

# Moving from evidence to implementation for childhood vaccination communication strategies: learning from programme experience in low income countries

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#### **Background**



 A key challenge is how best to integrate evidence-based communication strategies into vaccination programme delivery at scale.















# Integrating evidence-based communication strategies into vaccination programme delivery at scale – programme managers



- For LIC vaccination programme managers, challenges include:
  - How to select and adapt strategies for their setting
  - How to implement programmes in the context of resource constraints
  - How to address the diversity of parents and other care givers















# Integrating evidence-based communication strategies into vaccination programme delivery at scale – policy makers



- For policy makers, the challenge is to scale up from promising 'pilot' projects
  - May require the adaptation of evidence from other health systems and the prioritization of strategies for scale up, given available resources















# Aim of COMMVAC 2: vaccination communication guidance



- To create evidence based guidance on implementing and choosing vaccination communication interventions for programme managers and policy makers in LICs
- Guidance: "systematically developed statements produced at global or national levels to assist decisions about appropriate options for addressing a health systems challenge"

(Bosch-Capblanch 2011; Bosch-Capblanch 2012)















# Project components leading to guidance development



Country case studies: Nigeria, Mozambique, Cameroon

Qualitative evidence synthesis on vaccination communication preferences

Synthesis of barriers and facilitators to scaling up communication interventions

**Developing a taxonomy for mass campaigns** 

Developing an outcomes framework for provider-parent vaccination communication















## **Country case studies: Nigeria, Mozambique, Cameroon**



### Objective

 To analyze how the selected LICs are operationalising their vaccination communication interventions

#### Methods

- Mapping
- Qualitative research methods

### Outputs

- A descriptive map of vaccination communication interventions being delivered in the selected areas
- Stakeholders' thoughts about these interventions















#### **Qualitative evidence synthesis**



### Objective

 Understanding people's perceptions of vaccine information and how they want to be communicated with

#### Methods

• Qualitative evidence synthesis

#### **Outputs**

Systematic reviews of qualitative evidence















### Synthesis of barriers and facilitators to scaling up communication interventions



### Objective

 To understand how to successfully and sustainably scale up vaccination communication interventions in low income countries

#### Methods

Synthesis of country case studies

### Outputs

 An overview of factors associated with the effective implementation at scale of communication interventions for childhood vaccination















# Developing a taxonomy for mass campaigns



### Objective

- To create a taxonomy of interventions used in vaccination campaigns
- To integrate the campaign taxonomy into the existing routine vaccination taxonomy

#### Methods

- Search for interventions/studies
- Extract the data
- Develop the taxonomy
- Consult with stakeholders

### Outputs

- A taxonomy table of strategies used in routine and campaign vaccinations
- An online tool to search the taxonomy















# Developing an outcomes framework for provider-parent vaccination communication



### Objective

• To create an outcomes framework to design and test interventions and evaluate programs. This will help to develop a common language for future RCTS and to choose consistent and comparable outcomes.

#### Methods

- Systematic mapping of outcomes
- Categorizing of outcomes
- Consultation with stakeholders
- Core outcome set development

### Outputs

Outcomes framework















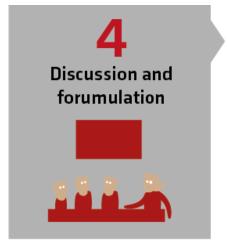
# How we will develop the evidence based guidance

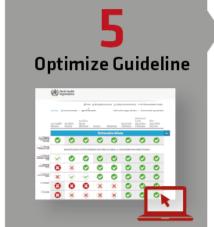




























#### **Conclusions**



- This project will address the need for evidence-based guidance for vaccination communication interventions
- Will build capacity for applied research in this field
- If you wish to receive more project information please sign our guest book and check our website for updates
  - www.commvac.com











