



LABORATORY FOR  
**INFODEMIOLOGY**  
AND INFODEMIC MANAGEMENT

УНИВЕРЗИТЕТ У БЕОГРАДУ  
МЕДИЦИНСКИ  
ФАКУЛТЕТ



UNIVERSITY OF BELGRADE  
FACULTY OF  
MEDICINE

# EFFECTIVE VACCINE PUBLIC ENGAGEMENT STRATEGIES

Stefan Mandić-Rajčević, M.D., Ph.D.

Director, Laboratory for Infodemiology and Infodemic Management, Institute of Social Medicine, Faculty of Medicine, University of Belgrade

Regional Team Lead, MOMENTUM Routine Immunization Transformation and Equity, Europe and Eurasia region

# EFFECTIVE VACCINE PUBLIC ENGAGEMENT STRATEGIES

About the IM Lab and MOMENTUM project

Introduction to Serbia and the EE region

Methods

- Behavioral Insights and
- Behavioral Integration

Developing a Social Behavior Change (SBC) strategy

Addressing the infodemic

Implementing the strategy

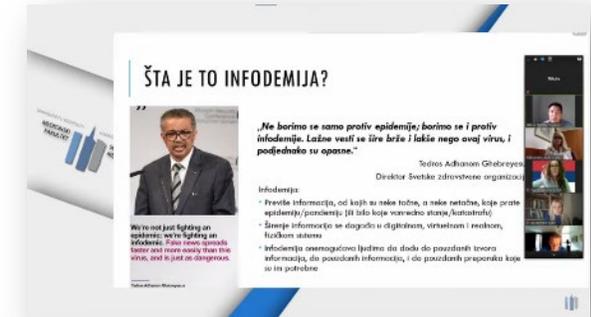
Conclusions and a way forward

# LABORATORY FOR INFODEMIOLOGY AND INFODEMIC MANAGEMENT

Two WHO-trained Infodemic Managers

Supported by Department, WHO HQ,  
WHO EUROPE/CO, colleagues, friends  
and family

Founded at the Institute of Social  
Medicine, Faculty of Medicine, University  
of Belgrade in May, 2022



**WHO initiates building a  
global curriculum for  
infodemic management**



# MOMENTUM ROUTINE IMMUNIZATION TRANSFORMATION AND EQUITY



USAID Funded project running in 20+ countries

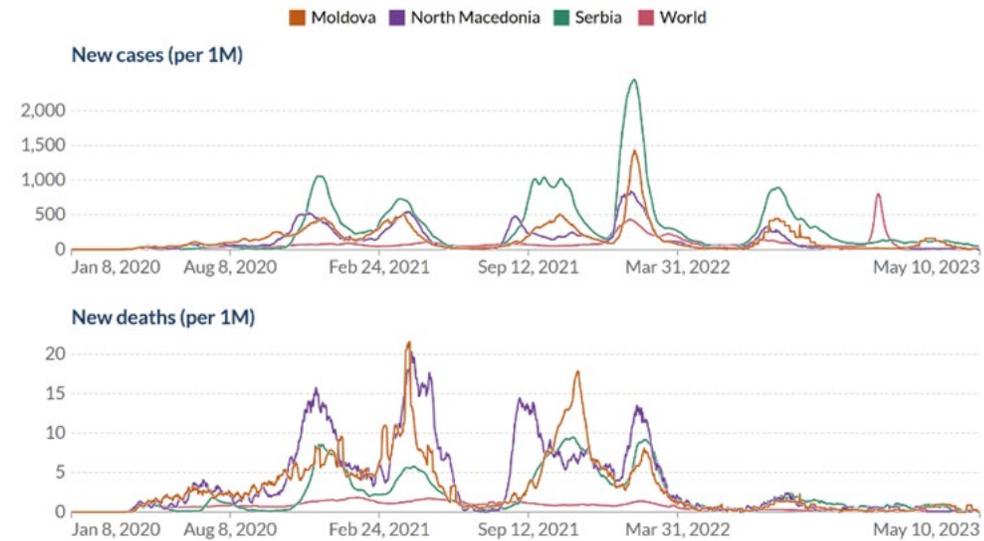
In Europe and Eurasia region: Bosnia and Herzegovina, Macedonia, Moldova, and Serbia

Contribute to increased uptake of the COVID-19 vaccination by:

- Increasing demand for vaccination among priority populations.
- Correcting mis- and disinformation through social and behavior change communication (SBCC) and media-focused strategies.
- Fostering opportunities for learning within and across countries.

Daily new confirmed COVID-19 cases & deaths per million people  
7-day rolling average. Limited testing and challenges in the attribution of cause of death means the cases and deaths counts may not be accurate.

Our World  
in Data



Source: WHO COVID-19 Dashboard

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# MOMENTUM IN SERBIA



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Mitigate vaccine hesitancy and encourage vaccine acceptance through tailored SBC activities

Strengthen capacity of health providers to respond to vaccine hesitancy among clients

Convene a scientific advisory group and collaborate with other groups of scientists to strengthen communication about COVID-19 vaccination

# COVID-19 VACCINATION CONTEXT AND CHALLENGES IN REGION

## Structural:

- Insufficient data to inform decision making and fragmented data systems
- Difficult for populations from remote areas to reach places that provide vaccinations
- High levels of misinformation from healthcare workers, e.g., for those with comorbidities, side effects are worse than the virus
- Low levels of trust in media and journalists reporting on COVID as well as in health professionals and scientists

## Social:

- High level of trust among family and friends, but they often lack sufficient knowledge about COVID-19 vaccine
- Significant exposure to Russian-language information/entertainment

## Internal:

- Fear of side effects, i.e. that the side effects will be worse than the virus itself
- Fear that vaccine was not fully tested because it was developed so rapidly

# BEHAVIORAL INSIGHTS

A well-versed team: Public Health, Social Sciences, Ethics, Behavioral Sciences, Statistics

Experience (dog years):

- EuroHealth Group - Balkan Hesitance Project
- EuroHealth Group – Behavioral Insights Studies with UNICEF
  - Montenegro
  - Kirgizstan
  - Uzbekistan
  - Moldova
  - Kosovo



Article  
**Societal Trust Related to COVID-19 Vaccination: Evidence from Western Balkans**

Smiljana Cvjetkovic <sup>1,2</sup>, Vida Jeremic Stojkovic <sup>1,2</sup>, Stefan Mandic-Rajcevic <sup>2,3</sup> , Sanja Matovic-Miljanovic <sup>2,\*</sup> , Janko Jankovic <sup>3</sup> , Aleksandra Jovic Vranes <sup>3</sup>, Aleksandar Stevanovic <sup>3</sup>  and Zeljka Stamenkovic <sup>3</sup>

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<https://doi.org/10.1093/eurpub/ckad066> Advance Access published on 29 April 2023

**Attitudes towards COVID-19 vaccination and intention to get vaccinated in Western Balkans: cross-sectional survey**

Vida Jeremic Stojkovic <sup>1</sup>, Smiljana Cvjetkovic<sup>1</sup>, Janko Jankovic<sup>2</sup>, Stefan Mandic-Rajcevic<sup>2</sup>, Sanja Matovic Miljanovic<sup>3</sup>, Aleksandar Stevanovic <sup>2</sup>, Aleksandra Jovic Vranes<sup>2</sup>, Zeljka Stamenkovic<sup>2</sup>

17th World Congress on Public Health... Get citation Stats

< >

**Do the same message effect differently vaccinated and unvaccinated?**

Smiljana Cvjetkovic <sup>1</sup>, Vida Jeremic Stojkovic <sup>1</sup>, Sanja Matovic-Miljanovic <sup>1</sup>, Stefan Mandic-Rajcevic <sup>1</sup>, Janko Jankovic <sup>2</sup>

[More details](#)

Popul. Med. 2023;5(Supplement):A1626

# BEHAVIORAL INTEGRATION

Approach to design, implement, and evaluate activities.

Behavior integration:

- Focuses on what people must do to overcome obstacles to a behavior.
- Identifies factors which affect the behavior.
- Designs or adapts interventions that are linked clearly to the behavior.



## Phase 1: Formative Research

- **Quantitative data:** PREMISE survey (Serbia, Moldova), published research, grey literature (World Health Organization project in Serbia).
- **Qualitative data:** stakeholder interviews, key informants, organizations working in the field of public health, professional organizations.



## Phase 2: Behavior Profiles

- Creation of behavior profiles using the Think | BIG platform.
- Leverage motivators, reduce barriers, and involve supporting actors to encourage the behavior change.
- Propose strategies which address specific barriers and motivators, with the help of key supporting actors.
- Develop an action plan.



## Phase 3: Validation

- Validate the approach.

# STAKEHOLDER DISCUSSIONS: PRELIMINARY RESULTS FROM SERBIA

Priority populations are a moving target:

- Elderly and chronic patients - higher vaccination rate, and higher risk
- Regions or rural areas with low vaccination rates - low access, but low transmission
- Health workers - low vaccination uptake requiring more targeted approaches

Many strategies already tried, not satisfied with success

- Economic incentives: cash (~30 EUR), discount vouchers, getting/not getting 100% paid sick leave, travel, making vaccination obligatory for medical students or have to test at their own expense (although successful, discontinued as it did not get enough public support...)

Communication approaches: from traditional to modern, addressed at the general public (no specific target)

- Online media, websites of health institutions, hotline, email address to ask questions, ChatBot
- Mostly done as one-off solution, information not updated regularly, no specific targeted approach based on the gathered data

Decisions regarding strategies are made centrally at the highest level; data is not readily available, shared or used

# QUALITATIVE RESEARCH

- 1 COVID-19 is one of many priorities.
- 2 Priority populations for COVID-19 vaccines the same as for flu vaccines (elderly, people with chronic diseases of any age, and PW) - alignment with general immunization strategies
- 3 Patients listen to their healthcare providers' advice, but were not getting advice from their providers to get vaccinated.
- 4 Patients wrongly believe they are not eligible due to allergies or a chronic health condition.
- 5 There is a lack of quality and reliable health information provided to patients by their provider regarding COVID-19 and COVID-19 vaccination.
- 6 Healthcare providers indicated a lack of information and training from reliable sources, fueling their hesitance.

# QUANTITATIVE RESEARCH

- 1 Vaccine acceptance significantly lower among pregnant women (PW) and people with chronic diseases.
- 2 People with chronic diseases less likely to believe the vaccine is safe, less confident in healthcare workers, less trust in their healthcare provider recommendation.
- 3 Unvaccinated PW less likely to trust their healthcare provider, less likely to follow healthcare provider's recommendation about vaccines, more concerned about vaccine safety.
- 4 Moldova specific: no difference among PW and people with chronic diseases in their perception of vaccine safety, confidence in healthcare workers, trust in recommendations, vaccine efficacy.
- 5 Support was necessary both for healthcare providers and patients

# BUILDING A BEHAVIORAL PROFILE AND A STRATEGY



Based on analysis of quantitative and qualitative data, we identified the following elements of the behavior profile:

## PRIORITY BEHAVIORS

- Patients with chronic diseases get COVID-19 vaccine.
- PW get COVID-19 vaccine.
- Healthcare workers get COVID-19 vaccine.
- Primary healthcare physicians recommend COVID-19 vaccine.
- Secondary and tertiary level specialists recommend COVID-19 vaccine.

## SUPPORTING ACTORS

- Institute of Public Health, Ministry of Health, pharmaceutical regulatory agency, professional chambers, health professional associations, patient organizations, civil society and community based organizations, media/journalists.

## CRITICAL FACTORS

- Time for counseling, legal obligation, trust in institutions, data availability, safety concerns, efficacy concerns, trust in health care providers, prejudice, knowledge about vaccines, side effects, contraindications, and interpersonal communication.

# ELEMENTS OF A BEHAVIORAL PROFILE

Behavior and Steps

Factors (B/M)

Supporting actors and actions

Program strategies

BEHAVIOR PROFILE: SERBIAN PREGNANT WOMEN GET VACCINE				
HEALTH GOAL		Increase demand for COVID-19 vaccines among priority populations		
BEHAVIOR		As part of a healthy lifestyle, Serbian pregnant women of any age get the full course of COVID vaccine		
BEHAVIOR AND STEPS		BEHAVIOR ANALYSIS		STRATEGY
BEHAVIOR AND STEPS		FACTORS	SUPPORTING ACTORS AND ACTIONS	POSSIBLE PROGRAM STRATEGIES
<p>What steps are needed to practice this behavior?</p> <p><b>Behavior</b></p> <p>As part of a healthy lifestyle, Serbian pregnant women of any age get the full course of COVID vaccine</p> <p><b>Steps</b></p> <ol style="list-style-type: none"> <li>1. Seeking general information how to stay healthy in their condition, including COVID-19 vaccine</li> <li>2. Seeking general information about how to keep their baby healthy, including COVID-19</li> <li>3. Discuss healthy practice, including COVID-19 vaccination, with their partner/baby's father</li> <li>4. Find out where to obtain COVID-19 vaccine recommended by the specialist</li> <li>5. Discuss healthy behavior, including COVID-19 vaccination, with their family or people that are close to them (i.e. friends)</li> </ol>		<p>What factors may prevent or support practice of this behavior?</p> <p><b>STRUCTURAL</b></p> <p><b>Service Experience:</b> Pregnant women do not take the COVID vaccine since it is not recommended by their doctor who thinks it is not necessary, or even actively opposes to vaccination against covid-19.</p> <p><b>SOCIAL</b></p> <p><b>Family and Community Support:</b> Pregnant women do not seek the information regarding COVID-19 vaccine since their family do not fully support their health lifestyle needs, e.g. oppose to vaccination.</p> <p><b>Gender:</b> Pregnant women do not seek the information on COVID-19 vaccine since their partner do not fully support their health lifestyle needs, i.e. oppose the vaccination.</p> <p><b>INTERNAL</b></p> <p><b>Attitudes and Beliefs:</b> Pregnant woman do not take the COVID-19 vaccine because she is scared that it is not safe, so her health can be jeopardized.</p> <p><b>Attitudes and Beliefs:</b> Pregnant woman do not take the COVID-19 vaccine since she is scared that it is not safe for her baby, that the baby's health can be seriously compromised.</p> <p><b>Knowledge:</b> Pregnant woman do not receive the COVID vaccine because she lacks the basic knowledge regarding the vaccine.</p> <p><b>Skills:</b> Pregnant women does not take the covid-19 vaccine because she does not have the ability to oppose to her partners' attitude towards vaccination.</p>	<p>Who must support the practice of this behavior, and what actions must they take?</p> <p><b>INSTITUTIONAL</b></p> <p><b>Nongovernmental Organizations:</b> Parenting schools and similar organizations providing the information regarding the importance of the covid-19 vaccination</p> <p><b>Medical Specialists:</b> Actively follow the information regarding COVID-19 vaccines for pregnant women</p> <p><b>Medical Specialists:</b> Advising the pregnant woman to take the vaccine, explaining in detail the importance of getting it.</p> <p><b>Primary Health Professionals:</b> PHC actively follow the information on COVID-19 vaccine for pregnant woman.</p> <p><b>Primary Health Professionals:</b> Provide the information and advices regarding the COVID-19 vaccination to the pregnant women.</p> <p><b>Institute of Public Health and the Ministry of Health:</b> To include the information regarding the importance of the covid-19 vaccine for pregnant women on the list of healthy behaviors</p> <p><b>Journalists:</b> Actively seeking for the accurate information regarding covid-19 vaccines, and providing accurate positively framed message</p> <p><b>Pharmacists:</b> Share and distribute information on healthy lifestyle (including COVID vaccine as part of a healthy lifestyle)</p> <p><b>Health care workers (Nurses):</b> Actively participate in training on healthy lifestyles and share information with colleagues</p> <p><b>UNICEF and WHO:</b> Actively participate in activities to show support, including support logistics as appropriate through their ongoing programming</p> <p><b>COMMUNITY</b></p>	<p>What strategies will best focus our efforts based on this analysis?</p> <p>Strategy requires Communication Support</p> <p><b>ENABLING ENVIRONMENT</b></p> <p><b>Partnerships and Networks:</b> Create a package of all country materials and activities (including Behavior Integration pieces) to share during learning exchanges with all countries (and when appropriate develop "training exercises"</p> <p><b>Policies and Governance:</b> Develop (revise) the clear guidelines for MDs regarding healthy lifestyles during the pregnancy, including the importance of covid-19 vaccine</p> <p><b>SYSTEMS, PRODUCTS AND SERVICES</b></p> <p><b>Quality Improvement:</b> Provide trainings for journalists</p> <p><b>Quality Improvement of Supporting Services and Skills:</b> Conduct training sessions with journalists (interviews, infodemic unit, journalist faculty, etc.)</p> <p><b>Quality Improvement of Supporting Services and Skills:</b> Conduct topic-specific power breakfasts with medical professionals to discuss challenges and opportunities for healthy lifestyles including inclusion of COVID vaccine as part of package</p> <p><b>Quality Improvement of Supporting Services and Skills:</b> Conduct quality client service (provision) training with medical health professionals</p> <p><b>Quality Improvement of Supporting Services and Skills:</b> Develop pre-service and in-service sessions on healthy lifestyle, including the use of COVID vaccine (teaching, peer to peer mentoring) for both medical specialists and health professionals</p> <p><b>Quality Improvement of Supporting Services and Skills:</b> Train pharmacists on healthy lifestyles through quality customer service sessions</p>

# ELEMENTS OF A BEHAVIORAL PROFILE

## Behavior and Steps

### Behavior

As part of a healthy lifestyle, Serbian pregnant women of any age get the full course of COVID vaccine

### Steps

1. Seeking general information how to stay healthy in their condition, including COVID-19 vaccine
2. Seeking general information about how to keep their baby healthy, including COVID-19
3. Discuss healthy practice, including COVID-19 vaccination, with their partner/baby's' father

### STRUCTURAL

**Service Experience:** Pregnant women do not take the COVID vaccine since it is not recommended by their doctor who thinks it is not safe, so she actively opposes to vaccination.

### SOCIAL

**Family and Community Support:** Pregnant women do not seek the information about COVID-19 vaccine since their family and community do not support their health life style or vaccination.

**Gender:** Pregnant women do not seek information on COVID-19 vaccine since their partner do not fully support their needs, i.e. oppose the vaccination.

### INTERNAL

**Attitudes and Beliefs:** Pregnant women do not take the COVID-19 vaccine because they believe that it is not safe, so her health care provider also does not recommend it.

# ELEMENTS OF A BEHAVIORAL PROFILE

## Behavior and Steps

including COVID-19

3. Discuss healthy practice, including COVID-19 vaccination, with their partner/baby's' father
4. Find out where to obtain COVID-19 vaccine recommended by the specialist
5. Discuss healthy behavior, including COVID-19 vaccination, with their family or people that are close to them (i.e.friends)

### INTERNAL

**Attitudes and Beliefs:** Pregnant women do not take the COVID-19 vaccine because they believe that it is not safe, so her health can be seriously compromised.

**Attitudes and Beliefs:** Pregnant women do not take the COVID-19 vaccine because they believe that it is not safe for her baby; their health can be seriously compromised.

**Knowledge:** Pregnant women do not take the COVID vaccine because they lack knowledge regarding the vaccine.

**Skills:** Pregnant women do not take the vaccine because they do not know how to oppose to their partners' attitude towards vaccination.

# ELEMENTS OF A BEHAVIORAL PROFILE

Factors (B/M)

BEHAVIOR ANALYSIS		
	FACTORS	SUBJECT
What factors may prevent or support practice of this behavior?		Who and how often?
Why, how often, where, and by whom?	<b>STRUCTURAL</b> <b>Service Experience:</b> Pregnant women do not take the COVID vaccine since it is not recommended by their doctor who thinks it is not necessary, or even actively opposes to vaccination against covid-19. <span style="border: 1px solid black; padding: 2px;">B</span>	<b>INST</b> Nonp scho infor covic
	<b>SOCIAL</b> <b>Family and Community Support:</b> Pregnant women do not seek the information regarding COVID-19 vaccine since their family do not fully support their health life style needs, e.g. oppose to vaccination. <span style="border: 1px solid black; padding: 2px;">B</span>	<b>Medi</b> infor pregn
	<b>Gender:</b> Pregnant women do not seek the information on COVID-19 vaccine since their partner do not fully support their health lifestyle <span style="border: 1px solid black; padding: 2px;">B</span>	<b>Medi</b> wom the ir  <b>Prim</b> follor pregn

# ELEMENTS OF A BEHAVIORAL PROFILE

Factors (B/M)

to	partner do not fully support their health lifestyle needs, i.e. oppose the vaccination.	pregna
	<b>INTERNAL</b>	<b>Primar</b> informs vaccina
	<b>Attitudes and Beliefs:</b> Pregnant woman do not take the COVID-19 vaccine because she is scared that it not safe, so her health can be jeopardized. <b>B</b>	<b>Institu</b> <b>Health</b> import womer
1	<b>Attitudes and Beliefs:</b> Pregnant woman do not take take the COVID-19 vaccine since she is scared that it is not safe for her baby; that the baby's health can be seriously compromised. <b>B</b>	<b>Journs</b> informs providi
r,	<b>Knowledge:</b> Pregnant woman do not receive the COVID vaccine because she lacks the basic knowledge regarding the vaccine. <b>B</b>	<b>Pharm</b> on hea part of
3 s)	<b>Skills:</b> Pregnant women does not take the covid-19 vaccine because she does not have the ability to oppose to her partners' attitude towards vaccination. <b>B</b>	<b>Health</b> particip share i
		<b>UNICEF</b> activiti

# ELEMENTS OF A BEHAVIORAL PROFILE

Supporting actors  
and actions

			Strategy
		<b>INSTITUTIONAL</b>	<b>ENABLING E</b>
3	B	<b>Nongovernmental Organizations:</b> Parenting schools and similar organizations providing the information regarding the importance of the covid-19 vaccination	<b>Partnerships</b> all country m Behavior Inte learning exch appropriate d
1		<b>Medical Specialists:</b> Actively follow the information regarding COVID-19 vaccines for pregnant women	
	B	<b>Medical Specialists:</b> Advising the pregnant woman to take the vaccine, explaining in detail the importance of getting it.	<b>Policies and</b> clear guidelin lifestyles duri importance o
0		<b>Primary Health Professionals:</b> PHC actively follow the information on COVID-19 vaccine for pregnant woman.	<b>SYSTEMS, PE</b>
	B	<b>Primary Health Professionals:</b> Provide the information and advices regarding the COVID-19 vaccination to the pregnant women.	<b>Quality Impr</b> journalists
		<b>Institute of Public Health and the Ministry of Health:</b> To include the information regarding the	<b>Quality Impr</b> <b>and Skills:</b> Co journalists (In faculty, etc.)
	B		<b>Quality Impr</b> <b>and Skills:</b> Co

# ELEMENTS OF A BEHAVIORAL PROFILE

Program strategies



# VALIDATION



**Validation of the proposed approach was done through participatory workshops with relevant stakeholders.**

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Concept testing of key messaging, healthy lifestyle approach, fit with national priorities, key messages, visual symbols.

Development of effective messages that can promote vaccine uptake for specific priority populations.

Development of a continuous medical education curriculum for healthcare workers (physicians, pharmacists, nurses) which includes 3 sections.

- Healthy lifestyles.
- Immunization and COVID-19 vaccination.
- Quality health service (person-centered care).

Development of a community engagement approach for CSOs and CBOs.

Capacity building and training of local public health/health promotion practitioners for a sustainable vaccine acceptance.

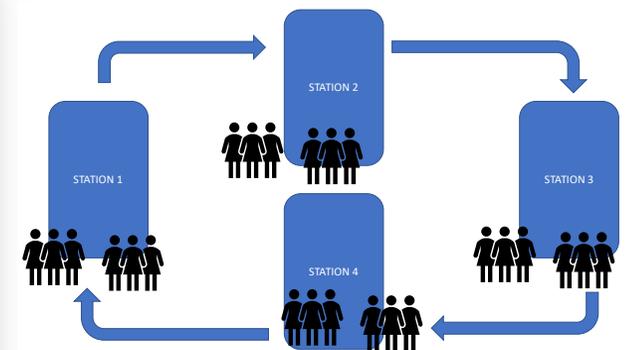
# ADDRESSING THE INFODEMIC

## Focused on prevention strategies:

- Early detection and diagnosis
- Filling information voids
- Collaboration and strengthening public (health) institutions

## Topics (vaccination-related):

- BCG Vaccination (Oct 2022)
  - ~600 children received saline instead of BCG vaccine
  - IM Lab proposed strategy to IPH and MoH
- Measles outbreak (Jan 2023)
  - Social listening
  - Relevant experts (Faculty of Medicine, Dep. Of Microbiology and Immunology)
  - Communicated with IPH and the public



# CONTINUING MEDICAL EDUCATION (CME) AND COLLECTIVE ENGAGEMENT (CE)

## PRESERVE OUR HEALTH

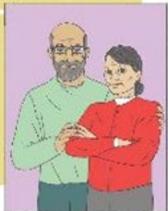
Vaccinate—get your COVID-19 vaccination

As a person with a chronic health condition, you want the very best for yourself and your family. Preserving your health shows your family how much you love them.



Advice from your health care professionals	Action you can take
<b>VACCINATE and reduce your risk of getting COVID-19 and post-COVID-19 conditions.</b>	
People who have allergies to penicillin, eggs, latex, pollen, or other allergens, can safely get the COVID-19 vaccine.	Vaccinate and protect yourself. Ask your doctor how getting the COVID-19 vaccine can protect you, even if you are allergic to penicillin, latex, pollen, or other allergens.
COVID-19 vaccines can offer added protection to people who had COVID-19, including protection against being hospitalized from a new infection.	Vaccinate and get added protection. Even if you have had COVID-19, consult your doctor about how getting the COVID-19 vaccine offers added protection.
Getting the COVID-19 vaccine is safe and effective for people with heart conditions, lung disease, diabetes, obesity, or other conditions that increase the risk of severe illness from COVID-19.	Vaccinate and protect yourself from increased risk of COVID-19 if you have a heart or lung disease, diabetes, or obesity.
People with weakened immune systems have the same possible side effects of the COVID-19 vaccine as others. However, their immune response can be weaker and may need an additional dose.	Vaccinate and empower your immune system to stop COVID-19.
People who have obesity, diabetes, asthma, chronic lung disease, or sickle cell disease, or those who are immunocompromised may be at increased risk of getting very sick or dying from COVID-19.	Vaccinate and prevent serious illness or death from COVID-19 if you have a high-risk condition, such as obesity, diabetes, asthma, or chronic lung disease.
Getting the COVID-19 vaccine is safe and effective for people with cancer or who have survived cancer.	Vaccinate and protect yourself if you have cancer or have survived cancer, consult your doctor about how getting the COVID-19 vaccine can protect you.

TODAY IS A GOOD DAY TO START.



## PRESERVE OUR HEALTH

Vaccinate—get your COVID-19 vaccination

As an expectant mother, you want the very best for your unborn child. Preserving your health will preserve the health of your unborn child.



Advice from your health care professionals	Action you can take
<b>VACCINATE and reduce your risk of getting COVID-19 and post-COVID-19 conditions.</b>	
People who have allergies to penicillin, eggs, latex, pollen, or other allergens, can safely get the COVID-19 vaccine.	Vaccinate and protect yourself. Ask your doctor how getting the COVID-19 vaccine can protect you, even if you are allergic to penicillin, latex, pollen, or other allergens.
COVID-19 vaccines can offer added protection to people who had COVID-19, including protection against being hospitalized from a new infection.	Vaccinate and get added protection. Even if you have had COVID-19, consult your doctor about how getting the COVID-19 vaccine offers added protection.
There are COVID-19 vaccines that are safe and effective in pregnant women, including individuals with existing chronic conditions or high-risk pregnancies.	Vaccinate. Ask your doctor about COVID-19 vaccines that are recommended for pregnant women.
Antibodies from the COVID-19 vaccine are transferred to your baby and can help protect it after birth.	Vaccinate and protect yourself and your baby. Ask your doctor how getting the vaccine during pregnancy can protect your baby.

TODAY IS A GOOD DAY TO START.



## PRESERVE OUR HEALTH

Vaccinate—get your COVID-19 vaccination

As a person with a chronic health condition, you want the very best for yourself and your family. Preserving your health shows your family how much you love them.



Action you can take
<b>VACCINATE and reduce your risk of getting COVID-19 and post-COVID-19 conditions.</b>
Vaccinate and protect yourself. Ask your doctor how getting the COVID-19 vaccine can protect you, even if you are allergic to penicillin, latex, pollen, or other allergens.
Vaccinate and empower your immune system to stop COVID-19.
Vaccinate and get added protection. Even if you have had COVID-19, consult your doctor about how getting the COVID-19 vaccine offers added protection.
Vaccinate and protect yourself from increased risk of COVID-19 if you have a heart or lung disease, diabetes, or obesity.
Vaccinate and prevent serious illness or death from COVID-19 if you have a high-risk condition, such as obesity, diabetes, asthma, or chronic lung disease.
Vaccinate and protect yourself. If you have cancer or have survived cancer, consult your doctor about how getting the COVID-19 vaccine can protect you.

TODAY IS A GOOD DAY TO START.



## PRESERVE OUR HEALTH

Practice a healthy lifestyle

As an expectant mother, you want the very best for your unborn child. Preserving your health will preserve the health of your unborn child.



	<b>Eat healthy</b> —Eat lots of fruits, vegetables, lean meat, and healthy fats.	
	<b>Quit smoking</b> —Take slow sips of water to help clear out your system. Take deep breaths to distract and delay your cravings. Get some exercise to distract yourself. Set yourself a "quit date."	
	<b>Get healthy sleep</b> —Sleep at the same time every day, get at least seven hours of sleep, relax before going to sleep, and limit exposure to bright lights and electronics before bedtime.	
	<b>Complete regular screening</b> —Check your blood pressure, cholesterol, and diabetes. Have the following screenings based on age, gender, and lifestyle: Women 23+: pap smear/cervical cancer screening Women 40+: mammogram	
	<b>Exercise regularly if you have been exercising, or do light exercise</b> (walking, etc.). Moderate intensity aerobic activity—anything that gets your heart beating faster—150 minutes per week—walk, dance, or swim. Muscle-strengthening activity—any activities that make your muscles work harder than usual—two days a week—weights and core.	
	<b>Vaccinate</b> —Get those vaccines that protect you and your unborn child at this crucial time—COVID-19, Tdap, and Hepatitis A and B, meningitis, or pneumonia.	
	<b>Reduce stress</b> —Practice relaxation techniques, visit a therapist, and set goals.	

TODAY IS A GOOD DAY TO START.

# IMPLEMENTING THE CME TRAINING OF TRAINERS

A total of 51 health professionals completed M-RITE's Training of Trainers (22 in Q4 and 29 in Q3) and were able to facilitate the program's CME course for healthcare workers.



# CME IN SERBIA

- In total, 13 trainings conducted for 310 healthcare professionals from 30 sites.
- Medical professionals typically serve between 1,600 to 3,000 patients, as such, there is potential for the 310 trained medical providers to reach between 496,00 and 930,000 patients across the implementation districts.



# IMPLEMENTING THE CE

Completed a total of 81 CE activities for 1,260 participants in 22 sites.

- 963 female; 277 male
- 1,032 45+ with a chronic disease; 208 pregnant women



# SCIENTIFIC ADVISORY GROUP

Danas

Najnovije Vesti • Kolumne • Dijalog • Svet • Kultura • Sport • Na lokalu • City Magazine • Život • BBC

Početna • Vesti • Društvo • Imunolog Marković: Roditelji treba da se plaše bolesti a ne vakcina

DRUŠTVO

## Imunolog Marković: Roditelji treba da se plaše bolesti a ne vakcina

M.R. 25.01.2023. 12:35

0 komentara



RTV RADIO-TELEVIZIJA VOJVODINE

Vesti Ekonomija Sport Kultura Život Mladi Servisi RTV

Vesti • Društvo

25. januar 2023. 13:04 | Izvor: Tanjug

### Imunolozi: Neophodna vakcinacija protiv kovida, gripa i malih boginja

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BEOGRAD - Trenutna epidemiološka situacija relativno je povoljna na teritoriji Beograda i zadovoljavajuća na teritoriji Srbije, a u poslednje dve nedelje došlo je i do pada zaraženih korona virusom, saopštio je dr Vladan Šaponjić iz Instituta za javno zdravlje Srbije Dr Milan Jovanović Batut, na konferenciji koja se bavila temom primene bivalentne vakcine protiv kovida, a i pojavom malih boginja u Srbiji.

Vesti

### Lekari: U Srbiji nije potvrđena nova podvarijanta koronavirusa

Bele SA | Izvor: Beta

25.01.2023. 12:04

Scientific advisory group members at the December 22 press conference to discuss the Moderna bivalent vaccine that will be available to the public. Advisory board members present include: Prof. Marković, Prof. Banko, and Prof. Milošević.

NI 26. EKONOMIJA • VESTI • EKONOMIJA • SVET • SPORT • NAČERANJE • IZ OBLASTI • TV I FOTOGRAFIJE • IDEJE • ...

Izvor: Dovoljno bivalentnih vakcina protiv korone, poziv na vakcinaciju

### Batut: Dovoljno bivalentnih vakcina protiv korone, poziv na vakcinaciju

15:31 | Autor: Željka Jakovčević | 28. dec. 2022. 15:11 | 2 komentara

Podeli

Vesti | Autor: Željka Jakovčević, rešeni | 28. dec. 2022. 15:11 | 2 komentara

Podeli

# RECOMMENDATIONS AND CONCLUSIONS

- 1) **Be creative in using available data and evidence to inform programming; fill gaps with targeted research.**
  - Use available data; as needed, collect additional qualitative and quantitative data.
  - Use your data to identify barriers, motivators, and key supporting actors and their actions.
- 2) **Decision-support tools, such as the ThinkBIG platform, can help to efficiently make sense of behavioral data.**
  - Use of the ThinkBIG online platform helped design an evidence based strategy to increase COVID-19 vaccination.
- 3) **Validate your strategy before implementation.**
  - Co-design your strategy with key stakeholders.
  - Validate the approach through user testing (i.e. members from Institutes of Public Health, health providers).
  - Ensure the strategy aligns with priority and needs within the country.
- 4) **Vaccination is just one of many technical areas health providers and communities are concerned about.**
  - Framing vaccination as part of an overall healthy lifestyle may help to increase vaccination demand across the life course.
- 5) **It's important to continuously collect data to inform/adapt the program based on participant feedback.**
  - Early signals indicate varying learning preferences among doctors based on seniority in CME trainings. This could impact our program adaptations as we gather more feedback.

# NEXT STEPS (FOR US)?

Work with Emory Global Health Institute on developing an IM curriculum for medical and pharmacy students

Finalize a curriculum and accredit a CME on IM

Work with WHO, UNICEF and Public Health Institutions in Serbia to advance Behavioral and Cultural Insights and their use

- Develop mechanisms for coordination, collaboration and support. This could include an advisory group, dedicated formal network for internal and external stakeholders, directory of BCI experts or intra-governmental, cross-party working groups.
- As relevant to the context, establish a dedicated BCI team, embed BCI experts in technical units, or establish a cross-programmatic BCI coordination group.

Increase investments and dedication of funding agencies to the EE region regarding immunization and health

THANK YOU FOR YOUR ATTENTION

[stefan.mandic-rajcevic@med.bg.ac.rs](mailto:stefan.mandic-rajcevic@med.bg.ac.rs)



SCAN to WhatsApp me