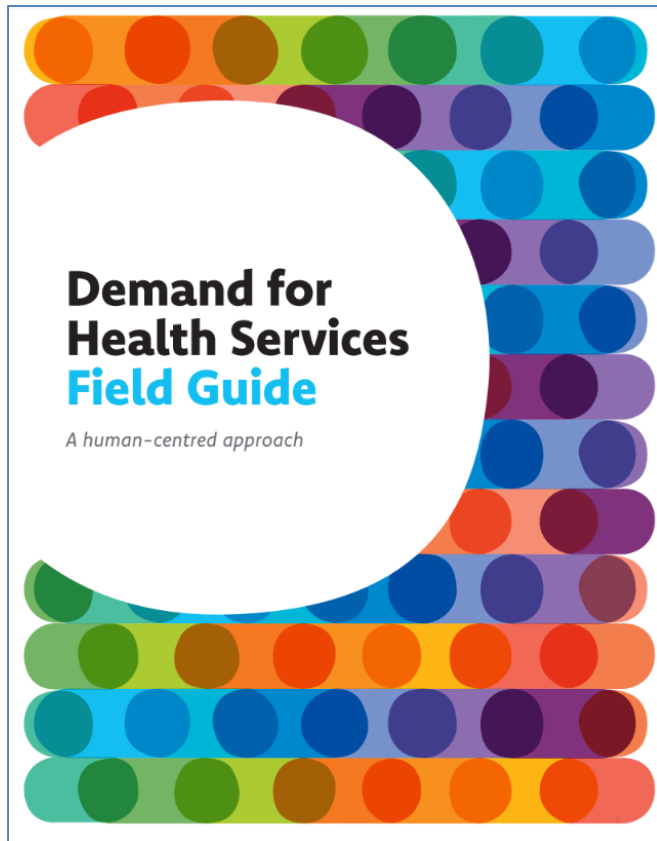
 **Adaptation Guidance & Needs Assessment**

All materials within the IPC/I package were developed for a global audience and intended for adaptation and local contextualization. The Adaptation Guidance and Needs Assessment provides a review of key principles and steps to guide the process of adapting the package content, including conducting a needs assessment, and tailoring the global package to individual or local needs and priorities.

[View all Adaptations](#)

- <https://ipc.unicef.org/package-components>

# Other resources - Human-centred design



- <https://drive.google.com/file/d/1y57wVFRfzp2CiyTxT5zZXcnobh8WkfOK/view>
- [https://drive.google.com/file/d/1yt3Wrj-G8OEUUgElBn\\_2x2qqvBxY6Kij/view](https://drive.google.com/file/d/1yt3Wrj-G8OEUUgElBn_2x2qqvBxY6Kij/view)
- <https://drive.google.com/file/d/190hmpBccoZYil-oCLULXxd60h2QVCWCf/view>

# Other resources - Rhizome

The screenshot shows the website interface for 'Rhizome by GPEI'. The main navigation bar includes 'C4D', '1. UNDERSTAND', '2. PLAN', '3. ACT', and '4. LIBRARY'. The page title is 'Communicate effectively'. Below the title is a sub-header: 'TOOLS & GUIDANCE TO HELP YOU DESIGN DATA-DRIVEN COMMUNICATION STRATEGIES THAT HELP VACCINATE EVERY CHILD.' The content is organized into four colored boxes, each representing a step in the process:

- 1. Understand** (Green box): GET TO KNOW THE PROBLEM, THE RISK GROUPS AND THEIR PERCEPTIONS, AND HOW TO USE RESEARCH TO REFINE OBJECTIVES
- 2. Plan** (Blue box): DEFINE YOUR TARGET AUDIENCE AND BARRIERS TO CHANGE, THEN DEVELOP MESSAGES AND CHOOSE CHANNELS TO REACH YOUR AUDIENCE
- 3. Act** (Teal box): INTEGRATE COMMUNICATIONS TACTICS AND UNDERSTAND THEIR STRENGTHS AND WEAKNESSES, THEN EVALUATE PERFORMANCE
- 4. Library** (Brown box): EXTRA TOOLS, TEMPLATES & TRAINING TO HELP YOU REACH YOUR OBJECTIVES

- <https://poliok.it/>

Rhizome BY GPEI C4D 1. UNDERSTAND 2. PLAN 3. ACT 4. LIBRARY CONTACT ABOUT

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**Featured** < 1 2 3 4 5 >

POLIO COMMUNICATIVE GLOBAL GUIDE

**Polio Communication Global Guide** C4D

595 80 **DOWNLOAD** EN **PDF 2.81 MB**

A how-to manual for the art and science of maximising immunization rates through communication: Whether you are reacting to the initial report of a poliovirus outbreak and need to get the word out quickly or managing a protracted outbreak and need a more nuanced communication approach that can address campaign fatigue or localised immunisation resistance, the Polio Communication Global Guide provides the guidance and resources you need to reach your target audience with creative and effective communication. It is the introduction to the strategy and the first of four mini guides, providing guidance in three scenarios: Outbreak, Enduring Outbreak and Maintenance.

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**Browse** Clear All

<b>Understand</b>	<b>Plan</b>
<b>Act</b>	<b>Tools</b>
<b>Immunization</b>	

Rhizome BY GPEI C4D 1. UNDERSTAND 2. PLAN 3. ACT 4. LIBRARY CONTACT ABOUT

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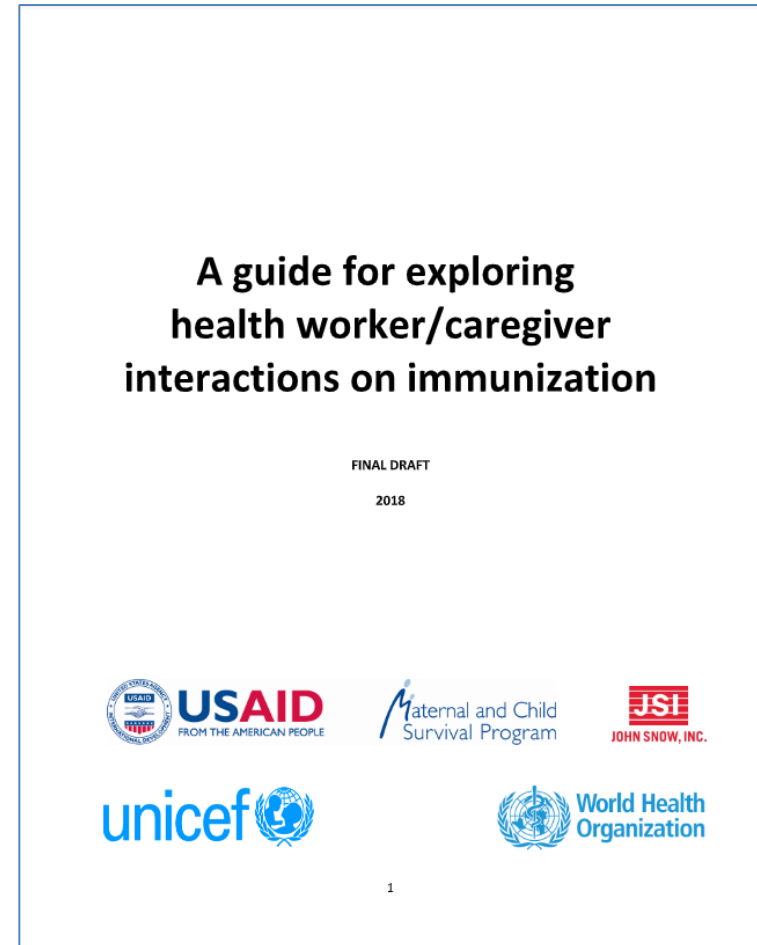
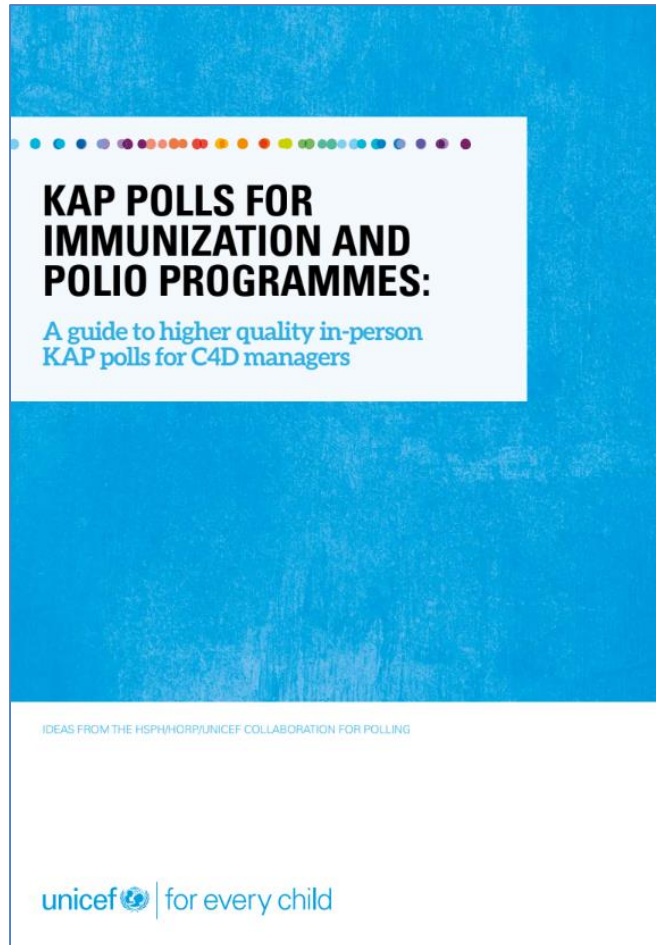
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**Browse** Clear All

<b>Outbreak Confirmation</b>	<b>Coordination and Advocacy</b>
<b>Technical and Human Resources</b>	<b>Information Management</b>
<b>Communication</b>	<b>Finances and Logistics</b>
<b>Context</b>	

# Other resources



- <https://drive.google.com/file/d/1HBRgtgwdtstVeMNfTvLxn4sK7KoSODiB/view>
- <https://drive.google.com/file/d/1tX7FUCDueT1OAs0Wrfdh0-TE62q4FU7O/view>