

# Scaling up Communication strategies to support demand and adherence to vaccination in Mozambique – experiences and lessons learnt

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# Structure of the presentation

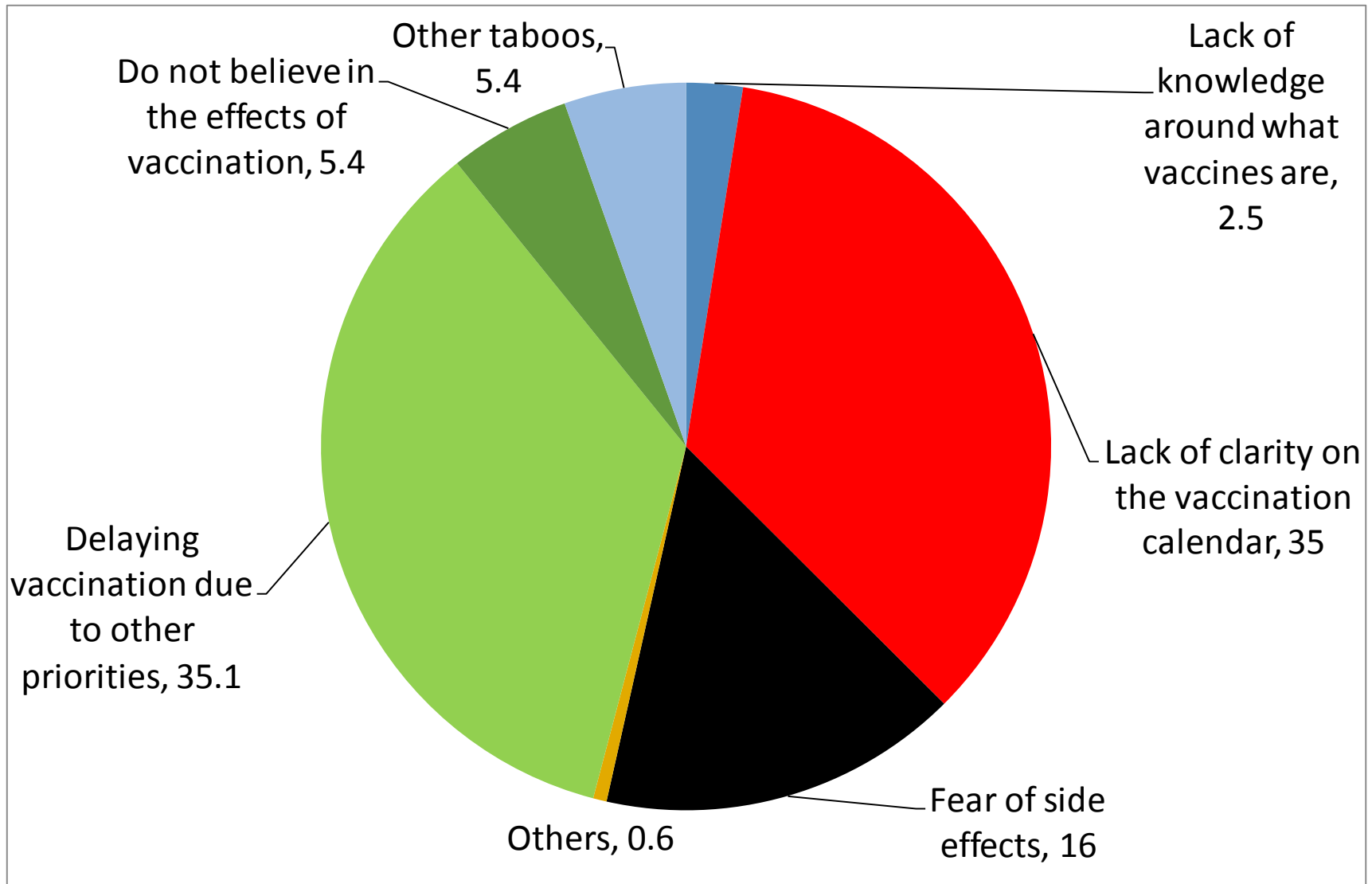
- Mozambique Knowledge, Attitudes and Practice data
- Communication interventions
- Lessons Learnt and challenges



# Mozambique Immunization Knowledge, Attitudes and Practices data



# Major determinants for non vaccination (2012 WHO quantitative survey)



# MOH/UNICEF 2013 qualitative KAP research: main findings

- Caregivers' weak knowledge on vaccination calendar but positive attitudes
- Limited involvement of men
- Interpersonal Communication attitudes of service providers
- CHWs better prepared than activists
- Other leaders (teachers, religious leaders) feel need permission from community leaders
- Campaigns vs routine



# Key Communication recommendations from the study



## **Service provision side:**

- Diversify and improve communication opportunities
- Interpersonal Communication Skills
- Visual communication materials
- Introduce reminders to routine immunization schedule during NHWs

## **Community engagement side:**

- Involve men in vaccination through dedicated education sessions
- Disseminate best practices of men's collaboration with women
- Involve community leaders, teachers & religious leaders
- Support the Reach Every Community Strategy
- Engage traditional healers for referrals and vaccination promotion



# Communication for Development key interventions to promote a new norm



1. Be aware of benefits of vaccines

2. Gain awareness through different sources of information

3. Consider vaccines based on exchanges with family, friends and peers

4. Take action and bring children for timely vaccination

5. Repeat and promote: full immunization and mobilize friends

6. Timely vaccination becomes a norm in the community

# Scaling up and piloting

## Scaling up:

- Communication Campaigns:
  - New Vaccines introduction
  - National Child Health Weeks
  - Routine immunization promotion through gain messages
- MoU with Telecoms
- Interpersonal Communication trainings
- Crosscutting Facts for Life platforms

## Piloting at subnational:

- Reach Every District Equity plan in Zambezia: strengthening the dialogues with communities





# Lessons learnt and challenges



# Lessons Learnt

- Advocacy for more investment in IPC trainings and dialogue with communities
- Outreach strategies: social mapping, mid-media and mobilization works if aligned with REC
- Use new vaccines funding opportunities for promoting routine immunization
- Mix of communication channels, including SMS
- Rapid Media Survey M&E are effective and affordable tools



# Phone rapid surveys to evaluate the reach & recall of campaigns

## Routine Immunization Campaign:

- > 3,700 telephone interviews
- > 3 million caregivers reached
- 92% reporting their willingness to get children immunized increased
- 50% reached also via SMS, some forwarded to friends

## National Health Weeks:

- 93% confirming that they immunized their U5 children
- 92% thinking that people were properly and timely informed about the campaign.
- Beyond the media, mobile units were the most effective channel followed by activists at community level



# Some challenges still persist

- Evidence on impact
- Funding for Social Mobilization and Communication to support demand to routine immunization
- Too many campaigns puts RI in shadow



**For an universal and equitable access  
to immunization, with many thanks!**



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