

Vaccination Communication in Mozambique - using a communications taxonomy to understand the range of strategies used

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Introduction

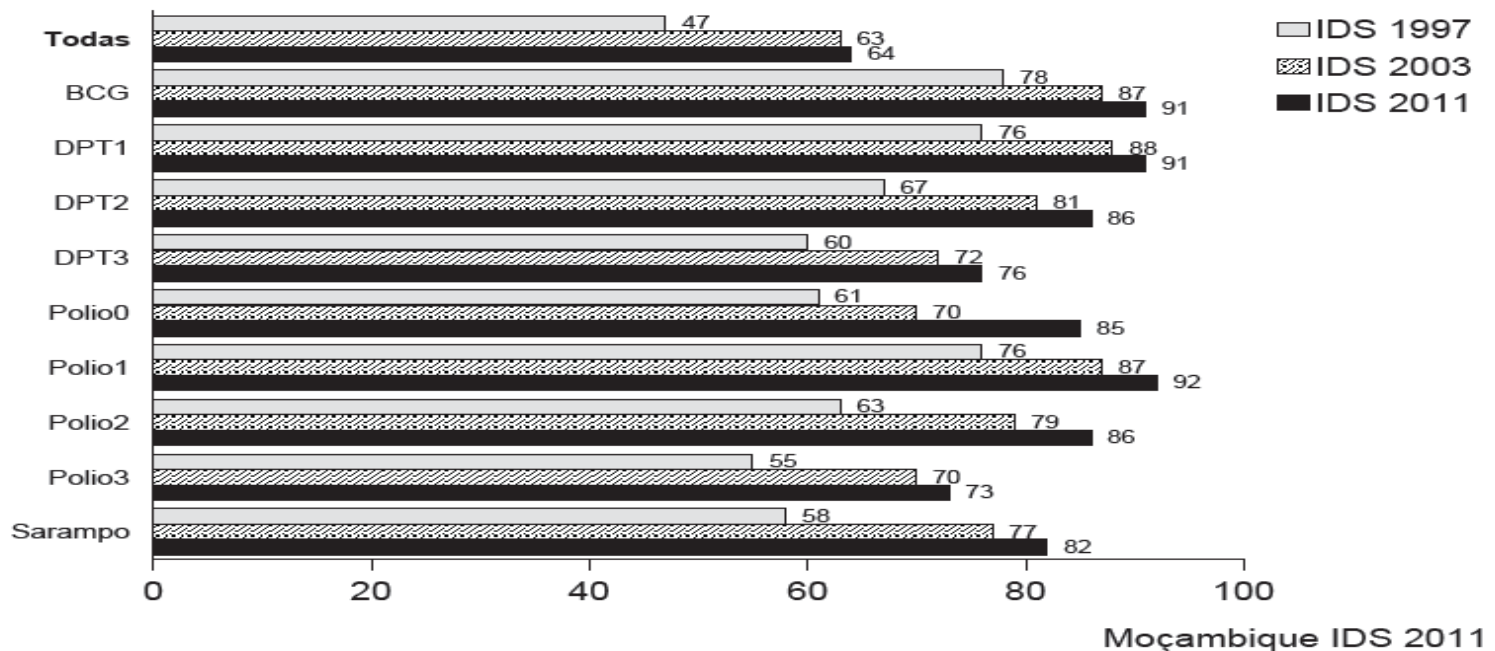


- Mozambique is located in Southern Africa:
 - Estimated population of 25 million inhabitants in 2015 (<http://www.ine.gov.mz/>);
 - 4% of the population are aged under one year (<http://www.ine.gov.mz/>);
 - Infant mortality rate is 64/1000 live births (HDS 2011);

Introduction cont.



- The Expanded Program on Immunization was introduced in Mozambique in 1979.
 - 8 vaccines are routinely used:
 - Bacillus Calmette-Guérin (BCG); Diphtheria, Tetanus, Pertussis, Hepatitis B and Haemophilus influenzae type b (DPT-HepB-Hib); Pneumococcal Conjugate Vaccine 10 (PCV10); Oral Polio and Measles



Research Question



- What vaccination communication interventions are currently used for routine and campaign vaccination or both in Mozambique?

Methods



- Interviews (29)
 - EPI managers (National, Provincial, District and Health Facilities)
 - Vaccinators
 - Parents
 - Community leader
 - Partners (WHO, UNICEF)

Methods



- 7 focus groups
- 4 health facility observations
- Documents reviewed

- Vaccination Communication taxonomy, developed in COMMVAC 1, was used as framework to classify the communication intervention

Methods



Structure of Taxonomy (Willis et al 2013)

Purpose of intervention	Target Group		
	Parents	Community	Health workers
Inform or Educate	Strategies and interventions	Strategies and interventions	Strategies and interventions
Remind or Recall	Strategies and interventions	Strategies and interventions	Strategies and interventions
Teach Skills	Strategies and interventions	Strategies and interventions	Strategies and interventions
Provide Support	Strategies and interventions	Strategies and interventions	Strategies and interventions
Facilitate Decision Making	Strategies and interventions	Strategies and interventions	Strategies and interventions
Enable Communication	Strategies and interventions	Strategies and interventions	Strategies and interventions
Enhance Community Ownership	Strategies and interventions	Strategies and interventions	Strategies and interventions

Results



Results



- Most of the interventions are directed at parents
- Fewer interventions target health workers
- Some interventions are not widely used

Inform or Educate:

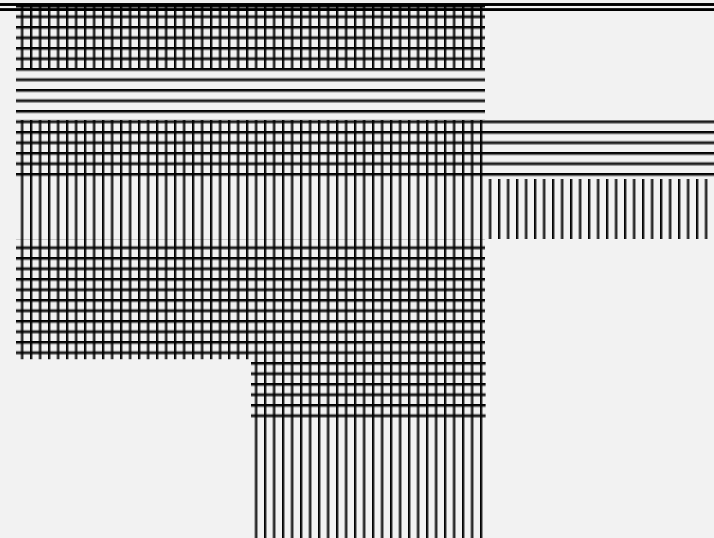
Interventions to enable consumers to understand the meaning and relevance of vaccination to their health and the health of their family or community






Intervention Inform or Educate

Parents or soon-to-be parents *Communities, community members or volunteers* *Health professionals*

- Interpersonal communication and counselling (clinic and home visits)
- Group communication (mothers' group)
- Telephone (SMS and free call)
- Objects or instruments (caps and t-shirts)
- Audio visual material (radio, television and mobile unit)
- Printed material (Pamphlets, brochures and manuals)
- Letters (to community leaders)
- Events in communities (sports and dance)
- Celebrity speech (sportsmen, musicians, politicians and other celebrities)



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Remind or Recall

Interventions to remind consumers of required vaccinations and to recall those who are overdue.



<i>Intervention Remind or Recall</i>	<i>Parents or soon-to-be parents</i>	<i>Communities, community members or volunteers</i> <i>Health professionals</i>
Interpersonal communication and counseling (clinic and home visits)		
Telephone (Mvaccination project in Nampula and sms life)		
Objects or instruments (child health card and register book)		
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Teach Skills

Interventions to provide individuals with the ability to operationalise knowledge through the adoption of practicable skills.



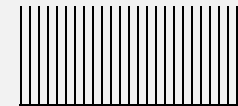
Intervention Teach Skills

Parents or soon-to-be parents

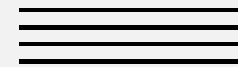
Communities, community members or volunteers
Health professionals

Interpersonal communication and counselling (course)

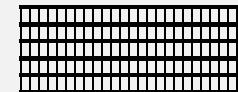
Group communication (mothers' group)



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Provide Support

Interventions to provide assistance or advice for consumers outside the traditional consultation environment.



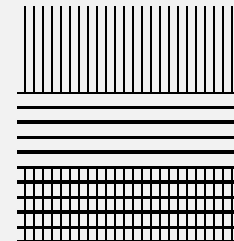
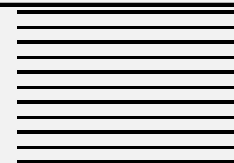
Intervention Provide Support

Parents or soon-to-be parents

Communities, community members or volunteers
Health professionals

Interpersonal communication and counselling (clinic and home visits)

Group communication (mothers' groups)



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Facilitate Decision Making

Interventions to help parents understand the personal benefits or risks of vaccination and assist them to actively participate in decision-making.



No specific strategies found



Enable Communication

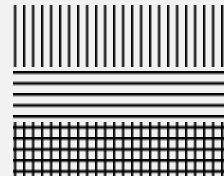
Interventions to make communication possible.



Intervention Enable Communication

Parents or soon-to-be parents *Communities, community members or volunteers* *Health professionals*

Audio visual material (use local language)



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Enhance Community Ownership

Interventions to increase community participation and promote interaction between the community and health services



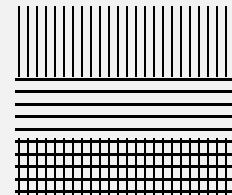
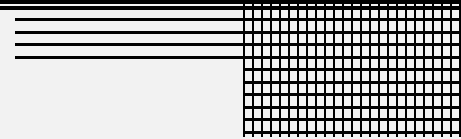
Intervention Enhance Community Ownership

Parents or soon-to-be parents

Communities, community members or volunteers
Health professionals

Group communication (group of mothers and community health committees)

Events in communities (meeting with partners)



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Conclusions



Vaccine communication interventions strategies

- a) interpersonal communication and counseling (CIPA)
- b) group communication
- c) telephone
- d) objects or instruments
- e) audio visual material
- f) printed material
- g) letters
- h) events in communities
- i) speeches by celebrities

Conclusions



- The vaccine communication taxonomy was a useful tool to classify interventions
- Most of the interventions are directed to parents
- Fewer target health workers
- Some interventions are not widely used

• Thanks for your attention