



# Vaccination communication in Cameroon: Is routine vaccination being neglected?

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# Research Question



Is the way in which information is communicated during campaigns and routine vaccination sessions different?



If yes how?

# Background



- Routine vaccination is funded by the Government of Cameroon (30%) and Partners (70%)
  - WHO
  - UNICEF
  - GAVI
  - Sabine Vaccine Institute
  - Hellen Keller International
  - PLAN
  - Red Cross

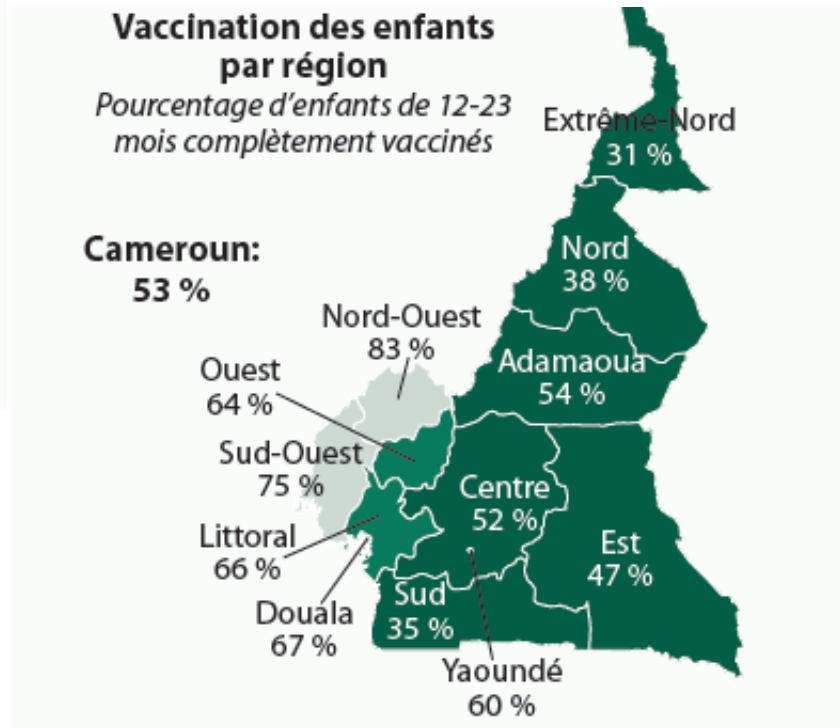
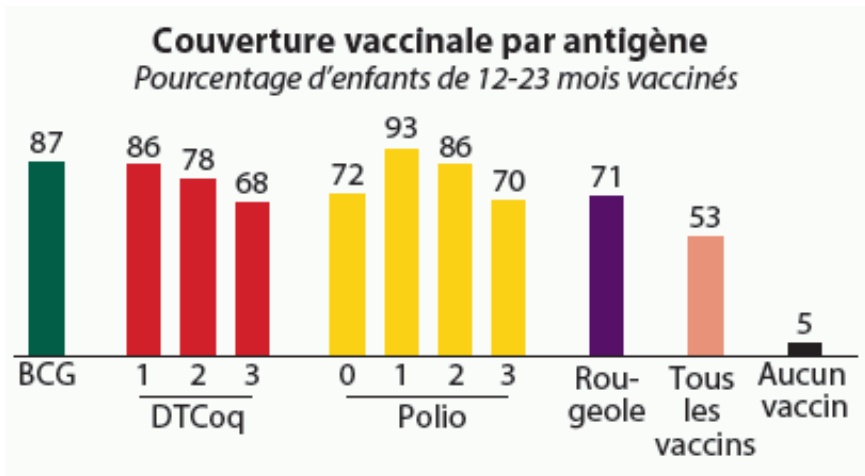
\*2011-2015 Comprehensive multi year plan for the expanded immunisation programme, Cameroon

\*Map:

<http://www.nationsonline.org/oneworld/map/cameroon-administrative-map.htm>



# Vaccination Coverage



\* Information from Cameroon Demographic Health Survey 2011

# Routine Vaccination Communication



- The Cameroonian vaccination program identified a lack of focus on routine vaccination communication in its 2011-2015 multi year plan:
  - Insufficient implementation of communication;
  - Low level of passion of health district supervisors;
  - Low financing;
  - Low involvement of primary players: opinion leaders, traditional leaders, religious authorities;
  - Lack of training of focal communication people



# Compounding factors



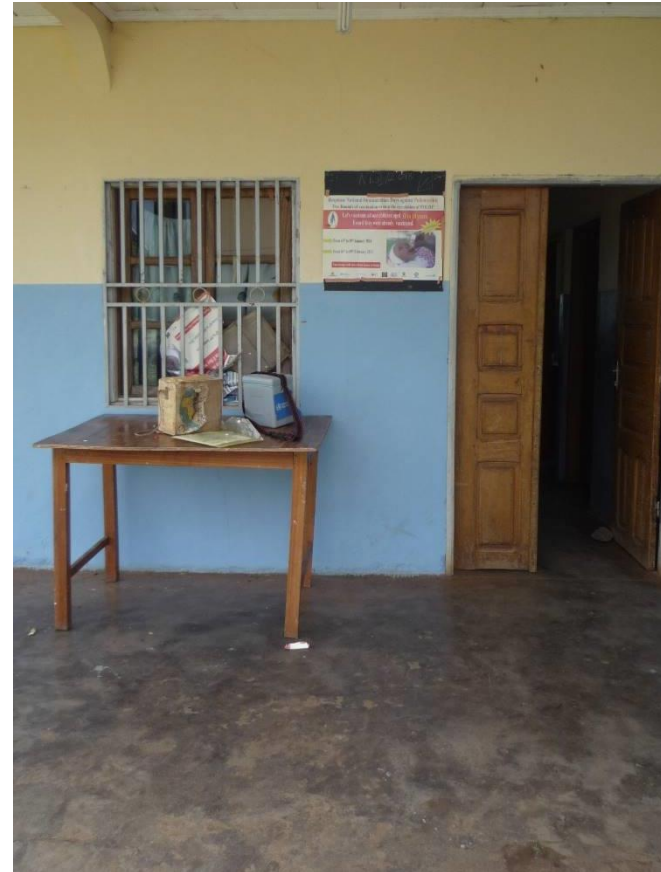
- The recent polio outbreak with 8 identified cases in 2013-14 shifted focus from routine vaccination to monthly national vaccination campaigns



# Data Collection in Cameroon



- Fieldwork January-May 2014
- Data collection:
  - Qualitative interviews
    - Vaccinators, Parents, Community Members, Policy Makers
  - Observations
    - 5 Routine and 2 campaign settings
  - Mini Survey
    - 199 parents during a campaign
  - Document analysis
    - Official reports and media broadcasts



# Routine

## Clinic (5)

Health talks  
Vaccination card  
Posters  
Songs  
ANC and Delivery

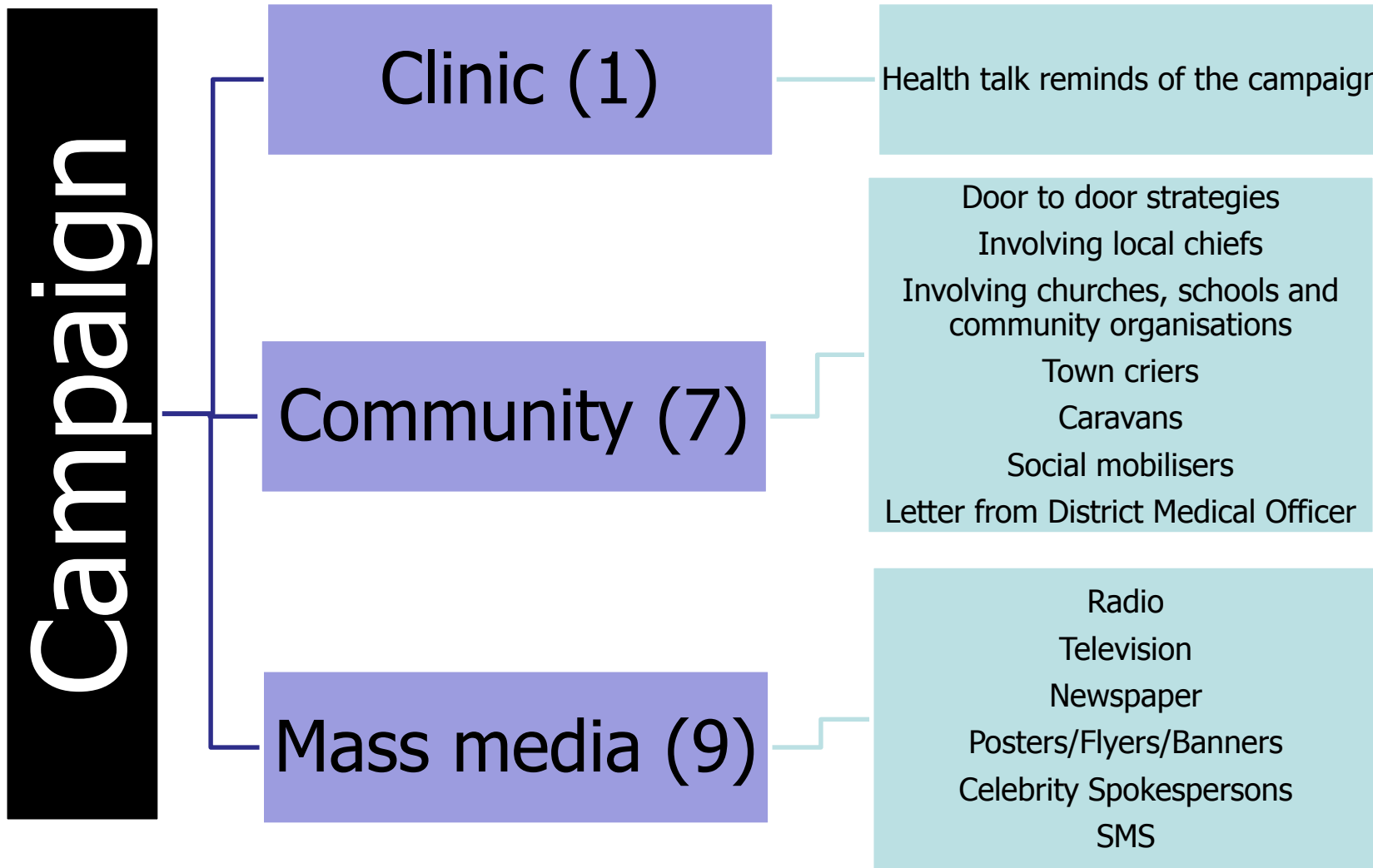
## Community (2)

Drop out follow up in rural areas by  
Social Mobilisers or Community  
Based Organizations  
Rarely announcements in church

## Mass Media (3)

SMS for the new vaccine  
Celebrity Spokespersons  
Rarely radio reminders





# Summary of vaccination communication differences



- Fewer interventions for routine than campaigns
- For routine vaccination the majority of the interventions take place in the Health Centre setting
- For Campaigns the majority of the interventions take place in the community and through mass media
- In rural areas Social Mobilisers are used for routine drop out tracking but they are not in urban areas

# Contributing factors to limited communication about routine vaccination



- Technical focus in the EPI program
- Donor driven allocation?
- Lack of financing
- Lack of standardization in the health talks
- Lack of training of focal communication people and vaccinators
- Inconsistency in the timing of communication activities for routine vaccination

# Some consequences of limited communication about routine vaccines



- Confusion over the vaccination schedule and having to attend the clinic
- Increased delayed or incomplete vaccinations



- Confusion over being completely vaccinated
- Lack of knowledge from parents about why vaccination is important



*The truth is that I have been hearing about vaccinations but I don't really know whether.....it is only when I was pregnant that I knew why I was taking medicine. But now I don't even know why I am vaccinating my child. It is only polio that I know that they vaccinate the child so that some parts of his body won't be weak when they are growing up. Apart from that I don't know about any other vaccine. I don't really know why they vaccinate.*

*Rural Mother  
Fundong Health District  
North West Region*