Comprehensive training

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Diagnosing Vaccine Confidence and Demand Challenges

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Outline

- Why are diagnostics important?
- The process for gathering community insights
- Guidance and resources for diagnosing vaccine demand challenges
- Group exercise

Learning objectives

At the end of this presentation you will:

- Learn why diagnostics are important for increasing vaccine demand and uptake
- Learn the process for gathering community insights
- Know how to choose data collection methods
- Learn where to find guidance and resources for diagnosing vaccine demand challenges

Why are diagnostics important?

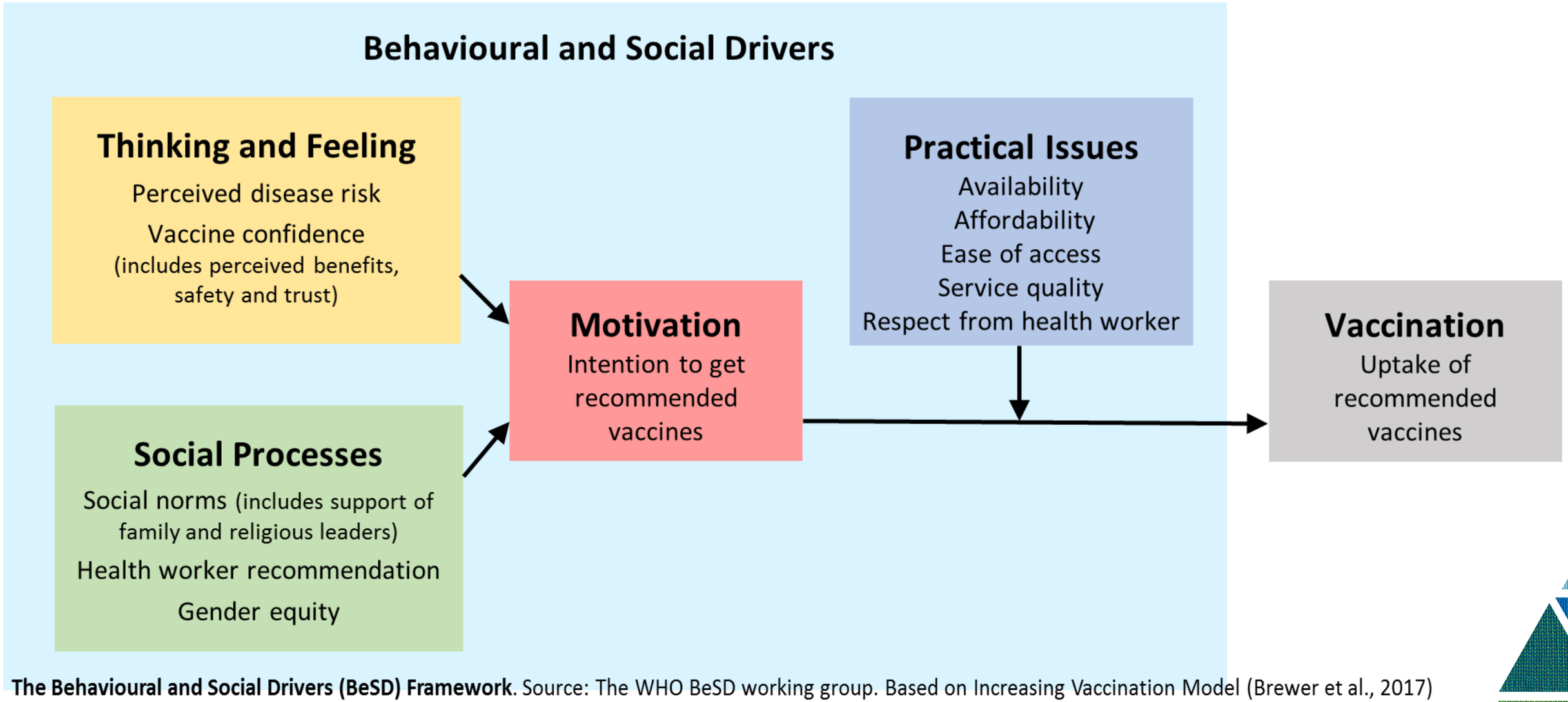
Diagnostics Can Help Us

Understand community perceptions, questions, concerns, about vaccination

Question assumptions on barriers and enablers to vaccination

Design targeted evidence-based interventions that address community needs

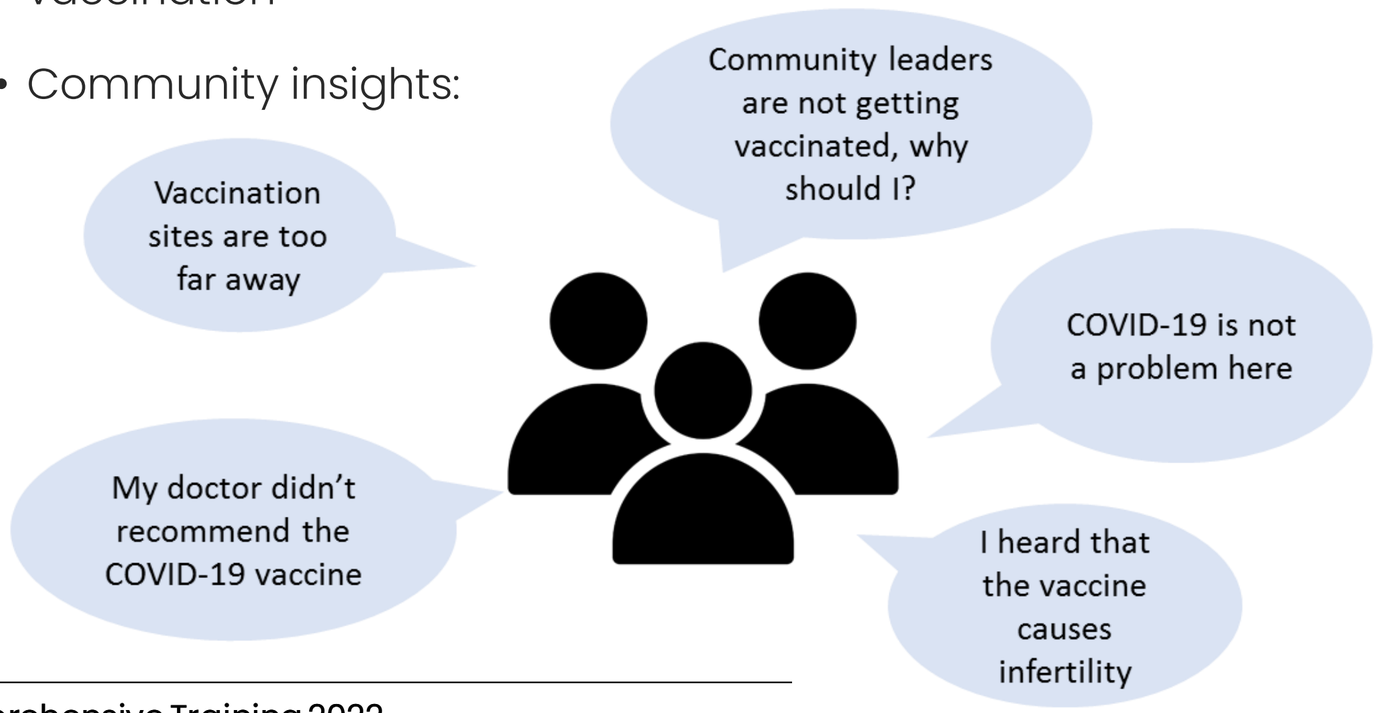
What drives vaccine uptake?

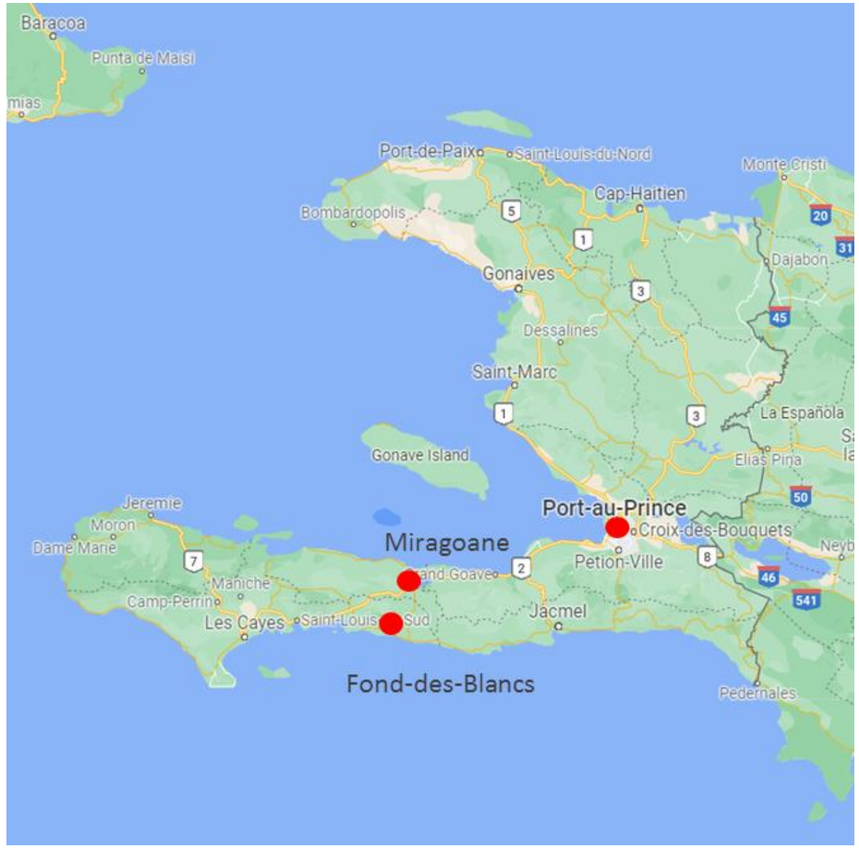


The Behavioural and Social Drivers (BeSD) Framework. Source: The WHO BeSD working group. Based on Increasing Vaccination Model (Brewer et al., 2017)

Haiti COVID-19 Vaccination Case Study

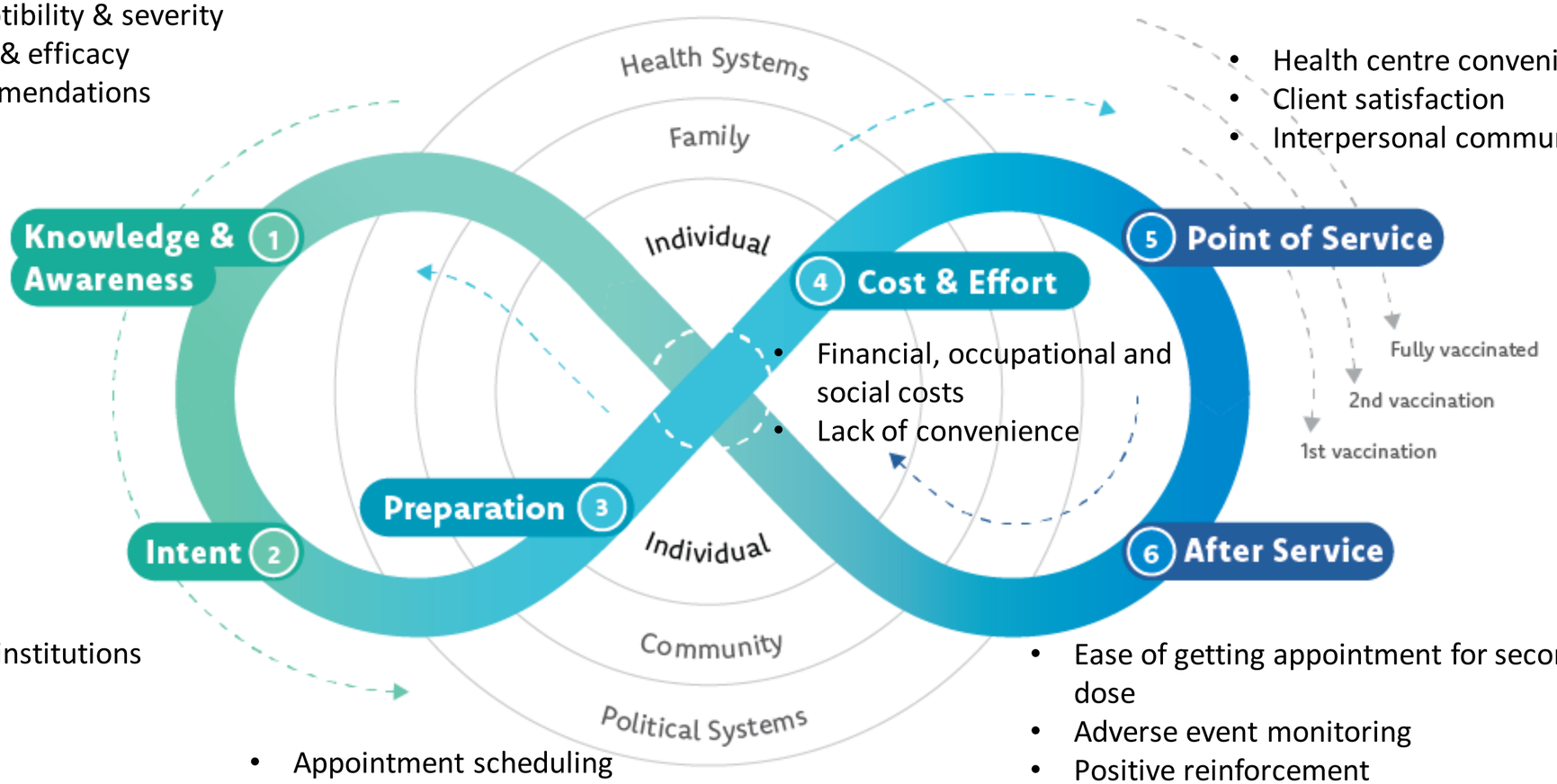
- COVID-19 vaccine rollout began July 2021
- February 2022: only 2% of the population fully vaccinated
- Ministry of Health requested assistance with a rapid community assessment to identify barriers to COVID-19 vaccination
- Community insights:





The Journey to Vaccination

- Disease susceptibility & severity
- Vaccine safety & efficacy
- Vaccine recommendations



- Health centre convenience
- Client satisfaction
- Interpersonal communication

- Financial, occupational and social costs
- Lack of convenience

- Trust in vaccination institutions
- Vaccination benefits
- Vaccination norms

- Appointment scheduling
- Transportation
- Childcare
- Competing priorities

- Ease of getting appointment for second dose
- Adverse event monitoring
- Positive reinforcement

Gathering Community Insights for Intervention Design

Gather
insights and perceptions from the community of focus

Synthesize
findings
and community needs

Co-design
interventions with the community

Share
recommendations with communities and stakeholders

Implement and evaluate
interventions to increase vaccine demand and uptake

Process for Gathering Community Insights

Gathering community insights in 5 steps

- ✓ Step 1: Determine objective
- ✓ Step 2: Identify community(ies) of focus
- ✓ Step 3: Choose data collection methods
- ✓ Step 4: Form an assessment team
- ✓ Step 5: Recruit assessment participants

Step 1: Determine Objectives

Sample Objectives:

- **Identify populations** at risk for low vaccine uptake
- **Identify community leaders**, trusted messengers, and important message channels
- **Assess barriers** to vaccine uptake
- **Identify, implement, and evaluate strategies** to increase vaccine confidence and uptake

Step 2: Identify Community(ies) of Focus

Factors for Identifying Communities:

- Communities experiencing **low rates of vaccine uptake or confidence**.
- Communities with historically low routine adult or childhood immunization rates.
- Communities that have experienced **disproportionately high rates of disease or death.**
- Communities that have **high rates of underlying health conditions** that place them at greater risk for severe disease.
- Communities that likely experience **barriers to accessing vaccination services.**

Step 3: Choose Data Collection Methods

Think beyond KAP surveys

KAP surveys are not always appropriate for every situation.

KAP surveys are useful for:

- Understanding misconceptions or misunderstandings.
- Identifying information gaps.
- Establishing a baseline understanding to be explored further in other assessments.

However, KAP surveys are:

descriptive	Not frameworks for intervention creation.
quantitative	Fail to capture nuance and context.
national (often)	Ignore local variations.
static	Don't capture dynamic situations.

Considerations for Choosing Data Collection Methods

1. Identify available **resources**

2. Consider any existing **data sources**

3. Identify existing **community partnerships**

Surveys / Questionnaires

What is it?

- Predetermined list of questions given to a group of people.
- May be self-administered or administered by a data collector.
- Quantitative (pre-determined response options) or qualitative (open ended questions).

When to use it?

- When questions/hypotheses are clear, and generalizability is desired.

Interviews

What is it?

- Conversations with individuals to understand details on their personal feelings, opinions, and experiences.
- May be formal or informal, structured or unstructured.

When to use it?

- When trying to understand complex or sensitive topics.
- When questions or hypotheses are unclear.
- When more detailed information is required.

Focus Groups

What is it?

- Discussions with small groups of people.
- Requires a skilled moderator

When to use it?

- When data or insights generated in conversation would be more accessible in a group setting.
- Can be more efficient than individual interviews.

Participant Observations

What is it?

- Set of methods where researchers are immersed in the community in which they are studying.
- Data collected can be qualitative or quantitative.

When to use it?

- To gain an understanding of the context in which study participants live and their behaviors.
- Powerful for capturing detailed and accurate informatio about individuals or communities.

Social Listening / Media Monitoring

What is it?

- Monitoring social or traditional media channels for mentions of a specific topic.

When to use it?

- To understand online and media conversations around a topic.
- Can be used to determine trends, information needs, and circulating mis/disinformation.

Step 4. Form an Assessment Team

Consider including:

- Individuals who are members of the community of focus
  - Are trusted by the community
  - Speak the same language as the community of focus
- Individuals with existing knowledge about the community of focus
- Individuals with experience collecting and analyzing behavioral data

Step 5: Recruit Assessment Participants

- Get a broad mix of people within your community(ies) of focus so you can hear all perspectives
- Consider including people of different:
  - Ages
  - Gender identities
  - Races/ethnicities
  - Primary languages
  - National origins
  - Education levels
  - Occupations

Identify Key Stakeholders

Identify people who are invested in the community of focus and in the implementation and outcomes of vaccination programs

Healthcare workers and health system leadership

Social service organizations

Government officials / elected leaders

Faith-based organizations and leaders

Employers

Use a Snowball Sampling Approach to Identify Additional Participants

Ask each person who you talk to about who else you should meet

Identify Places to Visit for Observations and Intercept Interviews

Identify some places to visit where you can observe or speak with community members

Vaccination sites

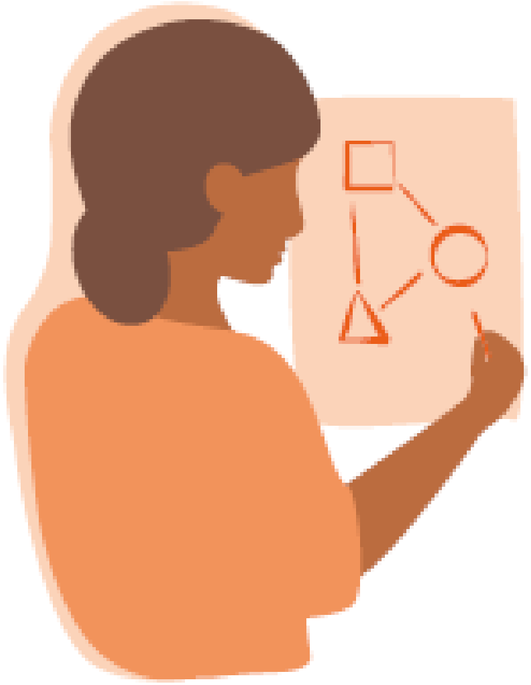
Schools

Healthcare facilities

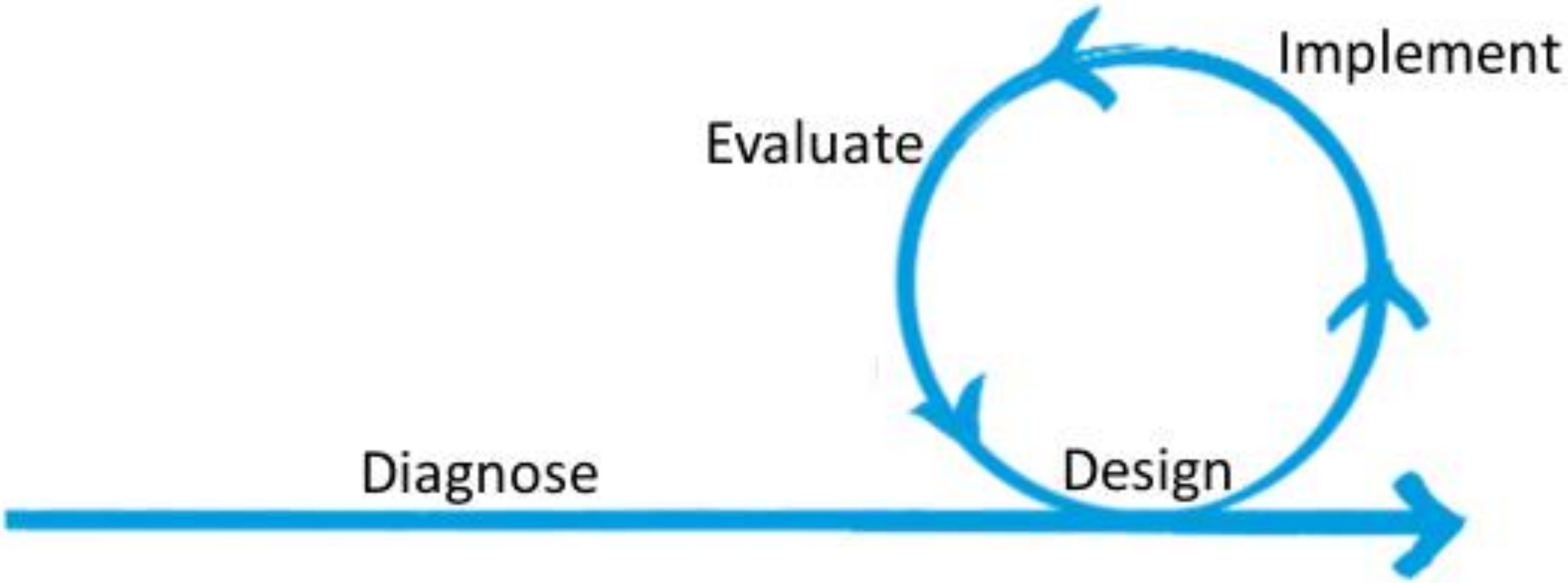
Restaurants / bars

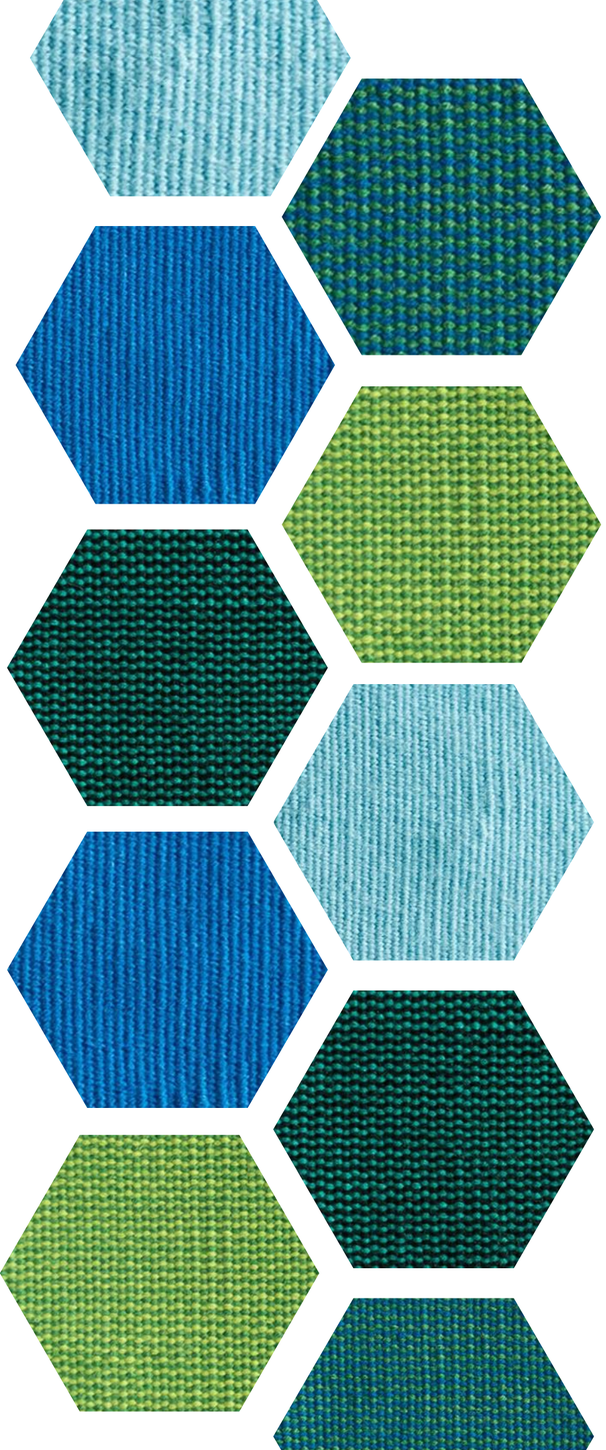
Community markets

Tips for Implementation



- Clear plan, roles and timelines
- Stay connected
  - continued stakeholder involvement
  - frequent check-ins with assessment team
- Adapt as we learn
  - create space for reflection and review
  - allow flexibility in plans


Implement
Evaluate
Diagnose
Design

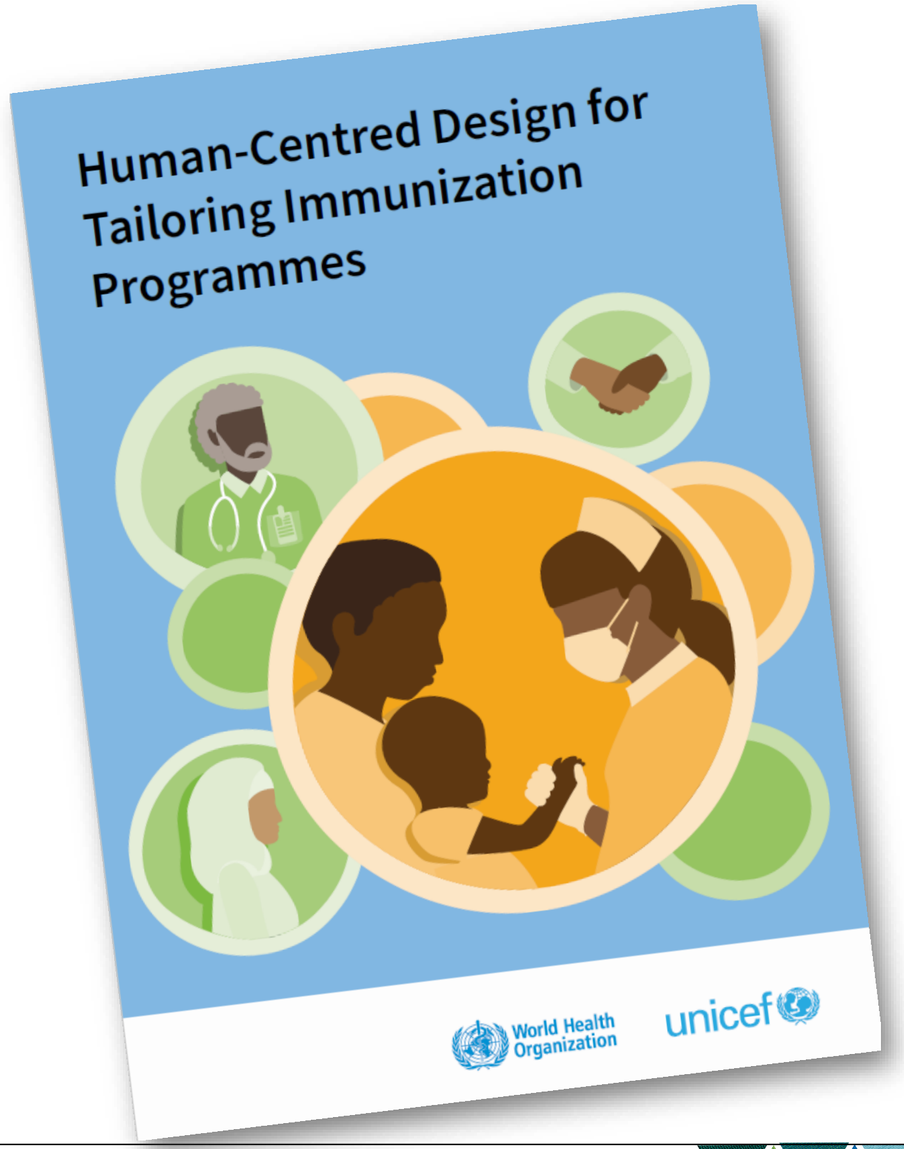


Guidance and Resources for Diagnosing Vaccine Demand Challenges

Rapid Community Assessments (RCA)

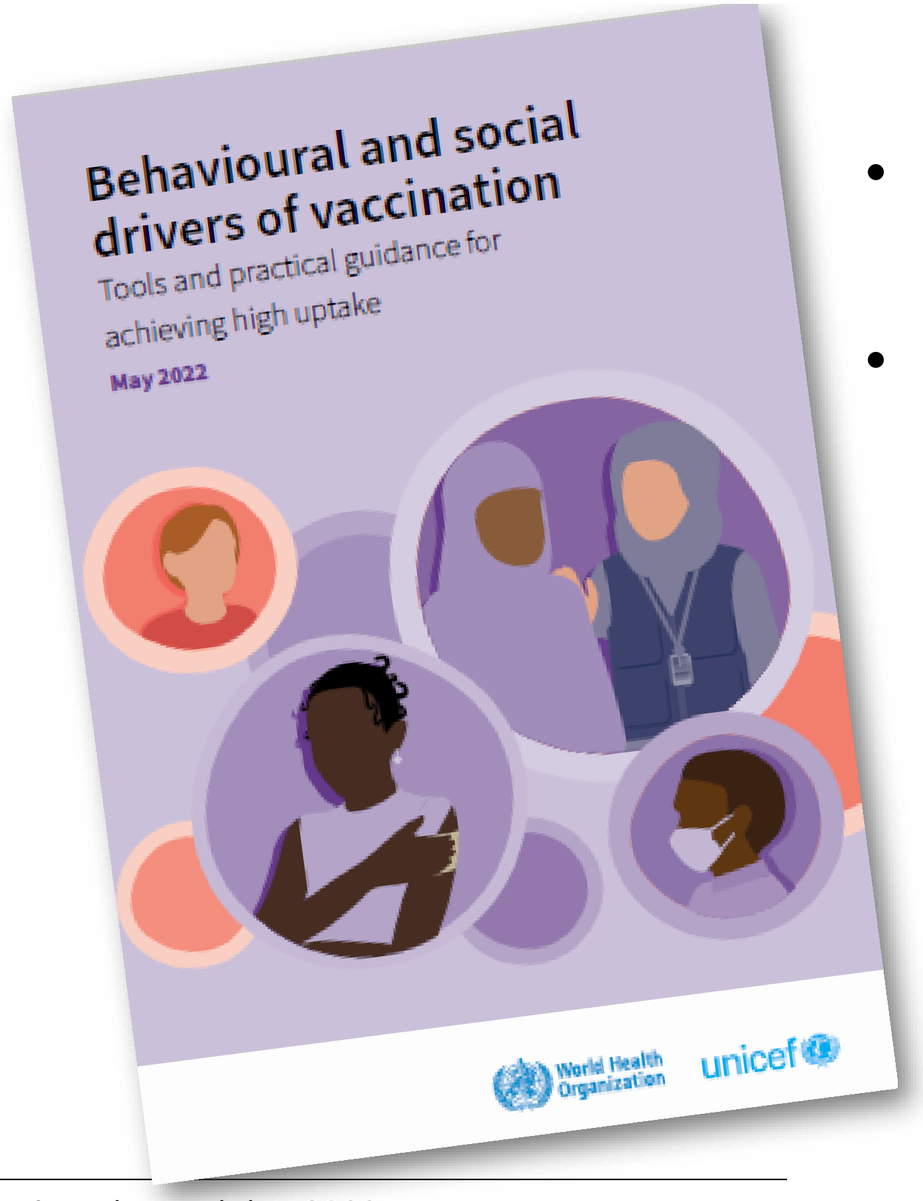
- Process for better understanding and addressing community needs around COVID-19 vaccination in **as little as 3 weeks**
- Includes step-by-step guidance and tools:
  - COVID-19 vaccine rollout learning template
  - Key informant interview & listening session guide
  - Observation form
  - Survey question bank
  - Social listening/traditional media monitoring tool
  - Data synthesis tool

HCD-TIP

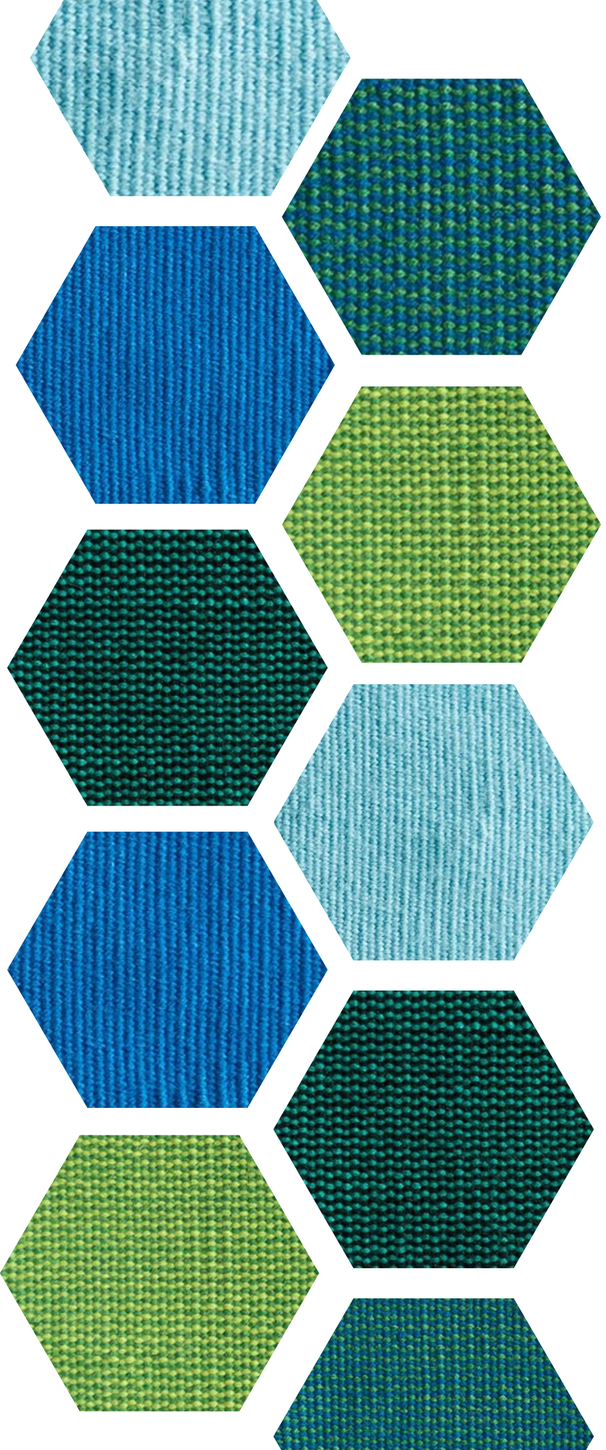


- Intended to support **human-centered and tailored** strategies to reach under-vaccinated communities
- Can be used as part of microplanning, or to support better workflows for health workers
- Designed to be:
  - People and community focused
  - Broadly applicable
  - Adaptable to new situations
  - Easy to use
  - Usable at the community & health facility level

BeSD



- Tools and guidance for measuring the drivers of demand
- Includes:
  - Behavioural framework for what drives uptake
  - Ready-to-use surveys
  - Adaptable qualitative interview guides
  - Guidance on analysis and templates for reporting



3 Truths or Guiding Principles for Practitioners

1. *Keep it simple!*
2. *Consider how you will use the information you want to gather*
3. *Involve stakeholders and the priority group from the start*

3 Best practices for diagnosing demand challenges in the field

Three best practices or tools/guidance used by practitioners:

- Use behaviour change frameworks to inform assessments
- Pilot your assessment tools before conducting full scale assessment
- Ensure the assessment team is well trained on data collection methods. Conduct training alongside real practice.

Actions You Can Take to Diagnose Demand Challenges in Different Operating Environments

Mountain Bike

- *Keep it simple: collect only the data you really need, simplify tools and materials*
- *Coordinate with partners for added support*
- *Consider existing/ planned activities you can piggy-back on*

Sturdy 4x4

- *Plan a rapid assessment building off of any existing data*
- *Form an assessment team who can collect and synthesize data and develop recommendations for action in a 2-3 week time period*

Luxury Vehicle

- *Invest in building local capacity and quality data collection systems*
- *Consider longitudinal studies (change over time)*

Bigger vehicle = larger toolbox of interventions, more ways of promoting vaccine demand and mitigating the infodemic

Please feel free to reach out with any questions

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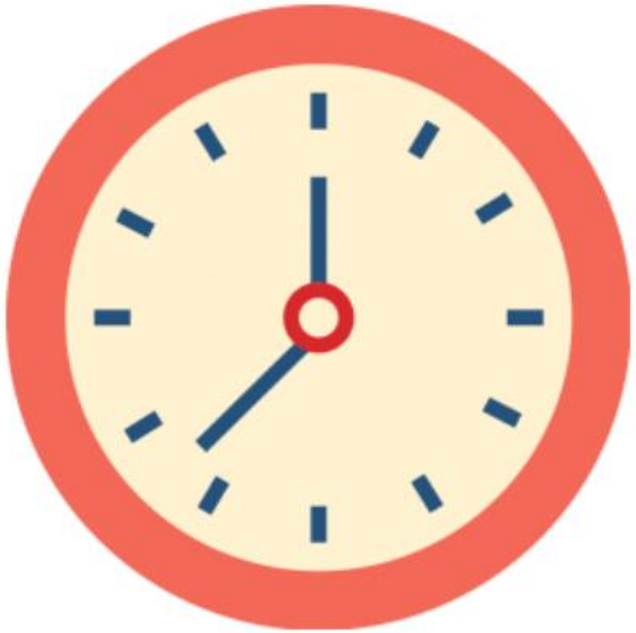
Group work

Breakout Group Activity

In small groups, discuss the benefits and challenges of using the following data collection methods:

- Surveys/questionnaires
- Interviews
- Focus groups/listening sessions
- Participant observations
- Social listening/media monitoring



Draw on your own experience and considerations for your community

20 minutes