

Using Qualitative Research to Increase Vaccination Access and Uptake in Under-Immunized Communities

June 8, 2023



Association of
Immunization
Managers

Agenda

- Welcome & Introductions
- Speaker presentations
- Q&A (~15 min)
- Closing (~5 min)

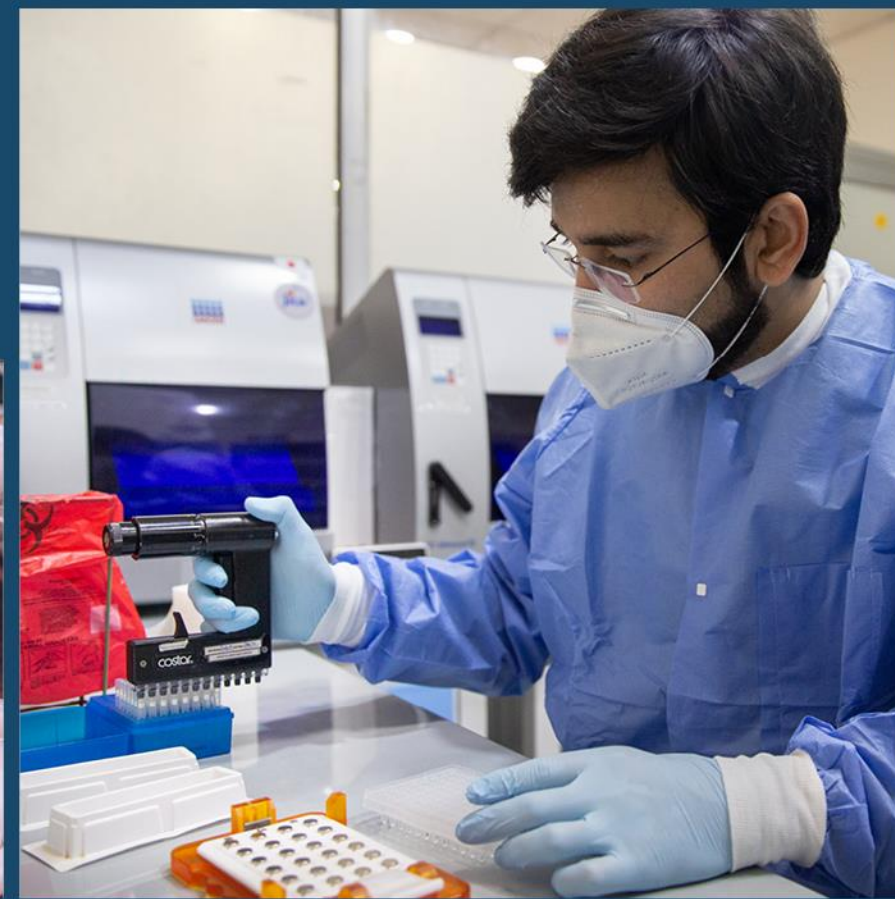
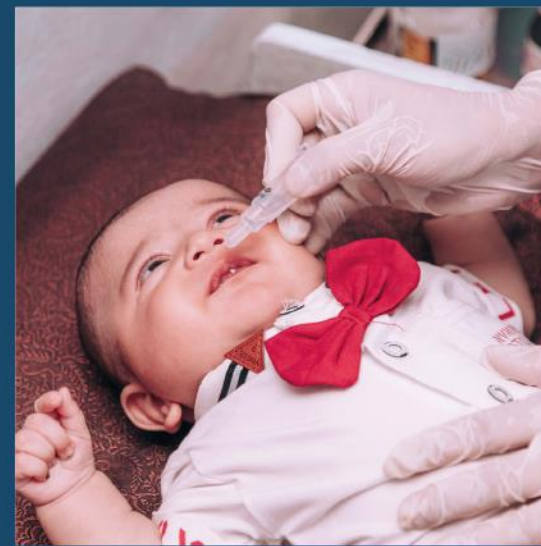


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Closing gaps in coverage through targeted insights and tailored interventions

Brett Craig and Siff Nielsen,
Technical Officers



Coverage gaps in European Region

Home / News / European Region averts further backsliding in routine immunization but falls short of full recovery



European Region averts further backsliding in routine immunization but falls short of full recovery

15 July 2022 | News release | Reading time: 2 min (416 words)

The percentage of children around the world who received 3 doses of the vaccine against diphtheria, tetanus and pertussis (DTaP) – a marker for immunization coverage within and across countries – fell 5 percentage points

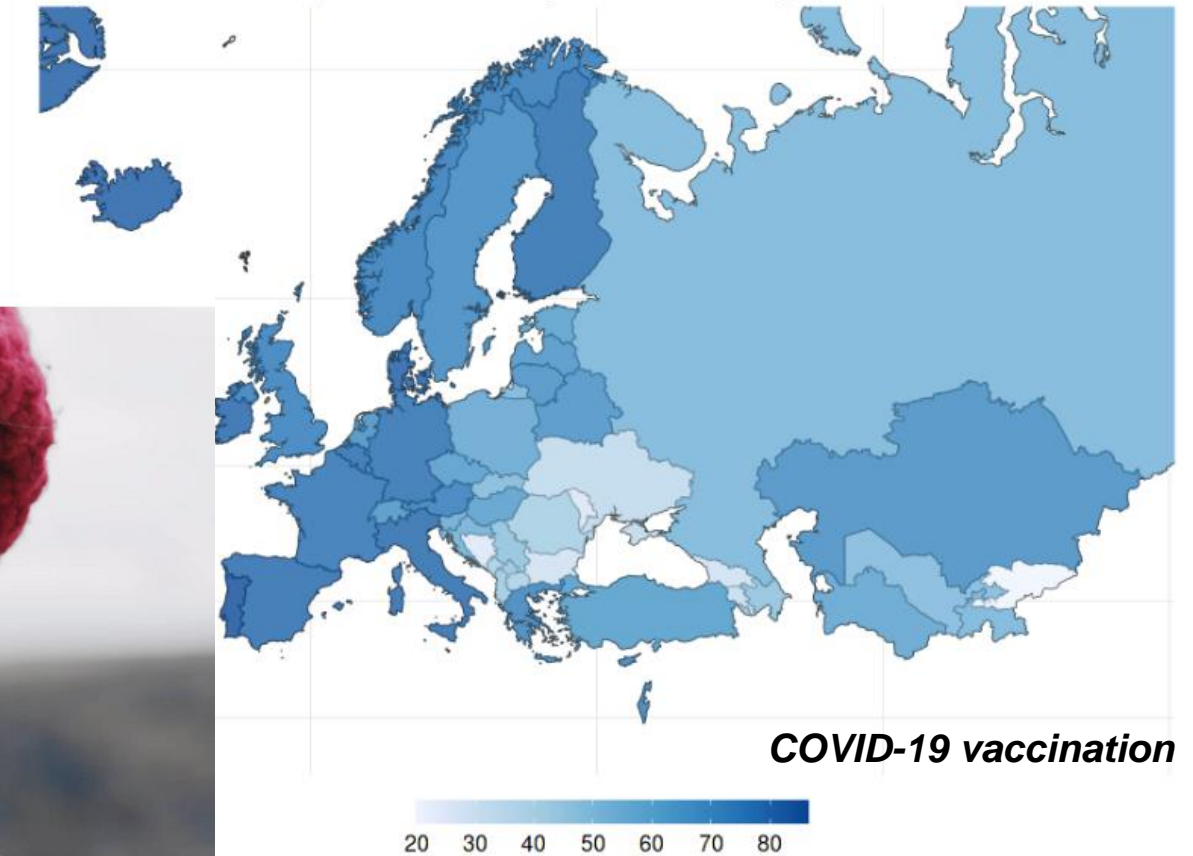
Français Русский Deutsch

Related

COVID-19 pandemic fuels largest o



Population vaccine uptake with a complete dose series (%)



WHO are current for epidemiological week 41, 2022 as reported by Oct 18, 2022

The cancer we can eliminate – WHO/Europe urges Member States to consign cervical cancer to history

12 September 2022 | Media release | Reading time: 3 min (915 words)

Each year in the WHO European Region more than 66 000 women are newly diagnosed with cervical cancer and



Current challenges and observations:

- *Vaccine uptake varies at the subnational level and among population groups*
- *Backsliding did not affect everyone equally*
- *National vaccination coverage figures do not tell the whole story – who is unvaccinated or behind in vaccination, where are they, and what are their barriers to vaccination?*
- *Barriers and drivers for under-vaccinated groups are often different. What worked for most has not worked for the rest.*
- *Local health workers continue to be the most trusted source when it comes to information about vaccination.*

The current challenges point to a targeted approach, zooming in, focusing on closing inequities, working at a local level.



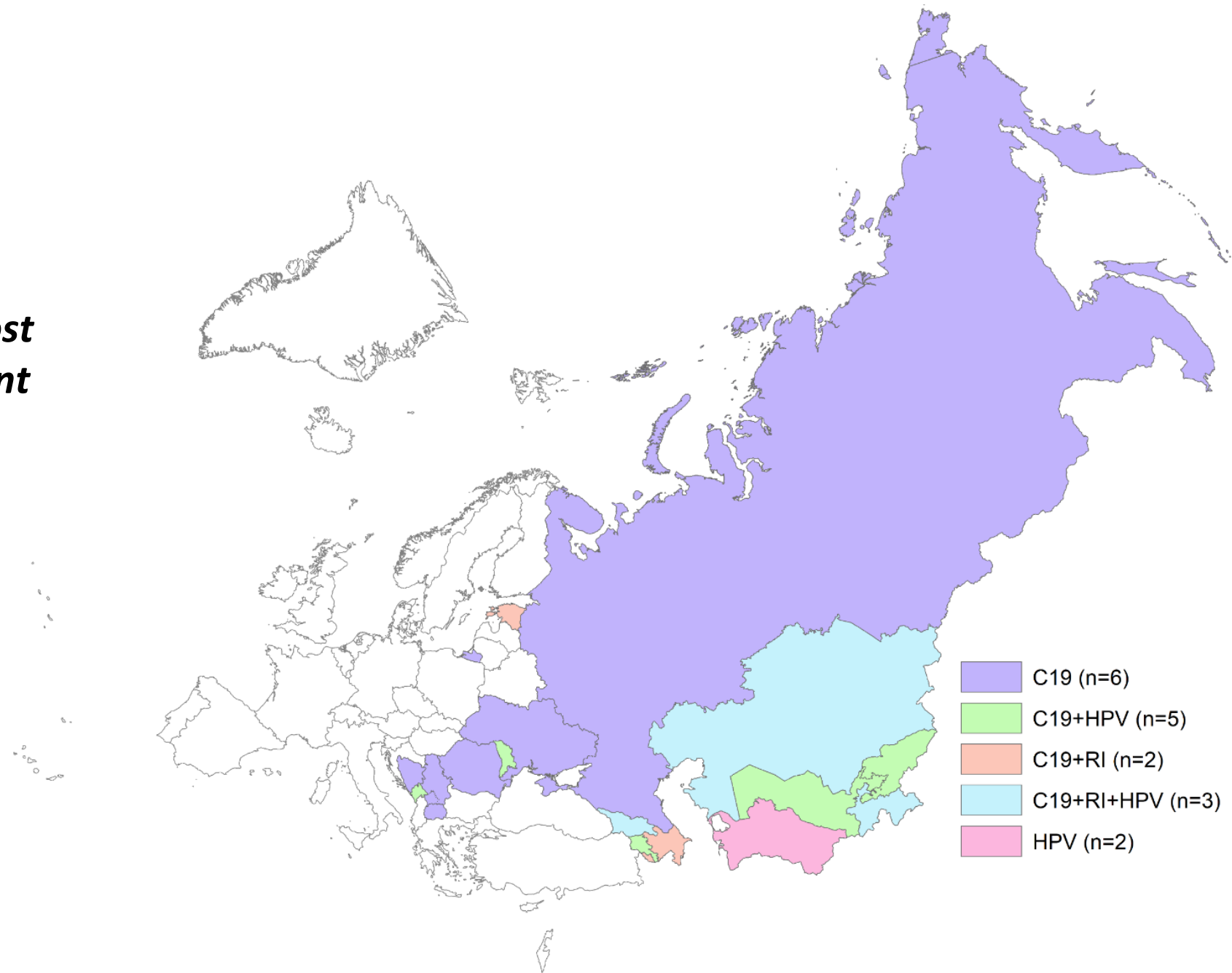
Using targeted insights to close gaps in vaccination coverage

- Qualitative insights research informs how to tailor your programme to reach the un- and under-vaccinated.
- Aim is to integrate the use of targeted insights into the Vaccine Acceptance and Demand strategy within the immunization programme.



Overview of recent insights research in the EURO Region

- ***18 countries have conducted targeted qualitative insights studies since 2021***
- ***COVID-19, HPV, and routine immunization most common categories of vaccines due to different target groups and perceptions of vaccines***



Meeting of National Immunization Programme Managers | Совещание руководителей национальных программ иммунизации
Izmir, Türkiye, 3-4 May 2023 | Измир, Турция, 3-4 мая 2023 г.

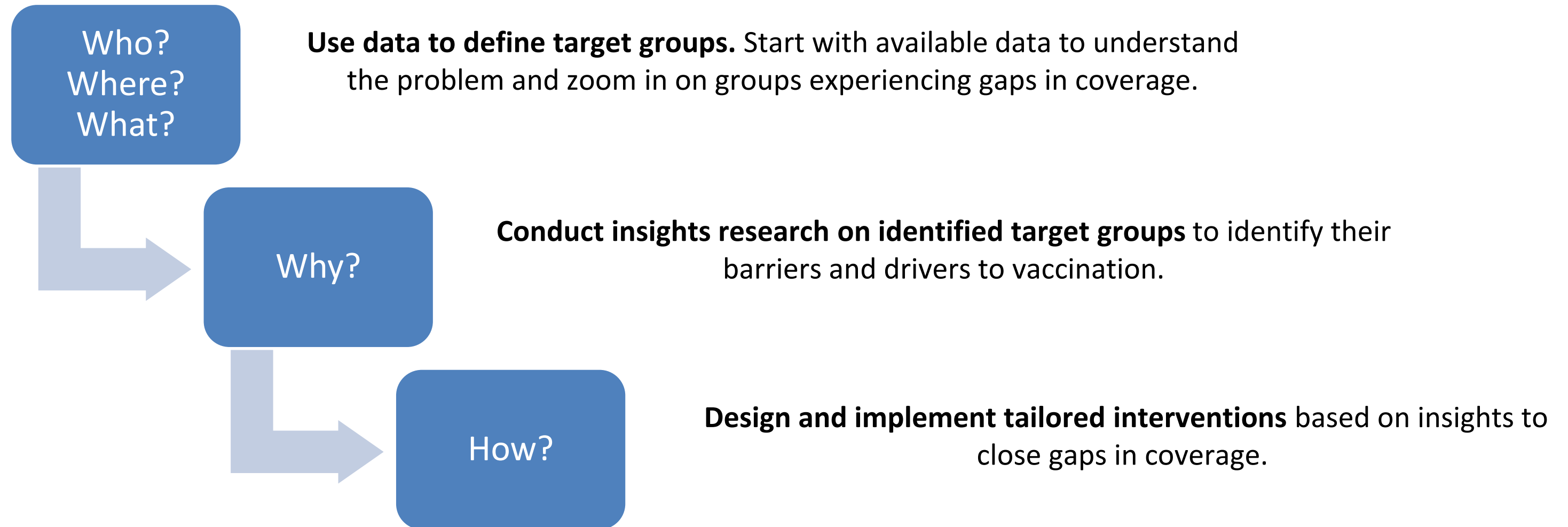
Insights inform programmatic changes

Analysis of qualitative studies across 10 countries (Dec 2020 – March 2022) clearly shows how programmatic changes, informed by insights, strengthen vaccine acceptance and demand, including:

- **Improvements to vaccination registration systems**
- **Tailored trainings for HWs on technical information and on communicating about vaccination**
- **New information platforms** created to meet public demand
- **Outreach from PHCs for inviting for vaccination, making appointments, resolving concerns of patients.**
- **Changes in locations of vaccination services** to meet needs and preferences of population
- **Add information on vaccine safety to existing consultation services in PHC on other health topics**



A targeted approach to closing gaps in coverage



Use data to define target groups

Who

is unvaccinated or behind in their vaccinations? Who else can provide insights about the target group?

Where

are the unvaccinated or those behind in their vaccinations?

What

vaccine(s) have gaps in coverage?

	A	B	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
			MCV1				Possible selection	MCV2				Possible selection	Measles incidence rate PER 100,000 pop.				Possible selection
	Region name	District name	2018	2019	2020	2021		2018	2019	2020	2021		2018	2019	2020	2021	
3	Region A	District 1	95.0	99.2	85.2	89.0	X	85.0	80.0	63.4	95.0		45.5	19.2	0.1	0.3	X
4		District 2	99.0	97.2	88.2	96.0		98.0	96.2	92.4	94.0						
5		District 3	97.0	96.8	90.8	99.0		99.0	98.9	99.2	97.0						
6		District 4	93.0	97.8	97.3	97.0		93.0	97.2	99.6	97.0						
7		District 5	96.0	87.8	81.2	92.0		93.0	80.0	76.6	85.8	X					
8		District 6	99.0	99.2	95.3	99.0		97.0	98.7	91.5	96.0						
9	Region B	District 1	100.0	90.6	83.5	97.0		99.0	98.5	95.3	83.0		16.8	19.2	0	1.0	
10		District 2	100.0	100.0	100.0	82.0		92.0	100.0	96.5	77.0						
11		District 3	100.0	92.9	93.1	84.0	X	95.0	85.1	79.0	80.0	X					
12	Region C	District 1	98.0	95.0	100.0	90.0		98.0	98.6	99.0	96.0		46.7	57.3	0.5	0	X
13		District 2	99.0	93.8	99.0	95.0		94.0	97.1	87.7	96.0						
14		District 3	100.0	100.0	97.2	100.0		99.0	100.0	100.0	98.0						
15		District 4	98.0	94.7	97.0	99.0		97.0	97.9	100.0	96.0						
16		District 5	94.0	100.0	87.4	91.0		93.0	99.0	69.6	78.0	X					
17		District 6	100.0	99.7	100.0	92.0		96.0	94.9	84.1	74.0	X					
18	Region D	District 7	96.0	96.7	81.5	85.0	X	90.0	100.0	69.4	62.0	X	9.0	22.4	0	0	
19		District 8	96.0	89.3	78.9	94.0		95.0	90.4	73.0	90.0						
20		District 9	100.0	100.0	82.0	79.0	X	94.0	80.0	60.0	62.0	X					
21		District 10	97.0	95.9	69.6	75.0	X	92.0	98.0	74.2	77.0	X					
22	Region E	District 1	98.0	98.7	95.2	94.0		100.0	98.0	97.9	100.0		7.0	34.0	0.2	0	
23		District 2	83.0	92.4	72.3	93.0		80.0	87.2	70.6	98.0						
24		District 3	100.0	94.9	86.8	99.0		93.0	95.3	77.6	80.0	X					
25		District 4	99.0	99.1	100.0	99.0		98.0	92.0	96.0	98.0						
26		District 5	100.0	95.5	95.7	94.0		90.0	98.1	91.4	87.0						
27		District 6	97.0	100.0	100.0	95.0		100.0	97.2	79.5	96.0						
28	Region F	District 1	100.0	100.0	88.0	91.0		97.0	92.8	68.5	72.0	X	7.0	34.0	0.2	0	
29		District 2	79.0	89.5	76.2	85.0	X	93.0	87.9	72.3	75.0	X					
30		District 3	100.0	99.4	99.7	99.0		99.0	99.6	99.7	99.0						
31		District 4	100.0	97.9	86.1	94.0		91.0	98.1	73.2	75.0	X					

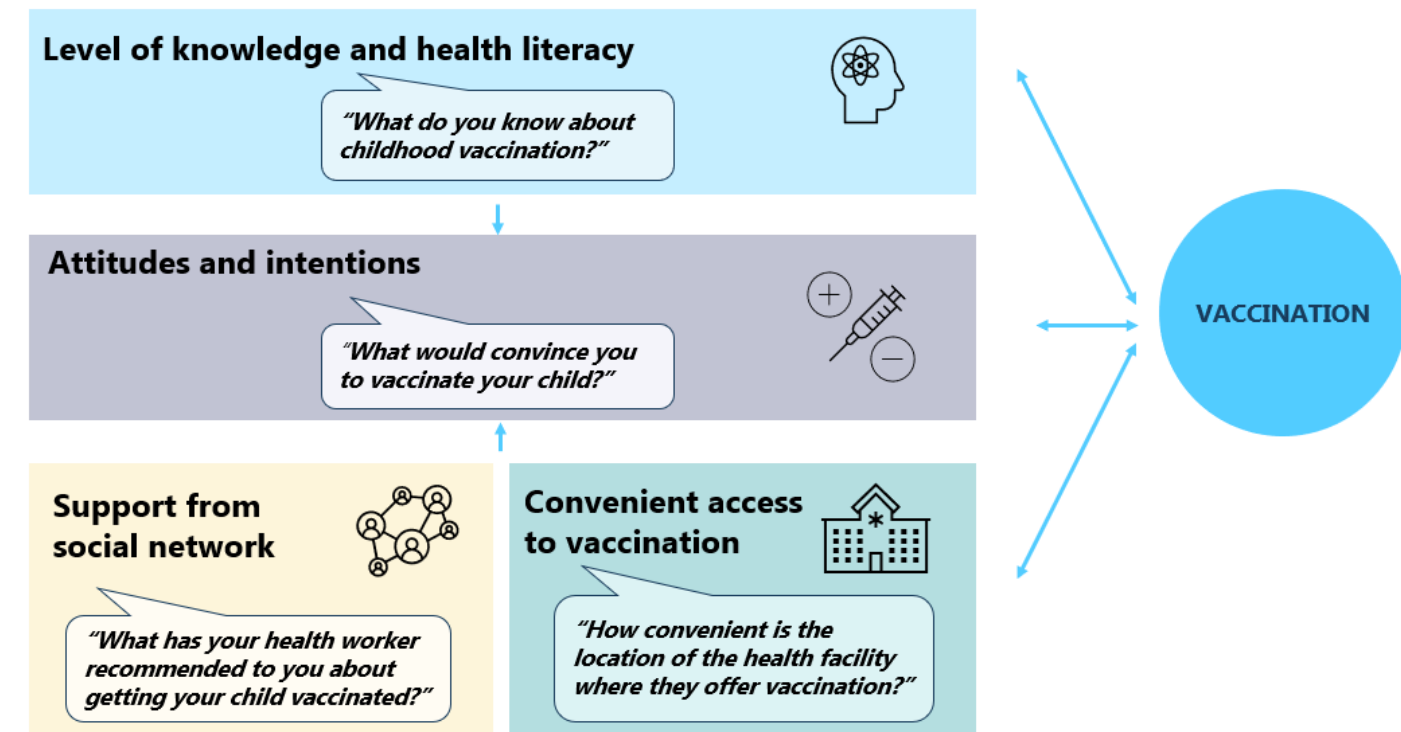


Conduct insights research on identified target groups

Why

are they unvaccinated or behind in their vaccinations?





- **How do you weigh the risks and benefits of vaccines and vaccine-preventable diseases?**
- **What information have you used to form your opinion?**
- **What would help you to recommend MMR vaccination to all eligible children?**
- **What are caregivers' reactions to MMR vaccination for their children?**



Design and implement tailored interventions

How

to close coverage gaps among these target groups with tailored interventions?

Barriers/drivers	Examples of specific interventions for HWs and caregivers
Knowledge 	<ul style="list-style-type: none">• Technical trainings for health workers to fill gaps in knowledge on vaccine safety, effectiveness and risks of vaccines and of vaccine-preventable diseases.
Attitudes and intentions 	<ul style="list-style-type: none">• Communication training for health workers to have effective conversations about vaccination, risks and benefits, responding to concerns in order to increase acceptance.
Support from social network 	<ul style="list-style-type: none">• Engage at community level with village health committees and religious leaders, revitalize their organization and functions as health promoters among peers. Knowledgeable of communities, can identify and target unvaccinated, at-risk members of communities.
Convenient and safe access to vaccination 	<ul style="list-style-type: none">• Outreach effort through primary health care facilities to identify all unvaccinated in catchment area and contact them to invite for vaccination and address any concerns.

POSITIVE
VACCINATION
BEHAVIOUR



Remaining challenges

- Challenges remain with implementation of interventions, as well as monitoring and evaluation.
- Continued focus on HW training is needed
 - Findings from across countries show many HWs have knowledge gaps and lack confidence in vaccines



Discussion: opportunities and challenges to closing gaps in coverage

Institutionalizing the use of insights research

- 1) Based on your previous experience, what is the added value of using targeted insights research to identify drivers and barriers?
- 2) What changes are needed to enable this work (within the programme, with partners)?



Q&A



Promoting trust in vaccines. **Protecting** Communities.



Vaccine Confidence Toolkit

Webinar Series



[Immunizationmanagers.org/resources-toolkits/vaccine-confidence-toolkit/](https://immunizationmanagers.org/resources-toolkits/vaccine-confidence-toolkit/)

“REACHing for Vaccine Equity” Podcast

Episode 4

- Episode 4 features community health leaders from CAI Global and Buffalo Center for Health Equity share how they built vaccine confidence and amplified community voices through local messengers with lived experiences.
- Listen [HERE](#)

Episode 4

Building Trust and Vaccine Access



Stan Martin
CAI Buffalo Office Director/Senior Trainer
CAI Global

Ebony M. White
Community Engagement Manager
Buffalo Center for Health Equity





REACHing for Vaccine Equity
A limited series podcast
iREACH
resource. engage. connect.

REACHing for Health Equity: Navigating Pharmacy Deserts and Vaccines Webinar

Wednesday, June 21 at 2 pm ET

- This series of informative webinars will complement the new iREACH 2023 podcast series, [REACHing for Vaccine Equity](#) and will discuss the accomplishments and challenges of working in communities to increase Flu and COVID-19 vaccination rates and explore how these activities intersect with traditional REACH work on decreasing racial and ethnic disparities in chronic diseases and promoting healthy behaviors.
- **June's webinar will focus on Navigating Pharmacy Deserts and Vaccines and feature panelists from American Pharmacists Association and REACH Recipients from Public Health Advocates**
- [Register HERE](#)

Thank you!

Questions?

Reach us at info@immunizationmanagers.org