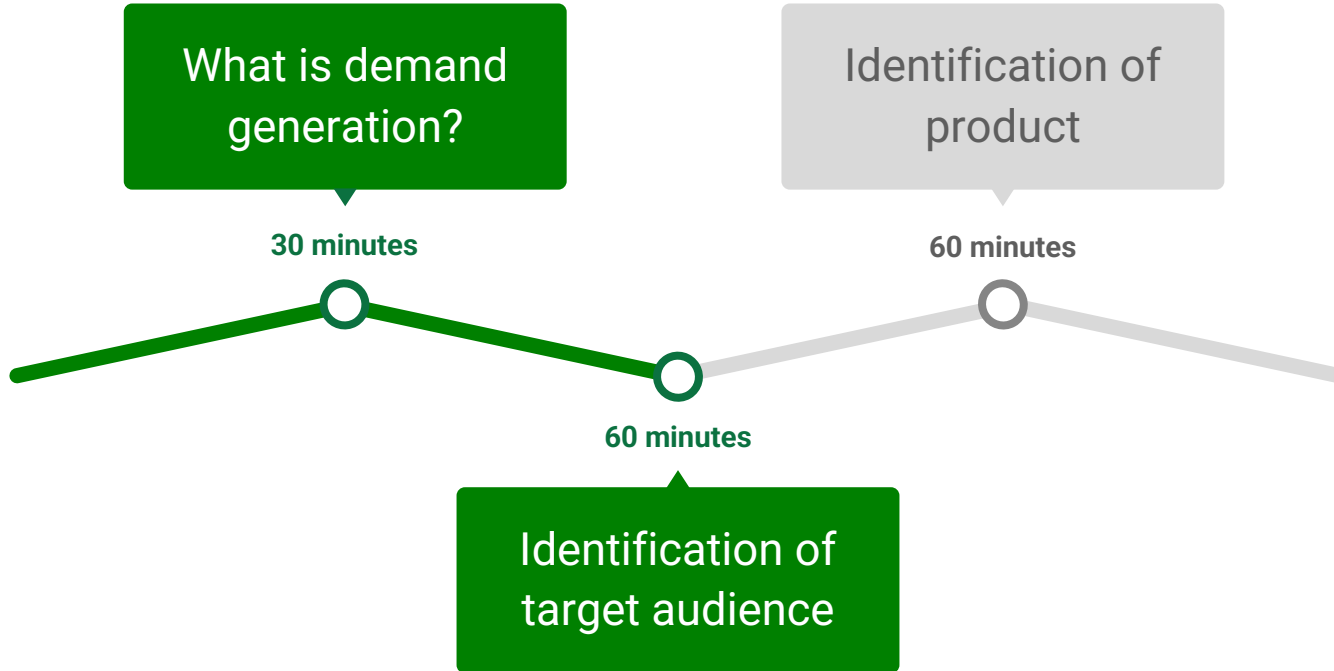


Wednesday, August 16

Roadmap of demand activities: sessions for August 16



What is co-creation?



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Perspectives

Co-creation, co-design and co-production for public health: a perspective on definitions and distinctions

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- Co-creation is a **collaborative, creative, problem-solving approach** that involves diverse stakeholders
- This collaborative approach adds value by **engaging diverse stakeholders** in the process of **understanding complex problems, and designing and evaluating contextually relevant solutions**

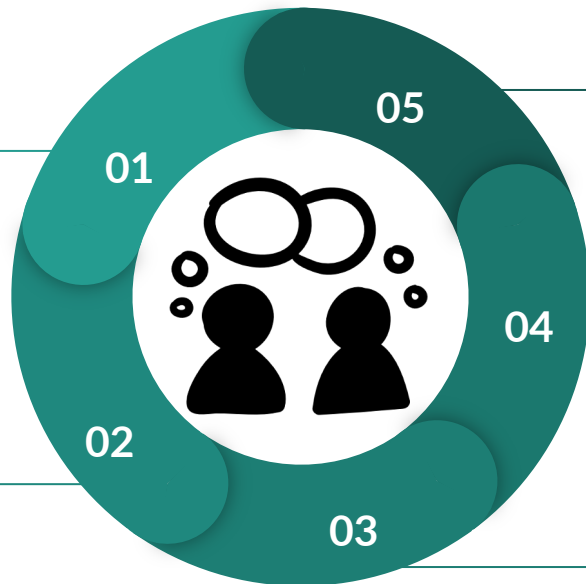
What is the value-add of co-creation?¹

New insights and knowledge

Future stakeholders may have insights and knowledge to help tailor findings to their needs

Build future network

Increase collaborators who can help implement and further develop our work



Create ownership

Stakeholders who have been involved are more likely to feel ownership and responsibility

Validate relevance

Co-creation helps ensure solutions are grounded in context and appropriately address the problem

Build trust

Involving citizens and other stakeholders creates trust through increased understanding amongst participants

1. Adapted from: "The Road of Co-Creation: Training Maetrials for Researchers and Engineers. GoNano. Accessed 5 July 2023 available at: <http://gonano-project.eu/road-of-co-creation-training-materials-researchers-engineers/>

Identification of Maternal RSV Demand Generation Products by Target Audience



- *Presenters: Prachi Singh and Berhaun Fesshaye, MSPH*

What is demand generation?

- Just because a product exists doesn't mean people will want to use it
- Demand generation is the process of increasing awareness of and confidence in a particular product
- This is done by gathering insight on people's knowledge, attitudes, and behaviors to design communication products and campaigns
- It is critical to understand utility - why someone needs the product
- It is important to allay any fears about the product - what questions do people have, and address those concerns before roll-out



Imagine you just opened a boutique that carries a new brand of designer handbags



What is demand generation?

Example: Designer handbag

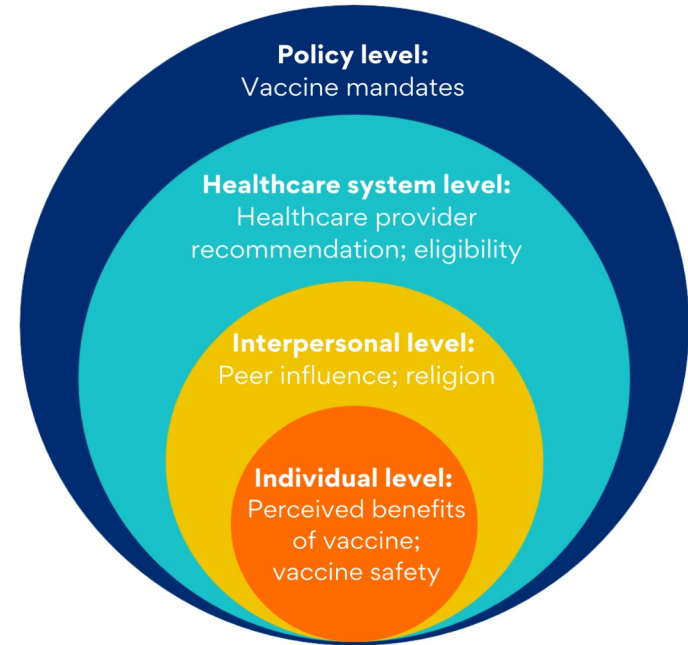
- Just because a product exists doesn't mean people will want to use it
 - *People need to be aware that these designer handbags exist, and the benefits they get from having one*
- Demand generation is the process of increasing awareness of and confidence in a particular product
 - *Increasing awareness and confidence in designer handbags*
- This is done by gathering insight on people's knowledge, attitudes, and behaviors to design communication products and campaigns
 - *In-depth interviews and market survey research with women, their friends, and their husbands to better understand what would make them purchase a designer handbag*
- It is critical to understand utility - why someone needs the product
 - *You may want to convince people that they need a designer handbag as it is the normative thing to do*
- It is important to allay any fears about the product - what questions do people have, and address those concerns before roll-out
 - *Is it good quality? Does it last? Is it worth the cost?*

Demand generation for maternal vaccines

- When a new vaccine is created, people usually don't know about the vaccine, and sometimes may not even have heard of the disease
- For RSV, 95% of our study participants had seen RSV, but none of the pregnant and lactating women or community members had heard the term RSV

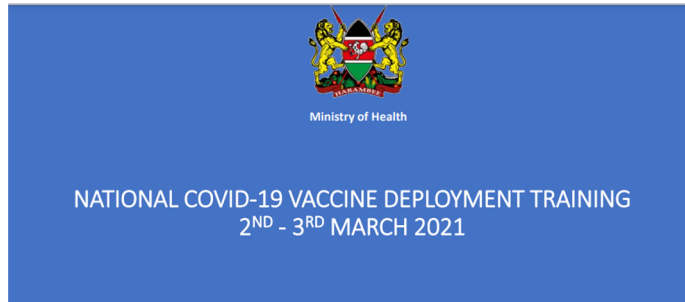
Identifying Target Audiences

- Decisions about whether or not to get a vaccine are not made alone - there are influences at many levels
- At each of these levels, there are different groups of influences that can affect the decision-making process



What do demand generation products look like?

They could be **training packages for healthcare workers** to increase their knowledge of a particular vaccine, like this MoH training for healthcare workers and vaccinators when the COVID vaccine was introduced to the country



1

Key issues

- 1 What is the COVID -19 vaccine presentation?
- 2 At which Temperature should the vaccine be stored?
- 3 Where in the refrigerator should COVID-19 vaccines be stored
- 4 How do you calculate vaccine requirements and manage your stock?

What do demand generation products look like?

They could be posters targeted at pregnant women



What do demand generation products look like?

They could be briefs targeted to policymakers



Ministry of Health

RAPID EVIDENCE BRIEF

FEBRUARY 2022

Successful communication strategies used to promote COVID-19 vaccine uptake: Lessons from low-and middle-income countries

Key messages

- Context-specific themed messages could boost vaccine uptake and reduce hesitancy.
- COVID-19 vaccination message positioning is a vital communication technique especially in the sequencing of choice of words and having a single focused message.
- Trusted traditional channels of communication such as word-of-mouth can complement modern sources; harnessing social influencers (trusted community figures in an enabling environment) can

Introduction

The coronavirus disease 2019 (COVID-19) has become one of the most challenging pandemics globally in recent times. Fortunately, within the emergence of COVID, the global community has come together and successfully developed a vaccine. The COVID-19 vaccine is increasingly promoted and available for wider public use as one of the ways to curb both spread and adverse effects of the virus. The realization of any vaccination program solely depends on public willingness to accept the vaccination and this also applies to the COVID-19 vaccination uptake. Despite the gains in controlling infectious diseases like COVID-19 via vaccination, effective immunization suffers from challenges associated with people and communities resisting its uptake.

Globally, the COVID-19 vaccination drive has faced some challenges, including vaccine hesitancy or reluctance among the public. In Low-and Middle-Income Countries (LMICs) such as Kenya hesitancy risks greater community transmission and could

Lessons for Other Countries on HPV Vaccine Introduction

While Kenya and many countries have introduced new vaccines for infants in the past decade (e.g. pentavalent, rotavirus, PCV, and others), HPV vaccine introduction requires tailored approaches to reach preadolescent/adolescent girls. Countries that are introducing HPV vaccine are learning that these lessons also offer an innovative blueprint for future life-course vaccinations. Below are some key considerations for a successful HPV vaccine introduction (as well as more broadly):



The HPV vaccine introduction in Kenya has made progress, despite huge challenges. “We have a vaccine that prevents a very serious problem,” says Isaac, adding, “A lot of people don’t understand what cancer is. I do understand that. For me to see the HPV vaccine being introduced to prevent such a problem makes me very proud, and especially that I’m part of this work. I think I have a greater drive to advocate for the vaccine, to make sure that as many girls as possible are vaccinated.”

Identification of Maternal RSV Demand Generation Products: Target Audience Identification Group Work



- *Facilitators: Rupali Limaye, PhD, Prachi Singh, Berhaun Fesshayee, MSPH*

Instructions

- For the next session, you will be split into 8 groups
- Number off from 1-8
- Get into your assigned group
- Choose a rapporteur
- Choose a notetaker
- We will then go over the instructions on the next slide

Instructions

- ❖ Pregnant women
- ❖ Lactating women
- ❖ Community members (male partners, family members, neighbours, faith-based leaders)
- ❖ Healthcare providers (doctors, nurses, midwives, community health volunteers, etc.)

1. You will have 30 minutes to discuss the following questions.
2. There are 4 target audiences listed on the left for maternal RSV vaccines. Using an index card, come to a consensus with your group and rank the audiences from 1 to 4, with 1 being the highest priority group for RSV vaccine acceptance.
3. Choose your number 1 ranked choice from step 2. Using 3 index cards, identify the top 3 groups that would influence your chosen target audience's decision-making process related to maternal RSV vaccines. List one on each index card.
4. Using the index cards from step 3, indicate the level of influence each group has on your chosen target audience's vaccine decision making process (**Red sticker = very influential**; **yellow = moderately influential**; **green = least influential**).
5. After the discussion, the rapporteur will have 3 minutes to report back.

Identification of Maternal RSV Demand Generation Products by Target Audience: Product Group Work



- *Facilitators: Prachi Singh, Berhaun Fesshaye, MSPH, Rupali Limaye, PhD,*

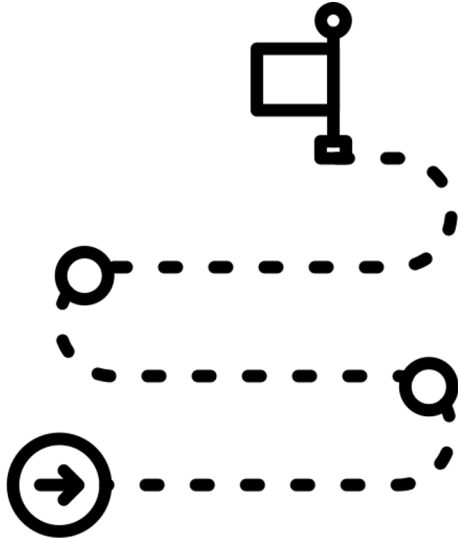
Instructions

- Please get back into your groups
- You will have 30 minutes to discuss the questions on the right
- After the discussion, the rapporteur will have 3 minutes to report back

1. You now have one audience you chose to focus on.
2. What kind of information (i.e, information about effectiveness, cost) does your target audience need to inform their vaccine decision making process? List the top 5 informational needs on 5 index cards.
3. Looking at the index cards from step 2, indicate the importance of information needed (**Red sticker=essential; yellow=important, but not essential**)
4. Reviewing your index cards, brainstorm 1-2 products that could contain this information needed and write it on the backside of each index card.

Example products: job aids for healthcare workers, clinic flyers for PLW at ANC facilities, brochures for religious leaders

Next steps: identifying and approaching stakeholders



- Who are these actors?
- Why do you need them for co-creation?
- What is in it for them?
- How do you approach them?
- Which tools will you use?

Thank you for your time!

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