



The Communicate to Vaccinate (COMMVAC) project

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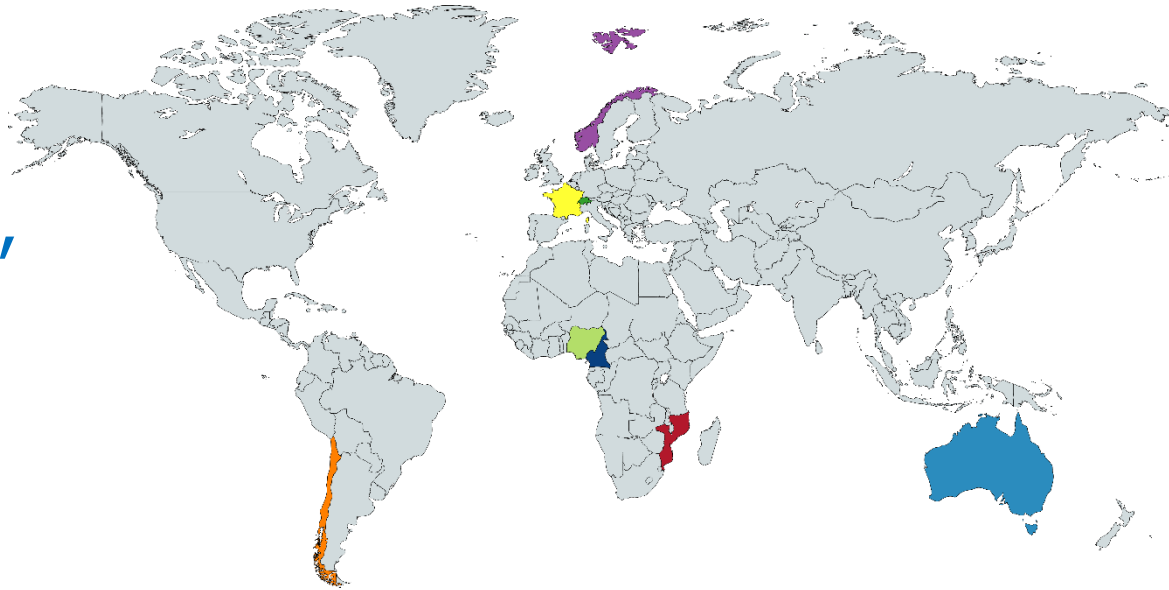
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Communicate to Vaccinate project (COMMVAC)



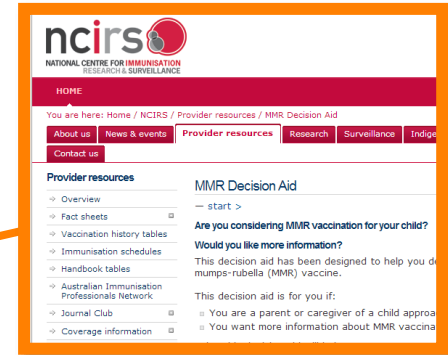
- **Aim:** build evidence for implementation and evaluation of childhood vaccination communication
- Global project with primary research in Australia, Cameroon, Mozambique and Nigeria



COMMUNICATION for vaccination



Evidence?



Three key project themes



1. Defining and mapping vaccination communication interventions
2. Understanding stakeholder perspectives
3. Establishing outcomes to measure vaccination communication



1. Defining and mapping interventions



- How can we understand the range of vaccination communication interventions?
- How do strategies differ across settings and contexts?
 - (countries, income levels, mass campaigns or routine)



Taxonomy of vaccination communication interventions



COMMUNICATION PURPOSES

Inform or educate
Remind or recall
Enhance community ownership
Teach skills
Provide support
Facilitate decision-making
Enable communication

- Standardised language
- Organised by purpose to facilitate problem-solving

(Willis 2013, Kaufman submitted)

Taxonomy used to...



- Map research evidence and prioritise systematic review topics
- Record and categorise interventions in the field and identify gaps
- Compare across countries and between campaigns and routine vaccination



*Systematic reviews: (Kaufman 2013, Saeterdal 2014)
Intervention mapping: (Oku 2016, Ames 2015a)*



2. Understanding stakeholder perspectives



- How do parents and other stakeholders experience and perceive vaccination communication?
 - Qualitative evidence synthesis
 - Focus groups

Stakeholder perspectives: qualitative synthesis



Implications for practice

1. Provide information before vaccination appointment
2. Provide information at more than one setting and offer opportunity for discussion
3. Tailor information to audience
4. Health workers should be trained to be helpful, caring and non-judgmental
5. Address parental perceptions of health worker incentives (eg targets or rewards)
6. Provide information parents perceive as neutral, balanced and unbiased
7. Provide clear and simple information in a variety of formats
8. Address media stories or rumours

(Ames 2015b)



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Stakeholder perspectives: focus groups



"If the person's telling me there's no risk and I know that's not true, then I don't believe them."

- Australian parent

"If everyone felt happy about their decision but the uptake was 70%, I'd prefer to have an uptake of 95% with not everyone happy with the decision."

- Australian researcher /
healthcare provider

"I wanted the conscientious objection form to continue...it's about being able to monitor and track and look at pockets of them"

- Australian policymaker

"You need to be confident. Very early in my nursing I was taught that if you don't know how to do something, make sure the patient thinks you do and then go get help."

- Australian nurse

"Change in behaviour can be a proxy, it may not necessarily translate to increasing immunization...But then that proxy outcome is still a step towards that goal."

- International government or
NGO representative

3. Establishing outcomes to measure vaccination communication



- Consistent and appropriate outcomes are essential to:
 - facilitate comparison and synthesis
 - reduce research waste or bias
 - ensure relevance to stakeholders
 - build an evidence base

Outcome Categories
Knowledge or understanding
Attitudes or beliefs
Decision-making
Vaccination status and behaviours
Health status and well-being
Communication delivery and design
Community participation
Cost

(Kaufman 2016)



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- Stakeholder-voted top 4 outcome categories to measure for three types of communication:

INFORM OR EDUCATE	REMIND OR RECALL	ENGAGE THE COMMUNITY
Knowledge or understanding	Vaccination status and behaviours	Community participation
Attitudes or beliefs	Communication delivery or design	Attitudes or beliefs
Vaccination status and behaviours	Knowledge or understanding	Knowledge or understanding
Communication delivery or design	Attitudes or beliefs	Vaccination status and behaviours

Final stages: implementation recommendations



- Guidance for vaccination planners, implementers and evaluators (especially LMIC)
- Study ends in early 2017, publications forthcoming



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Thank you!

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