

# Thursday, August 17

# Roadmap of demand activities: sessions for August 17

## Summary of discussion and way forward

30 minutes



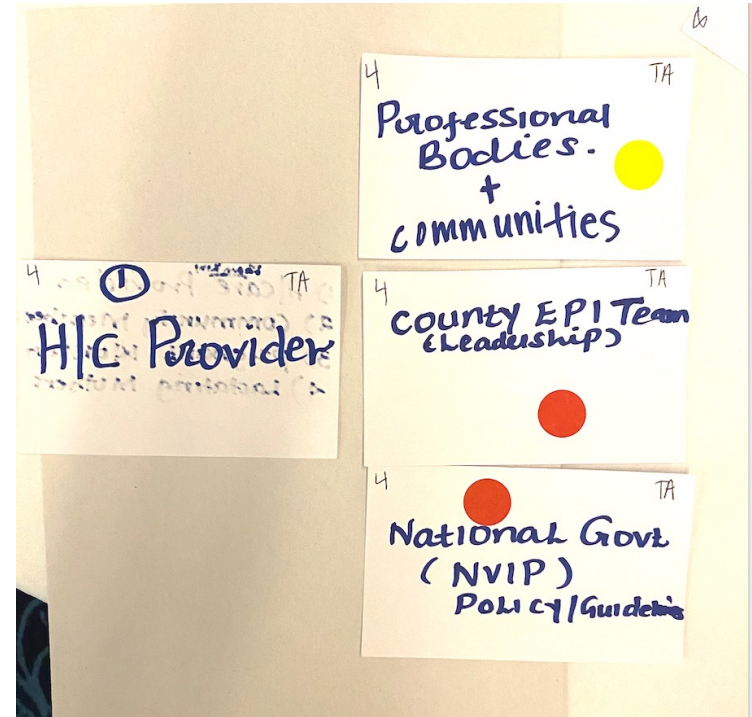
# Summary Discussion: Target Audience Identification

- 5 groups chose healthcare providers as their priority target group
  - Healthcare providers are trusted by the community
  - Healthcare providers are able to reach pregnant women
  - Healthcare providers are the technical experts, advocates, and prescribers
- 2 groups chose pregnant women as their priority target group
  - Pregnant women are the final decision-maker of what goes into their bodies
  - Pregnant women are the beneficiaries of the vaccine

# Summary Discussion: Target Audience Influencers

## Healthcare providers

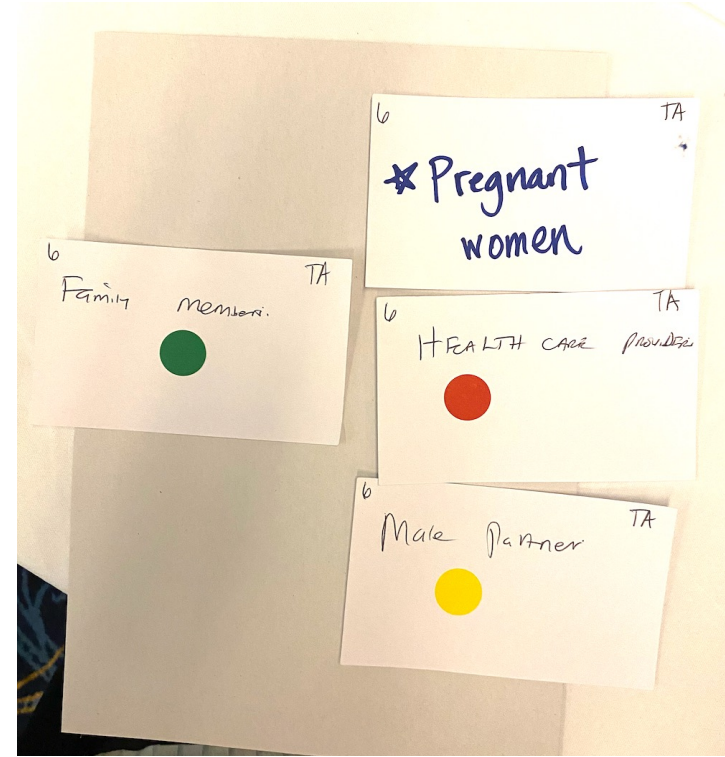
- Healthcare providers are influenced by:
  - MOH broadly; NVIP specifically
  - KENITAG
  - Professional societies (KOGS, NNAK, MAK, KMA, KPA)
  - County leadership
  - Peers (other healthcare providers as well as community members)
  - Research institutions
  - WHO and other international bodies



# Summary Discussion: Target Audience Influencers

## Pregnant women

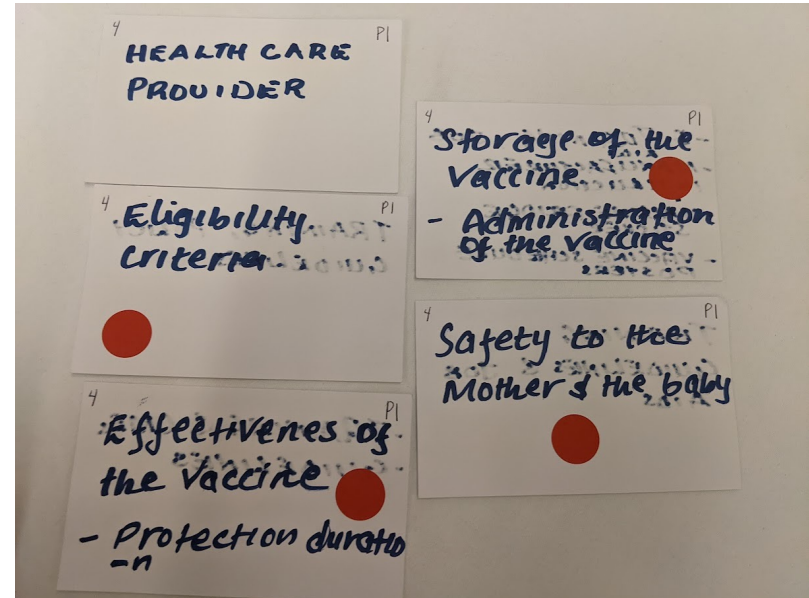
- Pregnant women are influenced by:
  - Healthcare providers
  - Male partners and family members
  - Community leaders, including faith-based leaders and chiefs
  - Peers, especially lactating mothers



# Summary Discussion: Informational Needs

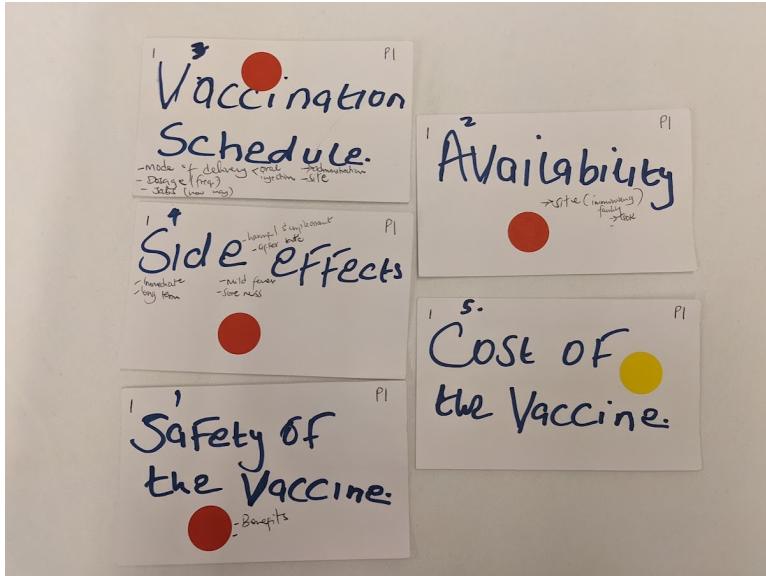
## Healthcare providers

- Healthcare providers (**essential information**):
  - Vaccine benefits, including effectiveness and duration of protection
  - Safety, including side effects for the baby and the mother (AEFIs)
  - Dosing, administration, schedule
  - Policies and guidelines
  - Eligibility criteria
  - Storage and cold chain requirements
  - Wastage
  - RSV disease epidemiology



# Summary Discussion: Informational Needs

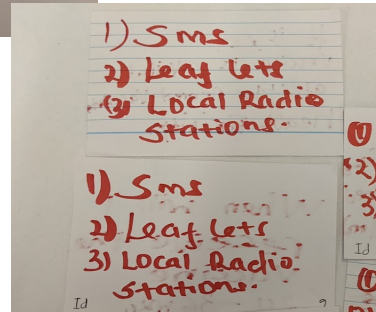
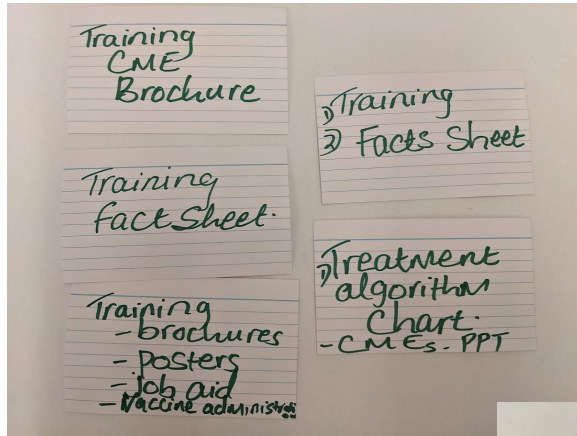
## Pregnant women



- Pregnant women (**essential information**):
  - Vaccine benefits, including effectiveness
  - Safety, including side effects for the baby and the mother
  - Vaccine availability (i.e. which facilities have it and when)
  - Vaccine schedule (which trimester, how frequently)
  - Dosing and administration



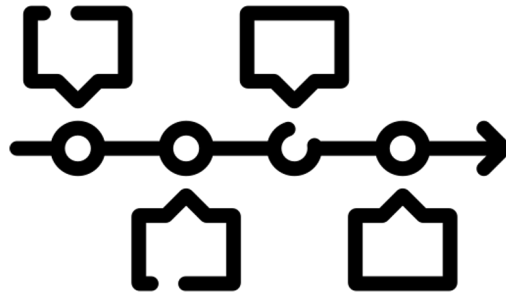
# Summary Discussion: Products



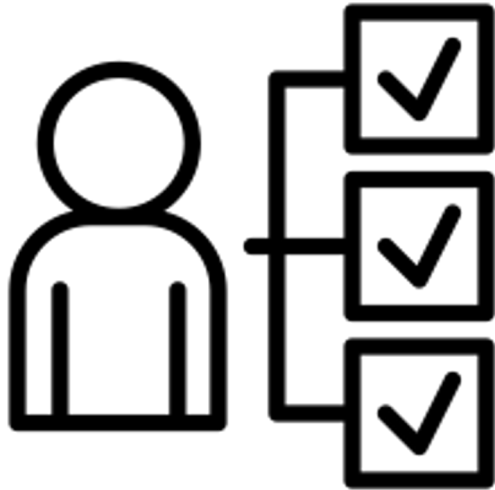
- Healthcare providers
  - Fact sheets
  - Brochures
  - Job aids
  - Administration guidelines
  - Policy guidelines
  - IEC materials
  - Training/CMEs
- Pregnant women
  - Leaflets, brochures
  - SMS messages
  - Media, including radio
  - Posters, banners



# *Roles, responsibilities, and timelines*



# Basic definitions



**Role:** A **role** describes what a person does within an organization that helps build trust among team members.

**Responsibilities:** A **responsibility** describes specific tasks a person is accountable for to achieve their team's goals.

**Timelines:** A **timeline** is a visual representation of a chronological sequence of events along a drawn line that helps a viewer understand time relationships

# Guiding questions

## Roles

- What are the different functions that need to be performed at each stage of the development and review process?
- Are their unique roles for different stages?
- How can we establish transparency for roles?

## Responsibilities

- Who will be in charge of completing each task?
- Who will be accountable to ensure each task is completed?
- Who needs to be consulted before a task is completed?
- Who needs to be informed once a task has been completed?

## Timelines

- What are the different stages of development?
- How will we keep ourselves on track?
- How long will development and the review process take?
- How do we build in time for review and refinement?

# Thank you! Asanteni sana!