

Immunization:

Community Engagement,
Stakeholder Engagement, and
Communication Strategies



Get
Vaccinated



Health Promotion is more than health communication.

It is the process of **enabling people** to increase control over and to improve their health and its determinants.

Health promotion focuses on the **broader and more impactful strategy of community engagement** to drive behavioral change.



Health Promotion Framework Strategy

The Health Promotion Framework Strategy (HPFS) 2030 was used to set the overall direction and strategies towards achieving health promotion goals.



**Ensuring
Healthy Governance**



**Promoting
Healthy Settings**



**Increasing
Health Literacy**



Social and Behavior Change

is the overall **strategic design-thinking process** that seeks to understand the person and their community to create solutions that fit each unique health behavior and make adopting healthier habits easier.



Demand Generation

is the process of communication and engagement to **enable, inform, motivate and empower specific groups to access a health service**, and to claim their right to do so.

Get Vaccinated!

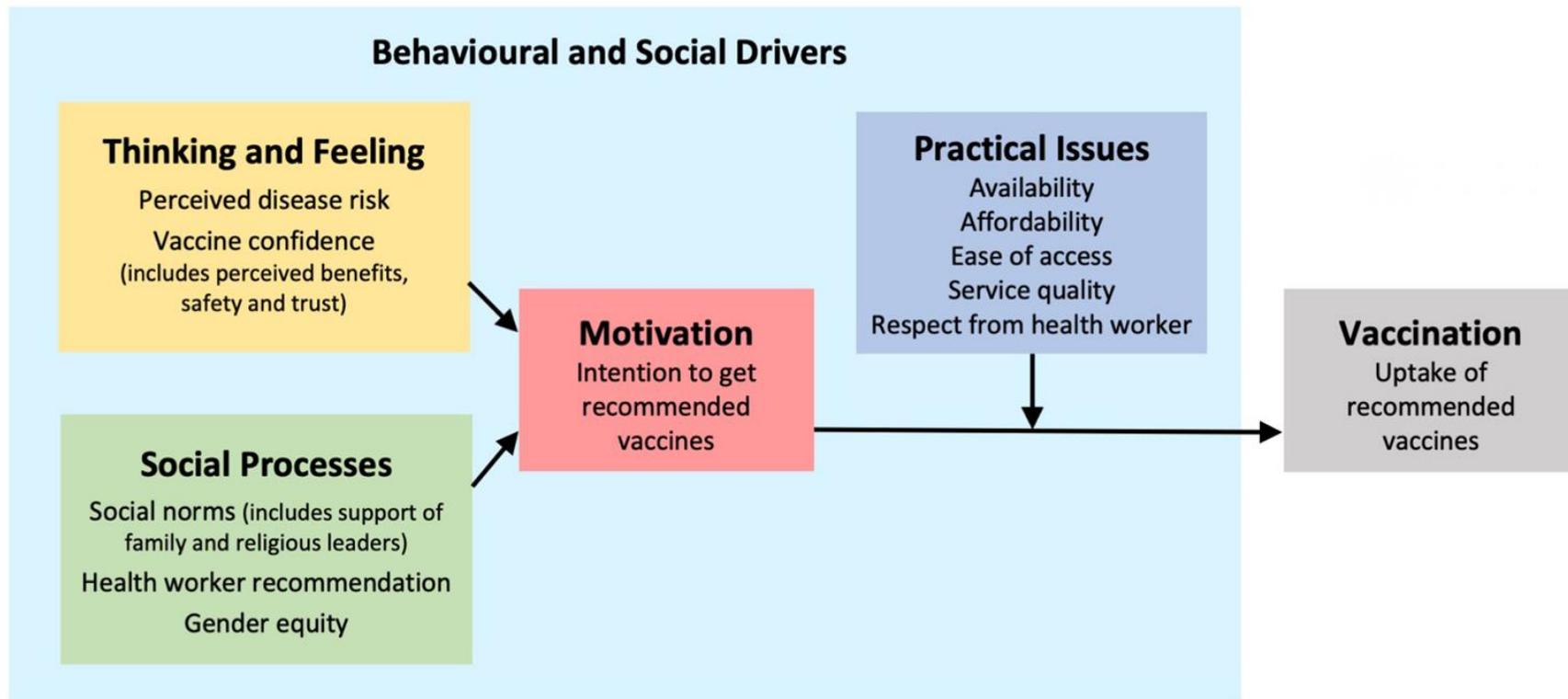
Immunization

Vaccine coverage in the Philippines has dropped significantly, with Fully Immunized Children (FIC) rates at 65.20% in 2020, the lowest in decades, down from 69.1% in 2019. The first half of 2021 shows an even steeper decline, with only 18% coverage compared to 29% the previous year. This decline raises concerns about increased vulnerability to Vaccine Preventable Diseases (VPDs) and potential outbreaks. **Key challenges include low health literacy and persistent vaccine misinformation, which fuel public distrust and fear.**

To address this, the National Immunization Program (NIP) emphasizes the importance of age-appropriate vaccines and implements initiatives such as Bakuna Wednesdays and Supplemental Immunization Activities to improve vaccination rates and build confidence in vaccines. **The HPB supports this through the implementation of the Immunization SBC campaign.**



What causes the behavior?



Challenge #1

Public policy to support School-based Immunization.

Lack of formal issuances by the Department of Education supporting the rollout of the SBI program resulted in low participation rate of public schools in the HPV vaccination program. This also caused low commitment from local government unit chief executives to support HPV vaccination and cervical cancer elimination.

This poses a problem in service delivery because school **vaccination is the main mode of delivery of the vaccines.**



Relaunching the SBI Program

Strengthening coordination mechanisms with DepEd in order to relaunch the SBI program after the COVID-19 pandemic resulted in the ongoing rollout of the program for MR, Td and HPV vaccines.

~ 2M PHP spent for the conduct of the event, through cost sharing with partners.

Challenge #2

Stigma and misinformation continue to exist.

There is anecdotal evidence that shows that parents in the Philippines have a stigma against HPV vaccination because it can promote sexual promiscuity or lead to changes in teen's sexual behaviours.

This prevents them from seeking immunization services as they do not want to take part in its promotion.



Hiring of social mobilizers

Mobilizing human resources for health by hiring community influencers.

Funding provided by GAVI The Vaccine Alliance through CDS 3 support. ~70M downloaded to regional offices to support local demand generation efforts



We make healthy behaviors the easier choice for
everyone, everywhere, everytime.