

# Population Health Congress 2012

## Population Health in a Changing World

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### **‘Communicate to vaccinate’ (COMMVAC) project: building evidence for communication about childhood vaccinations**

#### Introduction

Effective provider-parent communication can improve childhood vaccination uptake and strengthen immunization services, particularly in low- and middle-income countries (LMICs). However, demand-side communication interventions to improve vaccination uptake have been neglected and existing rigorous research is not readily found or easily applicable to LMICs. COMMVAC explores, evaluates and disseminates evidence on strategies for communicating about childhood vaccinations with parents and communities in LMICs.

#### Methods

First, we produced a systematic map of communication interventions. Second, we developed a taxonomy of interventions to improve communication around childhood vaccination so as to: (1) understand the relations between different types of interventions; (2) facilitate their conceptual mapping; and (3) clarify their key purposes. Third, we held deliberative forums with key stakeholders to discuss priorities for systematic reviews of effects, informed by the taxonomy and map. Fourth, we will conduct systematic reviews on high priority topics. Finally, we will produce web-based evidence summaries that translate review findings into accessible messages for LMICs and allow users to add implementation commentary.

#### Progress

The comprehensive map and taxonomy have been finalised and the project is currently in Stage Four, with two systematic reviews on communication interventions directed to parents or communities currently underway.

#### Conclusion

COMMVAC takes a novel approach to building knowledge resources and making more effective use of existing research and practice descriptions.

#### Key message

The project's innovative methods will lead to the production of high quality evidence on the scope and effects of interventions to improve provider-parent communication around vaccination and knowledge resources tailored for LMICs.