



**LNCT**

Learning Network for  
Countries in Transition

# Engaging the Private Sector to Support Immunization

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Day 4 – Exchange of Country Group  
Work and Mitigating Challenges

October 2020

# WELCOME BIENVENUE

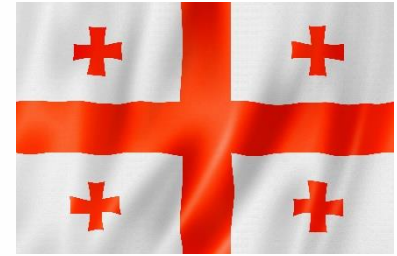
# BEM-VINDO приветствие



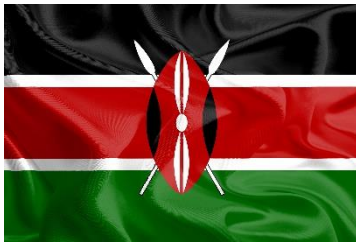
Congo



Cote d'Ivoire



Georgia



Kenya



São Tomé e Príncipe



Sudan

# Day 4 Agenda

No.	Length	Session Title	Presenter(s)
26	10 mins	<b>Welcome</b>	Grace Chee
27	40 mins	<b>Peer Exchange</b>	Country Facilitators
28	10 mins	<b>Break</b>	
29	30 mins	<b>Sharing of Country Group Work</b>	Country Teams
30	20 mins	<b>Workshop Reflections</b>	Grace Chee
31	10 mins	<b>Closing</b>	Grace Chee

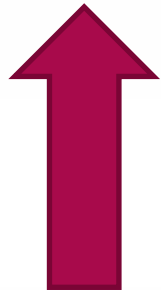
# Competition for Fame and Glory

Of the countries providing this information, which two countries have the highest and lowest rates of immunization services provided by private-for-profit providers?

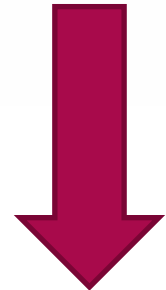
Parmi les pays qui ont fourni ces informations, quels sont les deux pays qui ont les taux les plus élevés and les plus faibles de services de vaccination fournis par des prestataires privés à but lucratif ?

Dos países que fornecem esta informação, quais são os dois países que têm as taxas mais altas e mais baixas de serviços de imunização prestados por prestadores privados com fins lucrativos?

Из числа стран, предоставляющих такую информацию, в каких двух странах отмечаются самые высокие И самые низкие показатели услуг по иммунизации, предоставляемых частными коммерческими поставщиками?



- a) Highest: Kenya, Lowest: Sudan
- b) Highest: Georgia, Lowest: Congo
- c) Highest: Sudan, Lowest: São Tomé e Príncipe
- d) Highest: Georgia, Lowest: Cote d'Ivoire





# Day 4 Peer Exchange

# Day 4: Peer Exchange and Report-Out

- Paired country discussions (40 minutes)
  1. (10 mins) Present short summary of one idea
  2. (10 mins) Assess and critique
  3. (15 mins) Peer review
  4. (5 mins) Prepare for plenary
- **BREAK**
- Country report-out in plenary

Pair 1	Congo	Cote d'Ivoire
Pair 2	Georgia	Kenya
Pair 3	Sao Tome Principe	Sudan

1) What is the current challenge to be addressed by the private sector?	2) What role could a private actor play to address the challenge? Who are the potential private sector actors?	3) How is this private actor well-suited to address this challenge?	4) How would you approach this actor? Who could facilitate this dialogue?	5) What must be worked out to bring about a collaboration (financing, convincing other stakeholders, etc)?	6) Actions to pursue a collaboration
•	•	•	•	•	•

# Interpretation for Breakout Rooms:

*Please refer to the table below.*

## Georgia and Kenya:

If you are joining from a **mobile phone:**

**Enter code 377836**

If you are joining from your **computer:**

<https://speakus.club/new/conf.html?id=sco377836>

## São Tomé e Príncipe and Sudan:

If you are joining from a **mobile phone:**

**Enter code 733628**

If you are joining from your **computer:**

<https://speakus.club/new/conf.html?id=sco733628>

## Congo and Cote D'Ivoire:

No code or link needed.



# Country Team Facilitators

Country	Facilitators
Congo	Edouard Ndinga (WHO) Hermann Ngossaki (UNICEF) Leah Ewald (LNCT)
Côte d'Ivoire	Miloud Kaddar (LNCT)
Georgia	Ivditi Chikovani (Curatio/LNCT) Eka Paatashvili (Curatio/LNCT)
Kenya	Anthony Ngatia (CHAI) Grace Chee (LNCT)
São Tomé and Príncipe	Cristiana Toscano (LNCT)
Sudan	Hanan Elhag Abdo Mukhtar (WHO) Helen Saxenian (LNCT)

**10-minute break**

## Interpretation in the Plenary:

*Please enter the plenary code to rejoin the main meeting.*

If you are joining from a **mobile phone**:

**Enter code 796928**

If you are joining from your **computer**:

<https://speakus.club/new/conf.html?id=sco796928>

# Sharing of Country Group Work

# Congo



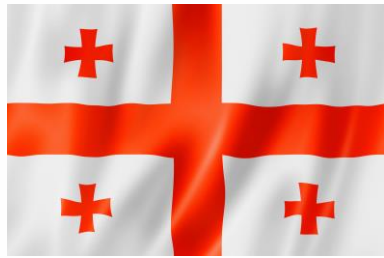
1) Quel est le défi actuel auquel le secteur privé doit faire face ?	2) Quel rôle un acteur privé pourrait-il jouer pour relever le défi ? Quels sont les acteurs potentiels du secteur privé ?	3) En quoi cet acteur privé est-il bien placé pour relever ce défi ?	4) Comment aborderiez-vous cet acteur ? Qui pourrait animer ce dialogue ?	5) Que faut-il faire pour établir une collaboration (financement, convaincre les autres parties prenantes, etc.) ?	6) Actions à mener pour poursuivre une collaboration
<ul style="list-style-type: none"> <li>• Secteur privé ne rapporte pas les données sur les vaccinations au Ministère de la santé.</li> <li>• Les prestataires privés n'allouent pas beaucoup de personnel à la vaccination car celle-ci n'est pas très rentable et profitable pour eux</li> </ul>	<ul style="list-style-type: none"> <li>• Les prestataires sont principalement à but lucratif.</li> <li>• Quels sont les critères utilisés par le MdS pour sélectionner les prestataires bénéficiant d'un soutien pour la chaîne du froid et la vaccination?</li> <li>• Réponse: nombre d'enfants, la pratique de la vaccination.</li> <li>• Les prestataires privés sont tenus de mettre en œuvre les vaccins et les activités du PEV et de transmettre les données.</li> </ul>		<ul style="list-style-type: none"> <li>• Nous travaillons avec les médecins en chef du district - ils sont chargés du suivi avec les prestataires de soins de santé privés locaux pour obtenir des données</li> </ul>	<ul style="list-style-type: none"> <li>• Nous avons équipé 80 établissements d'équipements de la chaîne du froid. Cela a permis de les former à la collecte de données.</li> <li>• Nous pourrions utiliser le personnel du MS pour faire des heures supplémentaires pour soutenir les prestataires privés. La charge de travail des prestataires privés est peut-être trop élevée pour se concentrer sur la vaccination.</li> </ul>	<ul style="list-style-type: none"> <li>• Fournir du personnel pour assurer les services de vaccination et collecter des données dans des établissements privés.</li> <li>• Nous devrions amener les fournisseurs privés plus directement dans un dialogue avec le gouvernement à travers un comité ou une autre structure qui facilite la collaboration</li> </ul>

# Côte d'Ivoire



<p><b>1) Quel est le défi actuel auquel le secteur privé doit faire face ?</b></p>	<p><b>2) Quel rôle un acteur privé pourrait-il jouer pour relever le défi ? Quels sont les acteurs potentiels du secteur privé ?</b></p>	<p><b>3) En quoi cet acteur privé est-il bien placé pour relever ce défi ?</b></p>	<p><b>4) Comment aborderiez-vous cet acteur ? Qui pourrait animer ce dialogue ?</b></p>	<p><b>5) Que faut-il faire pour établir une collaboration (financement, convaincre les autres parties prenantes, etc.) ?</b></p>	<p><b>6) Actions à mener pour poursuivre une collaboration</b></p>
<ul style="list-style-type: none"> <li>• Impliquer de manière opérationnelle le secteur privé dans la définition et la mise oeuvre du plan d'action sur les vaccinations</li> </ul>	<ul style="list-style-type: none"> <li>• Les organes professionnels</li> <li>• Les associations scientifiques des personnels de santé sociétés savantes</li> <li>• Les représentants des associations communautaires</li> <li>• Les grands groupes privés de service et de l'industrie</li> <li>• Les fondations privées</li> <li>• Les acteurs, chanteurs, les grands sportifs et leader d'opinions en RCI</li> </ul>	<ul style="list-style-type: none"> <li>• Possibilité de toucher une grande partie de la population notamment les sociétés de téléphone et internet</li> <li>• Image des entreprises gagnée du fait qu'elles sont associées aux vaccinations</li> </ul>	<ul style="list-style-type: none"> <li>• Diverses formes à utiliser organiser des rencontres formelles et informelles implication dans l'élaboration des plans d'action annuels et dans la mise en oeuvre des campagnes de vaccination responsables du ministère, responsables du PEV et facilitateurs</li> </ul>	<ul style="list-style-type: none"> <li>• Législation actualisée</li> <li>• Politique nationale associant le secteur privé à but lucratif et non lucratif</li> <li>• cartes de vaccination</li> <li>• gratuité des vaccinations ou vaccinations a bas cout dans le secteur privé</li> <li>• Garantir l'approvisionnement en vaccins et matériel d'injection et de chaîne du froid</li> <li>• Communication et marketing social</li> </ul>	<ul style="list-style-type: none"> <li>• Etude sur les vaccinations dans le secteur privé en collaboration avec l'association des cliniques privées d'Abidjan</li> <li>• Tirer les enseignements des pratiques de vaccination dans le secteur privé</li> <li>• Etablir un plan national en concertation avec les représentants du secteur privé</li> <li>• Développer les outils pour l'information, le monitoring et l'évaluation de la couverture et de la qualité des vaccinations dans le secteur privé</li> </ul>

# Georgia



1) Challenge	2) Solution	3) Strategy	4) Actions (for initiation)
<ul style="list-style-type: none"> <li>• <b>Demand Generation</b> - lack of systematic approach for demand generation</li> <li>• <b>On community side:</b> fragmented services, such as SMS notification, National CDC FB page on immunization, mother's education web resources run by professional associations, however there is no systematic approach</li> <li>• <b>On Health Workers side:</b> <ul style="list-style-type: none"> <li>• 95% of immunization service providers are private for-profit clinics with lack of interest and skills in generating vaccine demand</li> <li>• The current regulatory mechanisms and monitoring capacity do not allow the MoH to influence the commitment of private PHC clinics to demand generation</li> </ul> </li> <li>• Other private stakeholders are not adequately engaged in the process</li> <li>• Lack of communication specialists (there is a lack of problem-based learning models at high education system)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Public-Private Partnership:</b></li> <li>• <b>To develop online platform on immunization including COVID vaccination issues for</b> <ul style="list-style-type: none"> <li>• Community to raise their awareness</li> <li>• HWs to improve their knowledge through online study courses and supportive supervision</li> </ul> </li> <li>• <b>With Academia on development of internship program in immunization related communication</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Private sector actors</b></li> <li>• <b>Professional associations</b> - to develop content in collaboration with the state actor (National CDC) <i>for direction 1)</i> training modules and <i>for direction 2)</i> content for Academia internship program</li> <li>• <b>Business company(ies)</b> - to develop IT solution for online platform and ensure its maintenance</li> <li>• <b>Private for-profit clinics</b> will primarily act as users, as there is interest from their side to make sure their health workers have undertaken the online course</li> <li>• <b>Academia</b> - to implement communication modules in their curricula for future communication specialists</li> </ul>	<ul style="list-style-type: none"> <li>• Existing committee on immunization communication develops budget plan of action</li> <li>• Negotiations with the private actors, development of Memorandum of Understandings and fundraising                             <ul style="list-style-type: none"> <li>• MoH / National CDC has experience of collaboration with the professional associations</li> <li>• Negotiation with the largest primary health care networks (Evex) for co-financing</li> <li>• Fund rising from business companies counting on their social responsibility (prior market research)</li> <li>• Negotiation with Academia on co-financing</li> </ul> </li> <li>• Design the platform</li> <li>• Leaning products development and implementation</li> <li>• Advocacy that EPI program includes budget on communication component</li> </ul>

# Kenya



<p><b>1) What is the current challenge to be addressed by the private sector?</b></p>	<p><b>2) What role could a private actor play to address the challenge? Who are the potential private sector actors?</b></p>	<p><b>3) How is this private actor well-suited to address this challenge?</b></p>	<p><b>4) How would you approach this actor? Who could facilitate this dialogue?</b></p>	<p><b>5) What must be worked out to bring about a collaboration (financing, convincing other stakeholders, etc)?</b></p>	<p><b>6) Actions to pursue a collaboration</b></p>
<ul style="list-style-type: none"> <li>• Caregivers delayed to come for immunization</li> <li>• It is hard to do defaulter tracing</li> </ul>	<ul style="list-style-type: none"> <li>• Interested in a model like Orange in Cote d'Ivoire to give SMS reminders</li> <li>• SMS reminders have been used before for new vaccine introduction and measles campaign</li> <li>• SafariCom had been used for messaging re measles campaign</li> </ul>	<ul style="list-style-type: none"> <li>• SafariCom has the technology</li> <li>• Blanket messaging (i.e., campaign) is easier to handle because it doesn't need health workers to input immunization records</li> </ul>	<ul style="list-style-type: none"> <li>• SafariCom contracted by Red Cross for measles messages</li> <li>• CHAI also had a relationship based on previous project in logistics management</li> <li>• Red Cross may be useful, provide insights to experience</li> </ul>	<ul style="list-style-type: none"> <li>• Someone would have to pay for it, will need resource mobilization</li> <li>• Potential to get support from manufacturers who now support TV/radio spots for immunization. Need to consider conflict of interest</li> </ul>	<ul style="list-style-type: none"> <li>• Find out how much it really costs</li> <li>• Develop resource mobilization strategy - identify manufacturers or other private sector players who could support</li> <li>• See if possible budget from other line items</li> </ul>



# São Tomé and Príncipe



<b>1) Qual é o desafio actual que o sector privado deve superar?</b>	<b>2) Que função pode um interveniente privado desempenhar para superar o desafio? Quem são os potenciais intervenientes do sector privado?</b>	<b>3) Como é que este interveniente do sector privado é adequado para resolver este desafio?</b>	<b>4) Como abordaria este interveniente? Que m poderia facilitar o diálogo?</b>	<b>5) O que deve ser resolvido para poder ocorrer uma colaboração (financiamento, convencer outras partes interessadas, etc.)?</b>	<b>6) Acções para explorar uma colaboração</b>
<ul style="list-style-type: none"><li>Fortalecimento da capacidade de gestão de recursos humanos</li></ul>	<ul style="list-style-type: none"><li>Experiência de gestão do setor privado podem ser importantes para a capacitação de profissionais ocupando cargos de gestão no Ministerio da Saude</li></ul>	<ul style="list-style-type: none"><li>Atelier em liderança estrategica e planeamento operacional</li></ul>	<ul style="list-style-type: none"><li>Gavi, LNCT para intervenientes internacionais (ex. Sabin Foundation - curso em liderança estratégica)</li><li>Ministerio da Saude para intervenientes nacionais (ex. Faculdade local para curso de gestão e planeamento)</li></ul>	<ul style="list-style-type: none"><li>Articulação internacional ou nacional para viabilizar formação e atelier de troca de experiências</li><li>Apoio financeiro caso necessário</li></ul>	<ul style="list-style-type: none"><li>Identificar formação em planeamento estratégico e gestão que possa ser relevante para o quadro de recursos humanos de STP.</li><li>Explorar com parceiros como se pode avançar para articular com possíveis intervenientes.</li></ul>

# Sudan



<p><b>1) What is the current challenge to be addressed by the private sector?</b></p>	<p><b>2) What role could a private actor play to address the challenge? Who are the potential private sector actors?</b></p>	<p><b>3) How is this private actor well-suited to address this challenge?</b></p>	<p><b>4) How would you approach this actor? Who could facilitate this dialogue?</b></p>	<p><b>5) What must be worked out to bring about a collaboration (financing, convincing other stakeholders, etc)?</b></p>	<p><b>6) Actions to pursue a collaboration</b></p>
<ul style="list-style-type: none"> <li>• Improve immunization coverage, reduce drop out</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile app to remind mothers about when to return for immunization to improve coverage</li> <li>• Mobile coverage: maybe more than 80% of mothers have smartphones.</li> <li>• Friendly reminders would be useful.</li> <li>• Some collaboration with private sector.</li> <li>• Vaccination app. Or use by health facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• 4 companies offering mobile services: 3 have mobile phone and land line, 1 only has land line.</li> <li>• There is a piloting of projects like this WHO govt, and mobile phone company.</li> <li>• Launched this year. Key messages, for example, on diabetes.</li> <li>• Many efforts to have messages delivered through these facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Draw on existing experience with MOH, WHO, phone companies</li> </ul>	<ul style="list-style-type: none"> <li>• MOH is very supportive of these types of collaborations/innovations.</li> <li>• An experience of MOH through telecomm in COVID pandemic.</li> <li>• Many collaboration between MOH and technology companies.</li> <li>• Big challenge of course is opening a budget for this from government. Important to look for other incentives as well for companies to collaborate.</li> <li>• Sometimes companies want to collaborate because it helps their image to the general population. There is more than one communication company, so if one is very collaborative in this way, can give them an advantage.</li> </ul>	

# Workshop Reflections & Closing

## Closing Remarks



**Logan Brenzel,**  
Senior Program Officer,  
Health Economics and  
Financing Vaccine  
Delivery, Bill & Melinda  
Gates Foundation

## Closing Remarks



**Joanna Wisniewska,**  
Senior Programme  
Manager, Immunisation  
Financing & Sustainability,  
Gavi, the Vaccine Alliance

# Help us improve LNCT activities!

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**Before you go,  
please fill out a  
short feedback  
survey!**

**We will use this to  
improve future  
LNCT activities.**

**The link is in the  
chat.**

