



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



1
Identify questions

2
Retrieve evidence

3
Assess and synthesize

4
Discussion and formulation

5
Optimize Guideline

	Guideline	Quality	Impact	Equity	Acceptability	Feasibility	Cost-effectiveness
Guideline 1	✓	✓	✓	✓	✓	✓	✓
Guideline 2	✓	✓	✓	✓	✓	✓	✓
Guideline 3	✓	✓	✓	✓	✓	✓	✓
Guideline 4	✓	✓	✓	✓	✓	✓	✓
Guideline 5	✓	✓	✓	✓	✓	✓	✓
Guideline 6	✓	✓	✓	✓	✓	✓	✓
Guideline 7	✓	✓	✓	✓	✓	✓	✓
Guideline 8	✓	✓	✓	✓	✓	✓	✓
Guideline 9	✓	✓	✓	✓	✓	✓	✓
Guideline 10	✓	✓	✓	✓	✓	✓	✓

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Dissemination
Implementation
Impact evaluation
Updating

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

