

# Vaccination Demand Hub Meeting

Nairobi, Kenya

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## Application of Human Centered Design and Behavioral and Social Drivers of Vaccination in Ethiopia

## Issue

### Routine Immunization

Oromia has

- the highest number of zero-dose and under-immunization children (569,705 as per EDHS 2019)
- limited qualitative assessment on underlying issues

### COVID-19 Vaccination

When COVID-19 vaccination was introduced

- Low acceptance among health workers while there has proven high acceptance and demand from other population groups

## Problem Statement

### Routine Immunization

Limited evidence and tailored interventions to reach zero-dose and under-immunized children in urban/peri-urban areas of Oromia Region.

### COVID-19 Vaccination

Lack of evidence and tailored interventions promoting COVID-19 vaccine acceptance among health workers in Ethiopia.

# Actions

Routine Immunization

## Application of Human Centered Design

- Training of regional & zonal EPI/health promotion officers on HCD
- Rapid inquiry by using interview and card sorting
- Ideation session
- Prototyping & implementation of selected intervention (community dialogue)
  - development of community dialogue guide
  - training of health workers & mobilizers on facilitation skills for community dialogue sessions
  - conducting community dialogue sessions



COVID-19 Vaccination

## Application of Human Centered Design together with Qualitative BeSD assessment

- Rapid qualitative assessment by using BeSD tools
- Ideation workshops with health workers
- Implementation of prioritized interventions (advocacy with medical professional associations, face-to-face trainings of health workers, provision of safe-space for the health workers to express and address their concerns, etc.) at national & sub-national levels
- Nationwide BeSD survey among general population and health workers



## Results

### Routine Immunization

- At Oromia regional level, 118 regional/zonal MNCH, EPI & health promotion focal were trained on application of HCD
- In prioritized 7 zones, 178 health extension workers were trained on facilitations skills for community dialogue around immunization
- community dialogue sessions were conducted by trained HEW in 70 kebeles of 28 zones and towns
- About 2,018 community members participated in the community dialogue sessions at kebele level

### COVID-19 Vaccination

- 373,999 health workers vaccinated
- Health workers' confidence in addressing COVID-19 vaccination related questions increased about 7%

## Measurement

### Routine Immunization

- With technical support of Innocenti, a systematic & robust mechanism to measure the impact is in process

### COVID-19 Vaccination

- Two rounds of nation-wide BeSD survey by using Random Digit Dial/Interactive Voice Recording

## Learnings

### Routine Immunization

- training is a first step to get buy-in & commitment from stakeholders
- barriers & facilitators around vaccination at community level are localized issues and HCD's rapid inquiry allow to explore further to inform development of tailored interventions
- importance of creation of a community-level space where caregivers can raise their concerns around vaccination and their questions being addressed

### COVID-19 Vaccination

- with flexibility of HCD approach, it is possible to mix with other initiatives such as BeSD
- health workers themselves have better insights on the issues while they have better ideas to sort the problems
- a proper training for health workers before introduction of new vaccines is critical
- face-to-face training can't be replaceable with online training
- importance of creating a safe space for two-way dialogues