

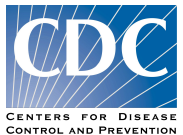
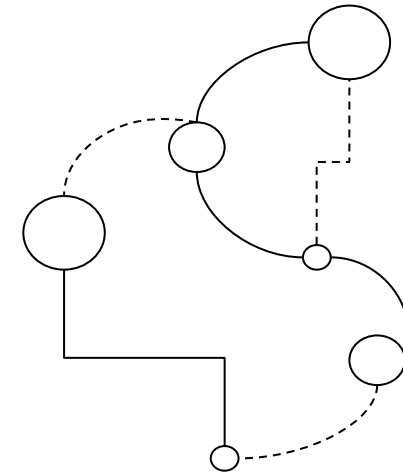


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Canada

Listen. Innovate. Reach.

Fiji National RCCE Working Group

Kshitij Joshi
Chief SBC, UNICEF Pacific MCO





The Problem

Situation overview

- March 10, 2021, Fiji launched its COVID-19 vaccination drive for frontline workers.
- Fiji reported its first community COVID-19 case on April 19, 2021, due to a breach in protocol.
- Shift in vaccine roll-out strategy to include everyone over 18 years.

Problem statement

- Low vaccine uptake despite intensified RCCE targeting people over 60 years and people living with disabilities.
- Misconceptions and misinformation on vaccination for pregnant women at the peak of community transmission.

The Solution

Actions

- Establishment of dedicated Social Listening Subgroup under multi-partner RCCE Working group
- Triangulated feedback from online and offline sources
 - National 158 hotline
 - Talkwalker – social media monitoring
 - Meltwater – news portal monitoring
 - Community feedback gathered by ‘Whole of Government’ mobilizers
- Updated RCCE messaging framework and approaches
- Daily briefing to Incident Management Team (IMT) - COVID-19 command centre – to coordinate with the work of other response pillars.

Measurement



- Changes in operational strategies based on feedback to the Incident Management Team (IMT)
- Concerns addressed by Principal Secretary, Health in his daily address to the nation
- Vaccine uptake by people over the age group of 60, pregnant women and people living with disability

Outcomes and Key Learnings

Outcomes and Impact



Integration of vaccination with routine ANC services



Drive-thru vaccination sites to facilitate access for older people and PLWD

Key Learnings

- Social listening is equally critical to inform operational strategies as RCCE messaging and approaches.
- Monitoring, analyzing and triangulation of offline and online information sources increases the chances of obtaining a more nuanced understanding of what people are saying and the reality on the ground.
- Timely, transparent, and regular communication are effective in building trust in a constantly evolving context, such as COVID-19.

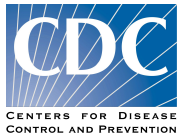
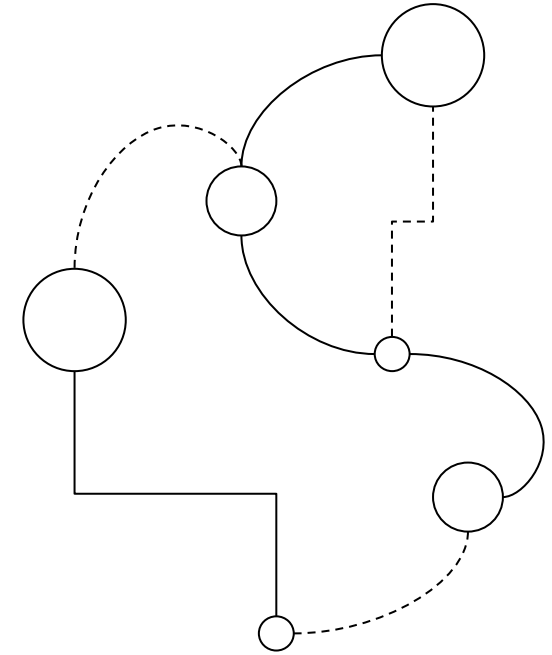
95% 18 years and older
One Year fully vaccinated



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THANK YOU



Collective service
Risk Communication and Community Engagement



USAID
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