

# MOTIVgATE

A dynamic ecosystem  
on vaccination uptake

**From package to protection - Symposium**

Laura Millet - Sept. 23, 2014

- ❑ MOTIVgATE is a **Community of Practice** for better understanding perceptions to vaccination.
- ❑ A major challenge to understanding vaccination acceptance = the **existing research & researchers is scattered geographically and between very diverse disciplines** : social & behavioral sciences, communication sciences, vaccinology & clinical practice.
- ❑ **Lack of interaction between disciplines and practitioners**
  - ⇒ scattering of knowledge
  - ⇒ many practices **not evidence-based** or evidence-generating
  - ⇒ not as effective as they could be.





- ❑ Unprecedented solution by creating a place for these professionals to **share & generate evidence-based research & proven, practical interventions** for increasing vaccination coverage
- ❑ **Closed community with a known target audience of 200-300 experts** in vaccination & vaccination acceptance.
- ❑ **Part of the larger Advocacy project (5As framework)** to investigate how vaccination coverage rates can be increased
- ❑ **A shared value creation tool** : a win for industry, a win for society, a win for public health

## ❑ The Knowledge ecosystem :

- ❑ The “Wiki” is a dynamic document that organizes knowledge around topics related to vaccination acceptance.
- ❑ Academic papers, reports, blogs, newspaper articles, videos & any other materials that would add insight to the community.

❑ **The Interventions:** building a **Repository of social & behavior change interventions** as well as an “**Inspiration Corner**” that can be used to increase vaccination uptake & coverage

❑ **The Community** = key to its success. **All members are working towards the same goal.**

❑ **Taxonomy = the “5As”** that are the key barriers SP has identified to achieving the target vaccination coverage

# STRUCTURE - illustrations

**MOTIVGATE**  
Motors Of Trust In Vaccination | Knowledge To Practice

HOME | ACCESS | AFFORDABILITY | AWARENESS | ACCEPTANCE | ACT

Meet your Colleagues

- Laura Millet
- Karim YAGUIS ISRAHIM
- Alba Pérez Grandi
- Luca BRUNO

Wikis, Academic publications, Press articles, Events, Multimedia, Interventions

**MOTIVGATE**  
Motors Of Trust In Vaccination | Knowledge To Practice

HOME | ACCESS | AFFORDABILITY | AWARENESS

Meet your Colleagues

- Laura Millet
- Frank Renikewitz
- Séverine PECHINE
- Vincent Vanzevenen

Wikis, Academic publications, Press articles, Events, Multimedia, Interventions

**MOTIVGATE**  
Motors Of Trust In Vaccination | Knowledge To Practice

HOME | ACCESS | AFFORDABILITY | AWARENESS | ACCEPTANCE | ACT

Interventions

Search by title...

What is the causal factor? Who does the vaccine target? Who is the communication target?

Inspirations

Search by title...

What is the causal factor?

Clinic-based education-only interventions (Increasing Community Demand for Vaccinations)

Posted by Laura Millet, Wed, 07/16/2014 - 16:32

Comments: 0, Causal factor: Access

Clinic-based education-only interventions provide information to groups served in a specific medical or public health clinical

Media that other community members have shared, images, upcoming events, podcasts, Motivgate community is key to its success!



**Interventions**  
Share practical solutions and ideas for increasing immunization coverage.

+ Add

Applications papers you have created or found that could be interesting to the community.

+ Add



**Images**  
Share images you have created or found that could be interesting to the community.

+ Add



**Podcasts**  
Share podcasts you have created or found that could be interesting to the community.

+ Add

Tag Cloud  
Internet Polio diseases communication Measles Anti-vaccination Nigeria

+ Add

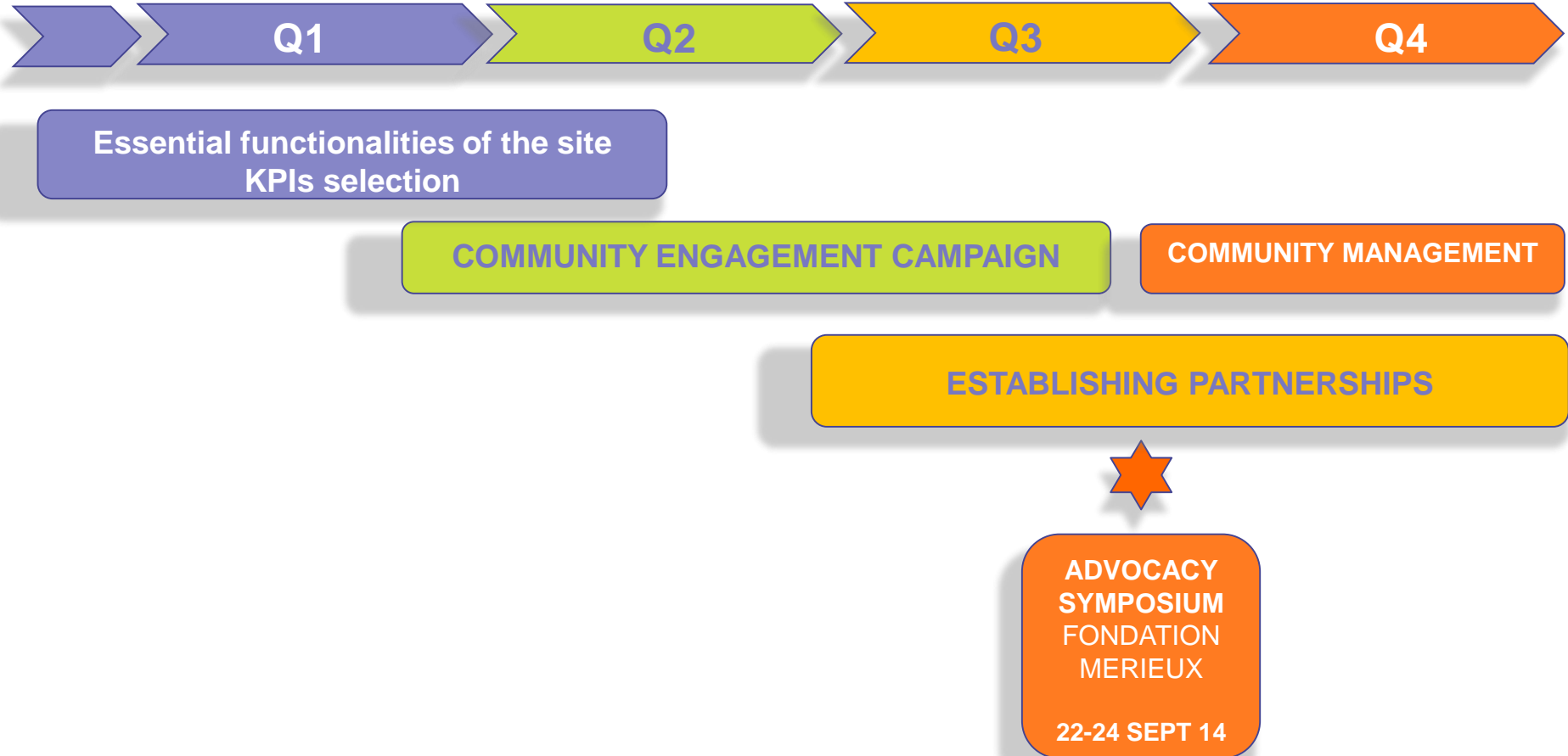
# WHERE ARE WE NOW?

---



- ❑ Now the essential functionalities are in place, it is time to **accelerate the community.**
- ❑ MOTIVgATE is expected to start showing **concrete results this year with an active & engaged community**
- ❑ To ensure **long term sustainability** for the site, SP will gradually pull out as the main operational & financial driver of the site and **have the site managed by a partnership**
- ❑ Eventually **SP = active participant** in the project but in a reduced scope in terms of budget & leadership
- ❑ **Addressing both sustainability & growing the community simultaneously**

# TIMELINES OVER 2014



# KEY SUCCESS FACTORS

## MOTIVGATE

Motors Of Trust In Vaccination | Knowledge To Practice



### A strong partnership

- ✓ Built on clear yet flexible governance
- ✓ Bringing complementary resources
- ✓ Ensuring sustainability

### A robust knowledge ecosystem

- ✓ Built as a shared value creation tool
- ✓ Within the framework of the 5As model
- ✓ Accessible from a user friendly interface

### An engaged Community

- ✓ A closed community for members to feel safe when discussing controversial topics
- ✓ Each member is an **ambassador**
- ✓ **Motivational drivers\***
  - **Socializers** : social connections, belonging
  - **Free spirits** : creativity, responsibility
  - **Achievers** : learning, personal development, mastery, visibility
  - **Philanthropists** : altruism, purpose



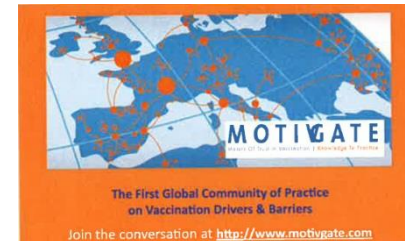
# TAKE HOME MESSAGES



**MOTIVgATE = a community of practice bridging the gap between researchers & practioners**, for them to share & generate **evidence-based interventions** that increase vaccination uptake

Its **sustainability** relies on its **active community & relevant partnerships**

To **join the community** of practice :



**Each member** of the community is an **Ambassador**



THANKS FOR YOUR ATTENTION

**LET'S DISCUSS !**