

Fikile's Journey: Road Testing the Journey to Immunization

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Learning objectives

Participants will...

- Understand individual, interpersonal, community, systems, and policy factors that can influence behavior
- Be introduced to the importance of using tailored strategies to address needs at various point of journey to immunization
- Learn how simple innovative and effective interventions can help to increase demand for immunization at different stages



Inspiration

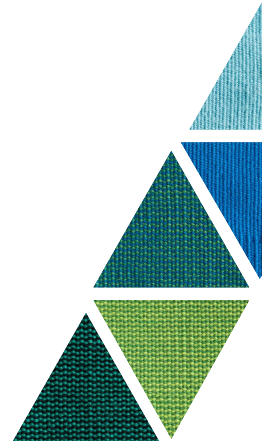
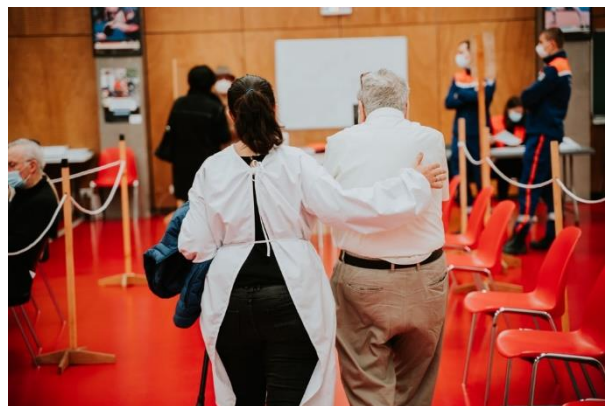


Respond with your thoughts in Slido!



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JOURNEY TO IMMUNIZATION EXERCISE



Setting the Stage

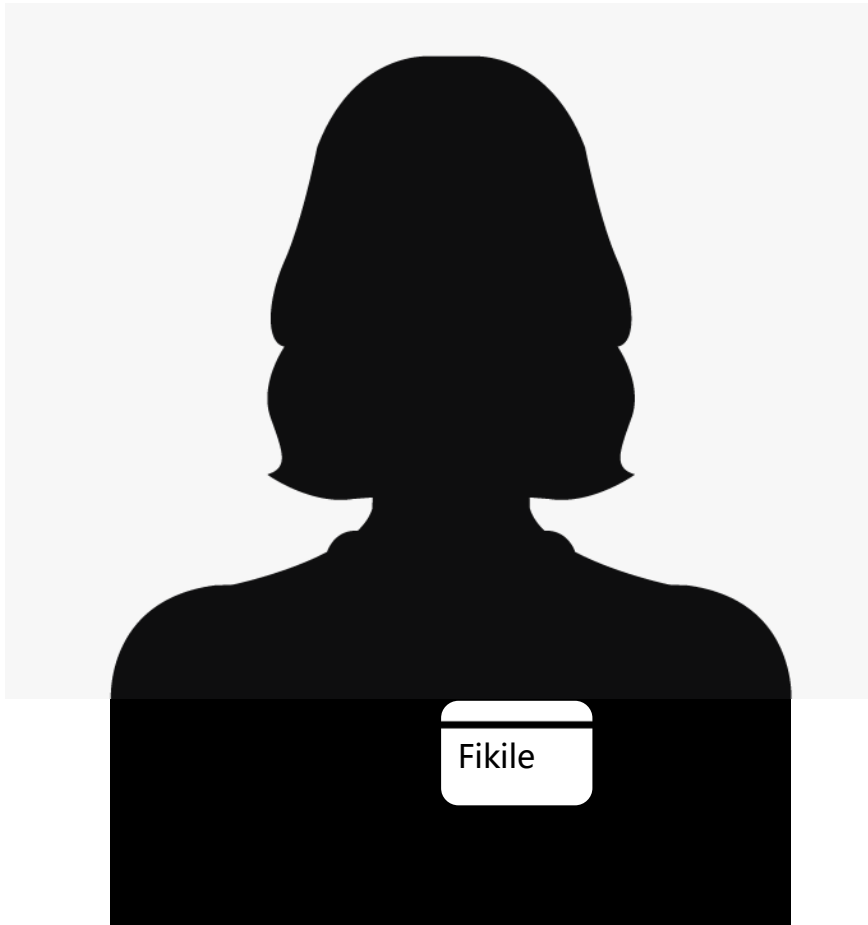
- You have a wealth of collective wisdom about:
 - Your vaccine demand, public health, emergency response, and health promotion
 - The types of challenges individuals in your country face seeking health services
 - The types of solutions that can help generate demand for vaccines

...and you probably learned a lot during 2021 about COVID-19 vaccine rollout.

Put your knowledge to the test in this exercise!



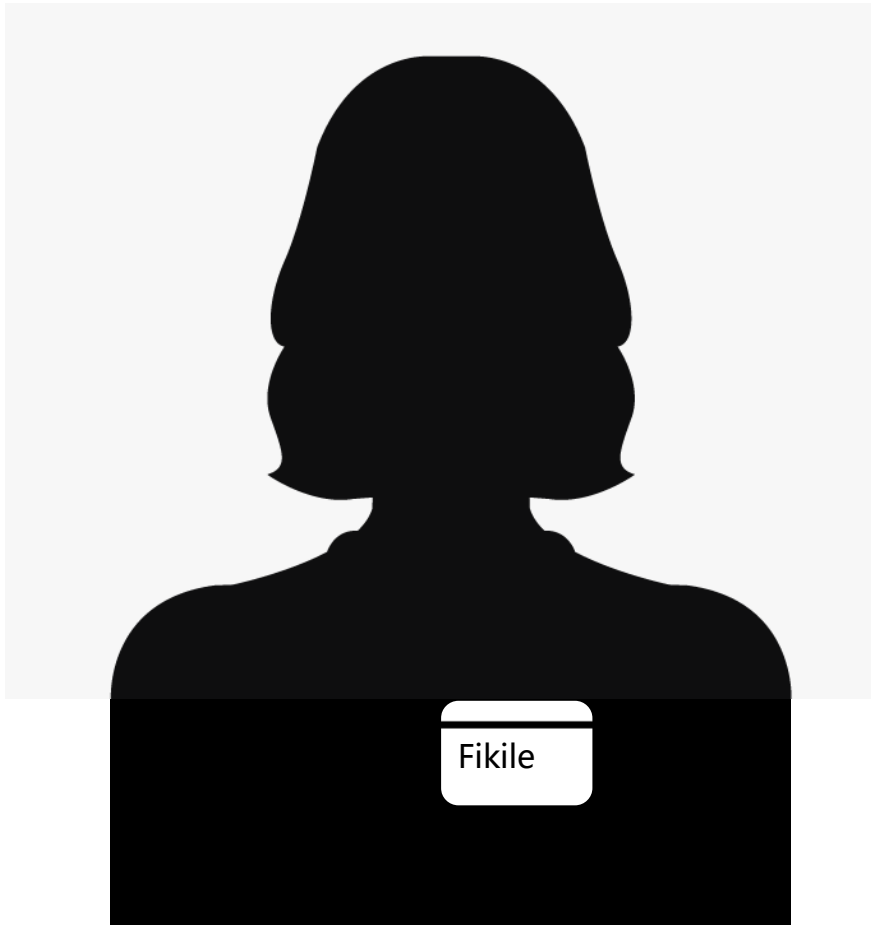
Journey to Immunization Exercise: Meet Fikile



- Fikile is a 24-year-old living and working in a big metropolitan city in Country X.
- Fikile loves talking to friends on WhatsApp when she isn't working at a retail store.
- She dreams of saving up enough money to go to university to get a business degree.
- Fikile's family has been impacted by COVID-19 through economic effects of job loss and health effects of COVID-19 infection that put a grandparent into the hospital.
- Fikile's younger siblings have had interrupted schooling.
- Her community is very religious and has returned to large gatherings on Sundays for in-person worship.



Journey to Immunization Exercise: Meet Fikile



- Although Fikile followed early Ministry of Health guidance about COVID-19 and regularly wore masks on public transportation, she is tired of avoiding crowds and not going out to see her friends in person.
- She hasn't worn a mask in weeks, because no one in her family or friend circle do.
- Fikile has been eligible for a COVID-19 vaccine since December 2021 but hasn't gotten vaccinated yet.
- Her mother, a retired nurse, has gotten vaccinated but hasn't convinced her father or anyone else in the family to.





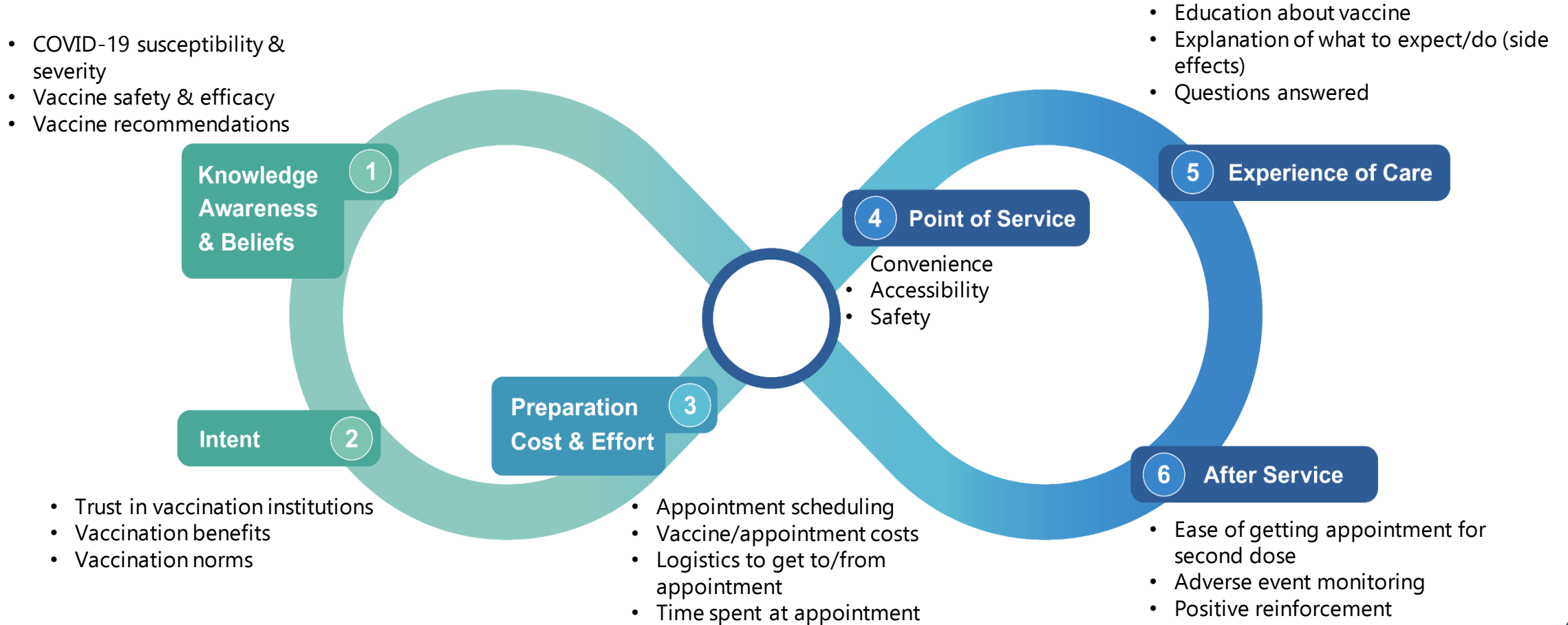
Map Fikile's Journey

Guided by your facilitator and working as a team of 15 participants in a Zoom breakout room, you will accomplish the following tasks: (30 minutes)

1. Discuss what life for Fikile must be like, and reasons why she may not be vaccinated yet. You may have a similar population of young people in your country like Fikile. Why haven't they gotten vaccinated yet? (10 min)
 - Consider access, equity, and vaccine confidence challenges
2. Using **RED stickies**, work with facilitator to map barriers that Fikile may encounter on along the journey. (10 min)
3. Using **GREEN stickies**, work with facilitator to map enablers, or things that will make Fikile's vaccination journey easier. (10 min)



Mapping Barriers and Enablers On the “Journey to Immunization” Diagram:



Modified from UNICEF Journey to Health, ESARO Network Meeting 2019

Join breakout groups



Tour of the Miro Board



Generating demand requires more than communication

Make the desired action the easiest action

Reduce Barriers

Involve communities to improve the quality and accountability of services

Tailor Services

Activate Intentions

Use nudges to overcome the gap between intentions and actions

Cultivate and sustain public trust in vaccines and services

Build Trust



Key takeaways

- Using the Journey to Immunization as a way of mapping information about a population can be a helpful planning tool that uses a human-centered approach
- It is important to put yourself in the shoes of your target population and identify any assumptions or gaps you have about what their barriers or enablers to vaccination area

Resources

<https://www.hcd4health.org/>





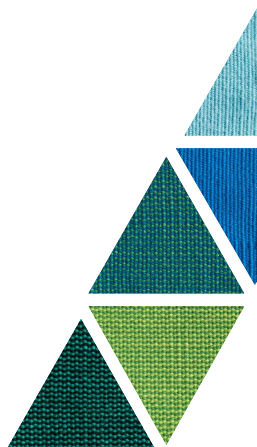
Key messages

- Using the Journey to Immunization as a way of mapping information about a population can be a helpful planning tool that uses a human-centered approach
- It is important to put yourself in the shoes of your target population and identify any assumptions or gaps you have about what their barriers or enablers to vaccination are



Key Resource:

<https://www.hcd4health.org/>



Extra slides

Country Example: Somalia

Somalia: “no one is safe till everyone is safe”: *Rolling out COVID-19 vaccines to IDP camps in Somaliland*

Target population: IDPs and Refugees, asylum seekers and migrants

Strategies and interventions:

- Inclusion of displaced persons into the COVID-19 vaccination plans.
- Engagement of community leaders-house to house visits to reach more than 500 families
- Organizing transportation for some of the weak and people who could not walk to health centres
- **Using local communication channels-loud speakers, F2F encouraging people in camps, especially the elderly and people with health conditions, such as diabetes, to go to the health centre and get vaccinated**



Photo credit: UNICEF South Sudan.

Result: More than 11,700 displaced persons are estimated to have been successfully vaccinated through these advocacy efforts.

[Source:](https://www.unicef.org/somalia/stories/no-one-safe-until-everyone-safe)
<https://www.unicef.org/somalia/stories/no-one-safe-until-everyone-safe>

Country Example: India

India: Accessing population is hard to reach

Target population: tribal populations particularly women in difficult terrain of Reodar and Sirohi districts

Issue: vaccine hesitancy, difficult to get women vaccinated

Strategies and interventions:

- Door to door mobilization and visits through partnership with local NGO
- Engagement of Panchayat members in overcoming resistance to vaccines
- Communicating in their local languages and dialect by local mobilisers
- Visual material developed in local languages for specific communities
- **In some cases organizing transportation to vaccination sites**



Result: women who were resistant before are now fully vaccinated in many cases and also motivate others to be vaccinated

Source: <https://mailchi.mp/18dac6b0b1b7/behaviour-change-matters>