



**World Health
Organization**

Mini-cPIE (COVID-19 vaccination IAR) Clinic 4: Promoting Vaccine Uptake - Unique Risk Communication and Community Engagement Approaches

Tuesday, November 23
12:00 – 13:30 CET

Please scan this QR code or follow the link in the chat to complete our icebreaker activity.

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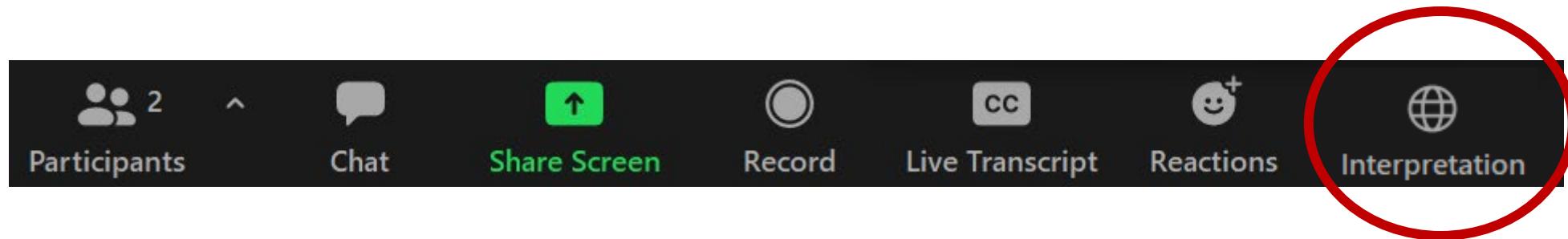
Por favor, digitalize este código QR ou siga o link no chat para completar a nossa atividade de quebra-gelo.





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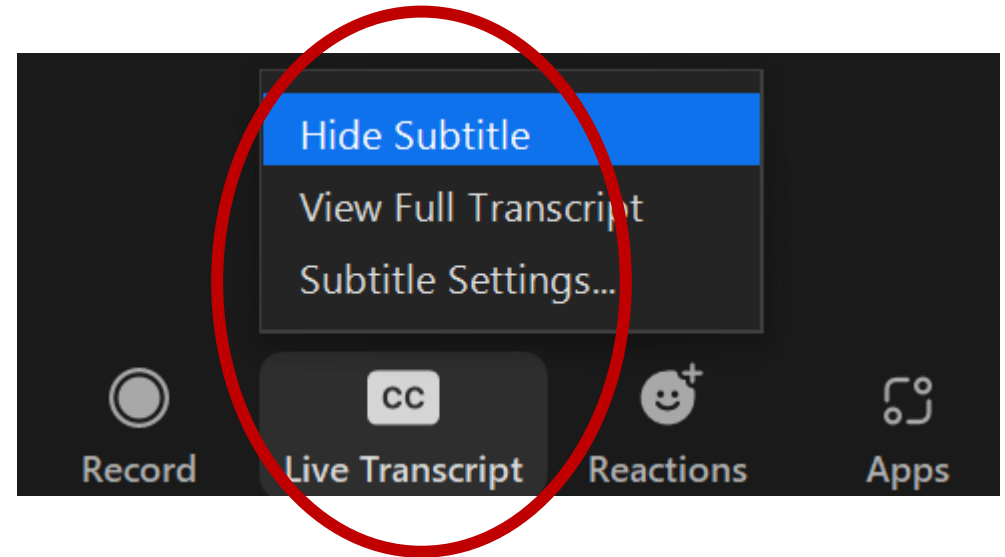
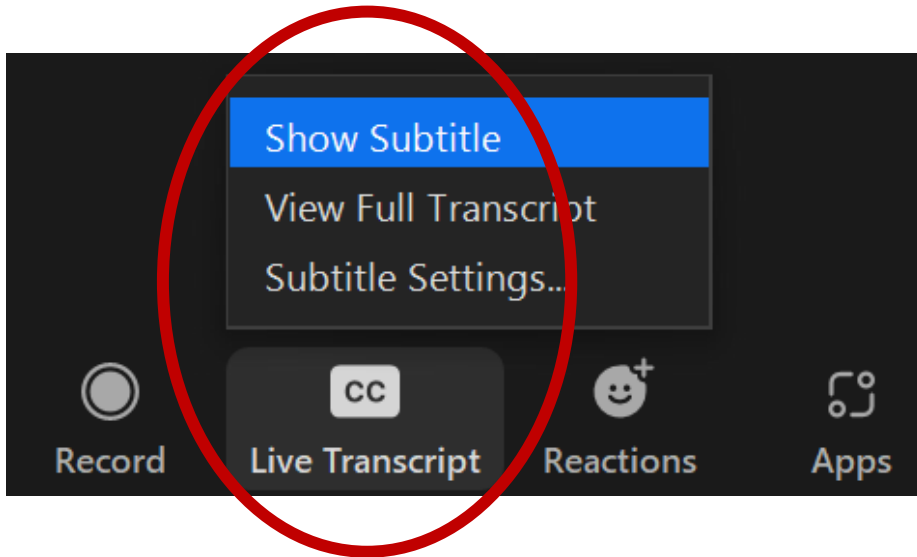
Click on “Interpretation” and choose the language that you would like to hear. To hear the interpreted language only, click “Mute Original Audio”



Live Transcription

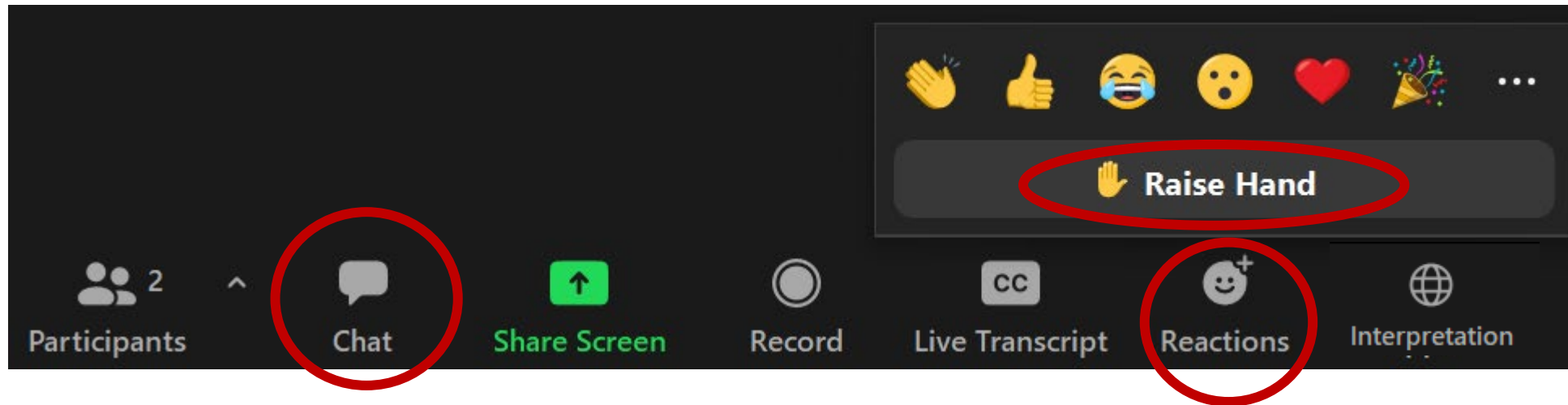


Click on “Live Transcript” and choose “Show Subtitle” and caption would appear on screen. To close the caption, click “Hide Subtitle”





Use the **Chat** or **Reactions > Raise Hand** features for questions throughout the call



Recordings and Certificate



- **This session is being recorded** and your attendance is consent to be recorded
- **The Recordings, PowerPoint, and all resources** will be shared after the call
- **A Certificate of Attendance** will be available through the University of New Mexico via link in the Chat at the end of the session

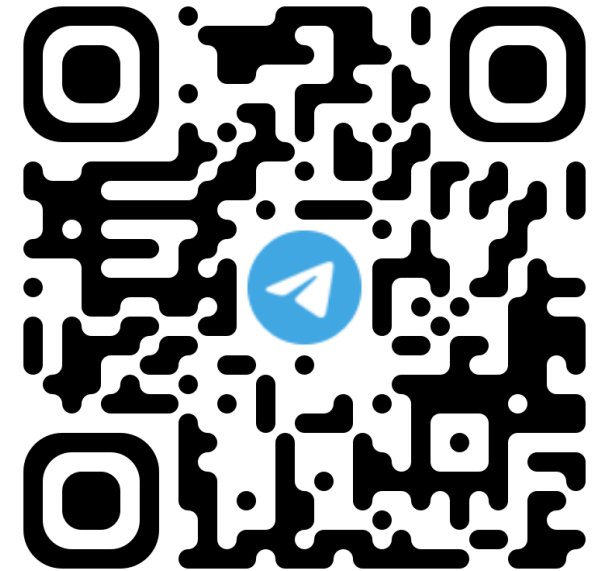




Please scan this QR code or follow the link in the chat to join the Telegram “Mini-cPIE Discussion Group”.

This is a messaging platform for you to:

- Receive **notification** of the next clinics.
- Receive updates on **tools and resources**.
- **Share ideas** with each other.



What country are you representing on this call?



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World Health
Organization

Mini-cPIE Clinic 4 (COVID-19 Vaccination IAR)

**Promoting Vaccine Uptake - Unique Risk
Communication and Community Engagement**

Approaches

23 November 2021

Agenda

Welcome & Objectives

Global COVID-19 vaccination IARs (mini-cPIEs) Implementation Status

COVID-19 vaccination RCCE overview

Country experience sharing – Democratic Republic of Congo

Country experience sharing – Mozambique

Regional experience sharing – WHO Regional Office for Europe

Poll & Interactive discussion

Evaluation and wrap-up



- To create a **platform for countries to share their learnings and experiences** with peer countries on their review and adjustment to COVID-19 vaccine roll-out using the mini-cPIE tools.
- To cultivate a community of learning for COVID-19 vaccine roll-out and **directly connect countries with one another** to maximize on peer-learning.
- To provide opportunities for countries interested in reviewing their COVID-19 vaccine roll-out to **receive practical tips and technical support on how to conduct a mini-cPIE**.



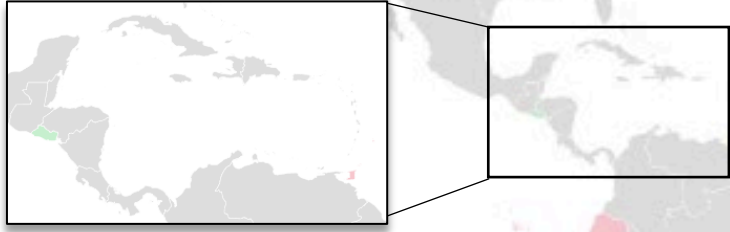
Global mini-cPIE implementation status

As of 18 Nov 2021



Already conducted a mini-cPIE

AFR	AMR	EMR	EUR	SEAR	WPR
Botswana	Bolivia	Somalia	Armenia *	Bhutan	
Burkina Faso		Syria	Montenegro *		
Cameroon			Bulgaria *		
Chad			Georgia *		
Congo (DRC)			Kyrgyzstan *		
Congo (RoC)			Lithuania *		
Eswatini *			Poland *		
Ethiopia			Romania *		
Gambia					
Ghana					
Guinea-Bissau					
Kenya					
Liberia					
Madagascar *					
Mauritania					
Mozambique					
Niger					
São Tomé & Príncipe					
Senegal					
Seychelles*					
Sierra Leone					
South Sudan					
Togo					
Uganda					
Zambia					
Zimbabwe					



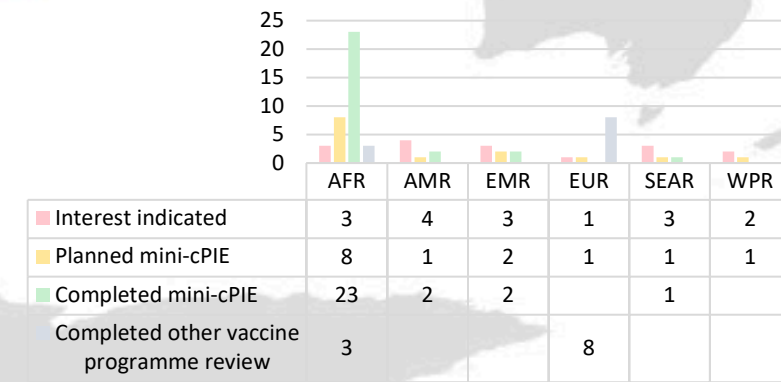
Planning to conduct a mini-cPIE

AFR	AMR	EMR	EUR	SEAR	WPR
Angola	Ecuador	Lebanon	Albania	Nepal	Lao DPR
Lesotho	El Salvador	Morocco			
Malawi					
Mauritius					
Namibia					
Rwanda					
South Africa					
Tanzania					

Interest in conducting a mini-cPIE

AFR	AMR	EMR	EUR	SEAR	WPR
Algeria	Barbados	Egypt	Moldova	Indonesia	Mongolia
Mali	Chile	Pakistan		Sri Lanka	Vietnam
Nigeria	Trinidad & Tobago	Tunisia		Timor-Leste	
	Uruguay				

Mini-cPIE and other reviews implementation status by WHO region



*Used alternate methodology for conducting a standardized COVID-19 vaccination programme review



COVID-19
INTRA-ACTION REVIEW



COVID-19
VACCINATION PILLAR

Mini-cPIE Clinic 4

Promoting Vaccine Uptake – Unique Risk Communication and Community Engagement Approaches



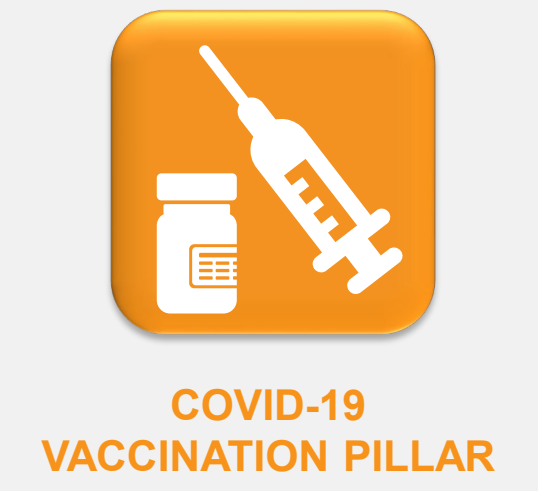
MODERATORS:

Melinda Frost

**Risk Communications and Community Engagement Team Lead,
Community Readiness and Resilience Unit, Health Emergencies Programme, WHO**

Lisa Menning

**Demand & Behavioral Sciences Team Lead,
Dept of Immunizations, Vaccines, and Biologicals, WHO**



Mini-cPIE Clinic 4



EXPERIENCE SHARING FROM COUNTRIES

EXPERIENCE SHARING FROM **Democratic Republic of CONGO**

Mini-cPIE (COVID-19 Vaccination Intra-Action Review)



PEV

David OLELA
Chief of Communication
Expanded Program of
Vaccination
DRC



DESCRIPTION OF THE MINI-cPIE

1. **Review period: 19/04/2021 – 21/07/2021**
2. **Date of review: 26/07/2021 - 02/08/2021**
3. **Geographical scope: Both national and subnational**
4. **Number and profile of participants:75**
5. **Programme evaluation areas reviewed: Coordination and planification, RCCE, surveillance and monitoring & Logistic**



BONNES PRATIQUES

- 1.** • Gestion des rumeurs et désinformations sur le vaccin COVID19 et la vaccination
 - Analyse hebdomadaire de feedbacks communautaires
 - Formation en gestion des rumeurs et infodémies par le consultant OMS
 - Production d'un journal des rumeurs (Rumor Log)
- 2.** • Implication des leaders religieux et communautaires et des élus (députés et sénateurs)
 - Implication de la société civile, NGO et corporations professionnelles à l'appui de la vaccination contre la COVID-19
- 3.** • Production des supports audio-visuels:
 - affiches, spot, banderoles, panneaux géants• Implication des radios communautaires et des médias en ligne
 - Recrutement d'une structure numérique pour l'infoveillance

GOOD PRACTICES (English translation)

- 1.** • Management of rumors and misinformation about COVID19 vaccine and vaccination
 - Weekly analysis of community feedback
 - Training in rumor management and infodemics by the WHO consultant
 - Creation of a Rumor Log
- 2.** • Involvement of religious and community leaders and elected officials (deputies and senators)
 - Involvement of civil society, NGOs and professional corporations in support of COVID-19 vaccination
- 3.** • Production of audio-visual materials:
 - posters, radio spots, banners, billboards• Involvement of community radios and online media
 - Recruitment of a digital platform for info-veillance



DÉFIS

- 1.**
 - Appropriation tardive de la vaccination par les plus hautes autorités du pays, en se faisant vacciner près de 5 mois après le lancement officiel de la campagne le 19 avril 2021
 - Réponse tardive à l'infodémie sur la vaccination
 - Faible mise en œuvre de la communication interpersonnelle, mobilisation de proximité
- 2.**
 - Actualiser et vulgariser le plan de communication
 - Forte défiance de la population envers les vaccins en raison du faible engagement des autorités
 - Promouvoir le site Web et les media sociaux du PEV
 - Mise en place d'une écoute sociale
- 3.**
 - Production des Spots /clips vidéos 2 minutes en faveur de la vaccination contre la COVID-19 et déconstruire les rumeurs ou désinformation
 - Faible engagement des médias d'Etat dans la sensibilisation pour la vaccination COVID-19

CHALLENGES (English translation)

- 1.**
 - Delayed acceptance of the vaccine by country leaders, at almost 5 months after the official launch of the campaign in April 2021
 - Delayed infodemic response
 - Poor implementation of local communications strategies and social mobilization
- 2.**
 - Update and popularize the communication plan
 - Strong public mistrust of COVID-19 vaccines due to weak commitment from the authorities
 - Promotion of the EPI website and social media
 - Establishment of social listening
- 3.**
 - Production of recordings/2-minute video clips on vaccination against COVID-19 to counteract rumors or disinformation
 - Weak engagement of state media in raising awareness for COVID-19 vaccination

Merci!

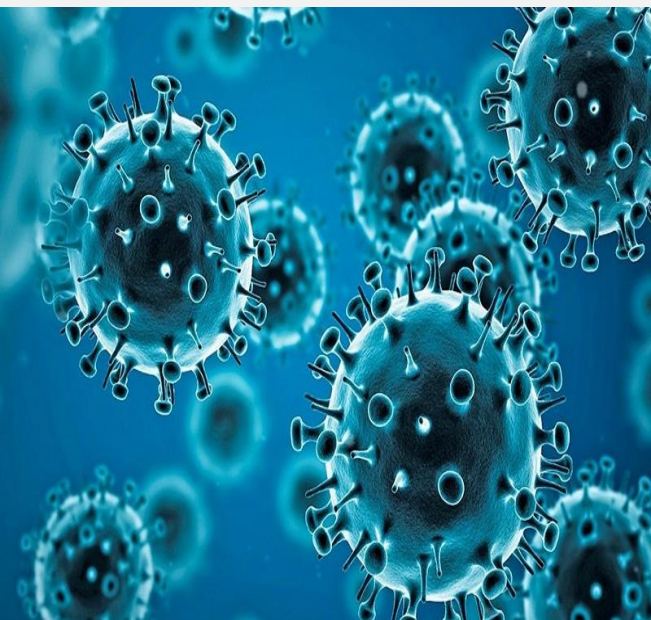
Thank you!

For more information on any of the material presented, please contact:

- Dr Elisabeth Mukamba, DIR PEV emukamba2@gmail.com
- Mr David Olela, Communication Officer PEV davidolela@gmail.com

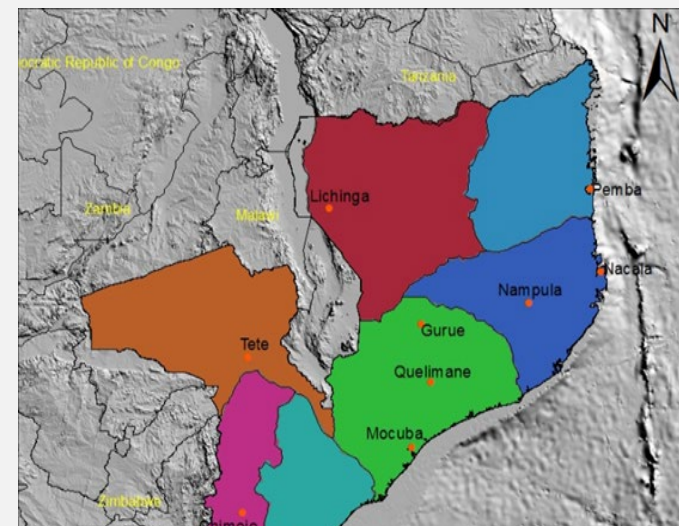
To access mini-cPIE findings, please see link:

[https://extranet.who.int/sph/sites/default/files/document-library/document/IAR%20COVID-19%20DRC%20\(26%20July%20-%2002%20Aug%202021\).pdf](https://extranet.who.int/sph/sites/default/files/document-library/document/IAR%20COVID-19%20DRC%20(26%20July%20-%2002%20Aug%202021).pdf)



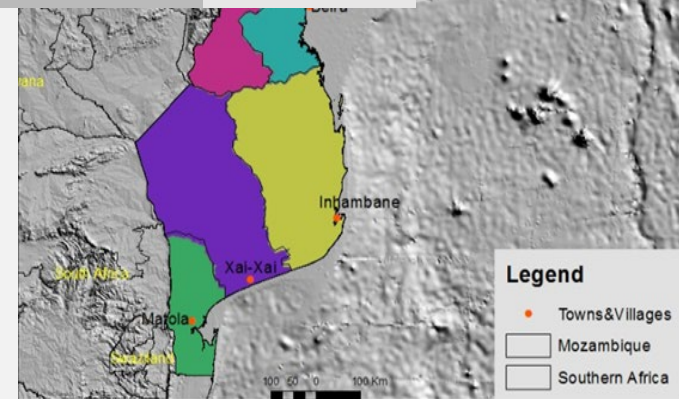
EXPERIENCE SHARING FROM

MOZAMBIQUE



Mini-cPIE (COVID-19 Vaccination Intra-Action Review)

23 November 2021



COVID-19
VACCINATION PILLAR



Presenter: Carlos Fonzamo
World Health Organization

DESCRIPTION OF THE MINI-CPIE

I. Review period: 8 March - 10 September

II. Date of review: 13 to 14 September 2021

III. Geographical scope: Involvement of the central and provincial level

IV. Number and profile of participants: 52

V. Programme evaluation areas reviewed

- **Planning and coordination (financing/resource mobilization, regulatory)**
- **Service delivery (identification of target groups and vaccination, microplanning)**
- **Human resource management and training**
- **Logistics, supply chain and waste management (vaccine distribution, cold chain maintenance)**
- **Communication and demand (increasing demand, risk communication, managing refusal)**
- **Vaccine Safety/AEFI**
- **Supervision, monitoring and evaluation (Preparedness assessment, supervision, verification tool used; daily reports, data used for action)**



RISK COMMUNICATIONS & COMMUNITY ENGAGEMENT

GOOD PRACTICES

- Coordinated Involvement of different sectors at various levels including religious leaders
- Regular monitoring and management of rumors,
- Evidence-based strategy and messages developed
- Testimonies of influential people who survived COVID-19.
- Use of many strategies and communication channels for demand creation.
- Regular monitoring and management of rumors through a digital platform and a technical group
- Use of digital platforms (Aló Vida, PENSA, 116) to clarify doubts

CHALLENGES

- Late sharing of dates of vaccination phases and priority groups
- Communication actions for demand generation implemented at the same time as vaccination occurs
- Locations without media coverage, including community radio
- Introduction of new target groups during the vaccination process and outside the plan
- Little investment in community engagement and mobilization activities, including with community and religious leaders

ACTION PLAN

Activities

A. Immediate Actions

Organize an advocacy meeting to sensitize the sharing of dates and target groups in advance

Draw up a SOP for communication during campaign

Hold community meetings with leaders to raise awareness

Dissemination of messages through mobile brigades with ICS support



Activities

B. Mid and long term implementation

Ensure the introduction of new target groups at the end of each planned phase

Organize meetings to present the vaccination plan to CBOs at all levels.

Organize training and planning meetings

Carry out actions to monitor the progress of each CBO

Thank you!

For more information on any of the material presented, please contact:

Carlos Funzamo

email: funzamoc@who.int


To access mini-cPIE findings, please see:

<https://extranet.who.int/sph/sites/default/files/document-library/document/IAR%20COVID-19%20Mozambique%20%2813-14%20Sep%202021%29.pdf>

EXPERIENCE SHARING FROM **KOSOVO**¹



Mini-cPIE (COVID-19 Vaccination Intra-Action Review)



THANAS GOGA
TECHNICAL OFFICER - RCCE
WHE BALKAN HUB
WHO/EUROPE

1. All references to Kosovo in this document should be understood to be in the context of the UN Security Council resolution 1244 1999



Mini-cPIE (COVID-19 Vaccination Intra-Action Review)

DESCRIPTION OF THE MINI-CPIE

1. **Review period:** January 2020- September 2021
2. **Date of review:** 05/OCT/2021 - 08/OCT/2021
3. **Geographical scope:** National / Sub-national
4. **Number and profile of participants:**
Approximately 60 participants from key stakeholder institutions
(60 participants + 13 observers/external facilitators = 73 total)
5. **Programme areas reviewed:**
 - Country-level coordination, planning and monitoring & national legislation and financing;
 - Risk communication, community engagement, and infodemic management;
 - Surveillance, case investigation and contact tracing;
 - The national laboratory system;
 - Infection prevention and control;
 - Case management and knowledge sharing about innovation and the latest research;
 - Public health and social measures.



GOOD PRACTICES

- 1. “Inter-institutional Communication Coordination Group” ensured information, campaign and messaging coordination**
- 2. Evidence-based targeted communication building on findings from 5 waves of Behavioral Insights studies and adoption of a COVID-19 national communication strategy**
- 3. Dedicated official webpage and extensive use of mass and social media channels**

CHALLENGES

- 1. Shortage and lack of trained RCCE specialists at both national and local level institutions**
- 2. Fragmented research activities with no mechanism in place to coordinate all relevant research studies and lack of updated RCCE Vaccination Plan and SOPs**
- 3. Increased workload for appointed RCCE experts to handle media inquiries and pandemic burnout/fatigue**



GOOD PRACTICES

- 4. Reaching-out to all target population groups, including hard-to-reach and vulnerable communities**
- 5. Establishment of 5 types of 24-hrs toll-free helplines, including psychosocial support**
- 6. Recent establishment of “Communication Hub” to assist MoH with partners support**

CHALLENGES

- 4. No systematic mapping of community structures/leaders/influencers/CSOs to reach vulnerable populations & community engagement**
- 5. Targeting challenged by daily newspapers going out of print and lack of an Internet domain top-level name**
- 6. Lack of a permanent system and capacities in place to detect, assess, evaluate and respond to misinformation/disinformation and infodemic management**

Key Recommendations – RCCE Response

Short-term recommendations

- Establishment of a "RCCE Working Group" with agreed ToRs to include relevant stakeholders
- Conduct situation analysis and needs assessment for RCCE capacity building, identification / mapping of community structures / leaders / influencers / CSOs
- Update of existing national RCCE plan
- Engage with new "Communication Hub" to strengthen media services, RCCE capacity-building and IDM efforts

Mid to long-term recommendations

- Develop training package targeting: PH professionals, RCCE specialists and media health reporters
- Identification and development of digital solutions to improve internal/external knowledge/information management amongst RCCE stakeholders (RCCE/research activities and document management)
- Roll-out of training packages (ToT cascaded) - curriculum development and application to medical chambers for accreditation

COVID-19 trainings for Health Workers (HWs)

Communicating with patients



- Strategies to assist HWs with communication during vaccination consultations.
- Tailored to patient positions on vaccination.
- Combines theory + practical skill building scenarios.
- COVID-19 vaccine/vaccination resources for HWs to support vaccination consultations.
- **Audience:** Frontline HWs (vaccinators).
- Facilitated via Zoom direct to HWs or ToTs.

Vaccines and immunization

- News
- Events
- Vaccine-preventable diseases
- Policy
- Activities
- European Immunization Week
- Vaccine heroes
- Data and statistics
- Vaccine safety communication
- Publications**
- Contact us
- Video gallery

Communicating with patients about COVID-19 vaccination - training package



Training module

The training module, in the form of presentation slides, provides a structured approach to assist health workers with interpersonal communication during COVID-19 vaccination consultations and is tailored to specific patient positions on vaccination. Participants are guided through 6 learning parts focusing on a combination of theory and practical skill building scenarios. Relevant COVID-19 vaccine and vaccination resources for health workers are provided to support vaccination consultations. This training is primarily for frontline health workers who will be vaccinators.

Facilitator's guide

The Facilitator's guide is designed to accompany the training module, providing detailed explanations and resources for all parts of the training module. A pre and post training self-reflection survey and post-training evaluation tool is also included. The facilitator's guide is intended for training facilitators or Trainers of Trainers (ToTs) who will be conducting the training at the country level.

Job aid

The job aid is an interpersonal communication tool designed to support health workers in facilitating structured and collaborative COVID-19 vaccination conversations with patients, aiming to increase vaccine confidence and acceptance. It is intended for use in vaccination consultation settings.

Please contact euvaccine@who.int for Word and/or PPT versions for translation or training purposes.



Communicating with patients about COVID-19 vaccination: evidence-based guidance for effective conversations to promote COVID-19 vaccine uptake (2021)



Facilitator's guide: communicating with patients about COVID-19 vaccination (2021)



Job aid: COVID-19 vaccination communication algorithm for health workers

Training package (ENG/RUS)



Training module PPT



HW Job aid – communication algorithm





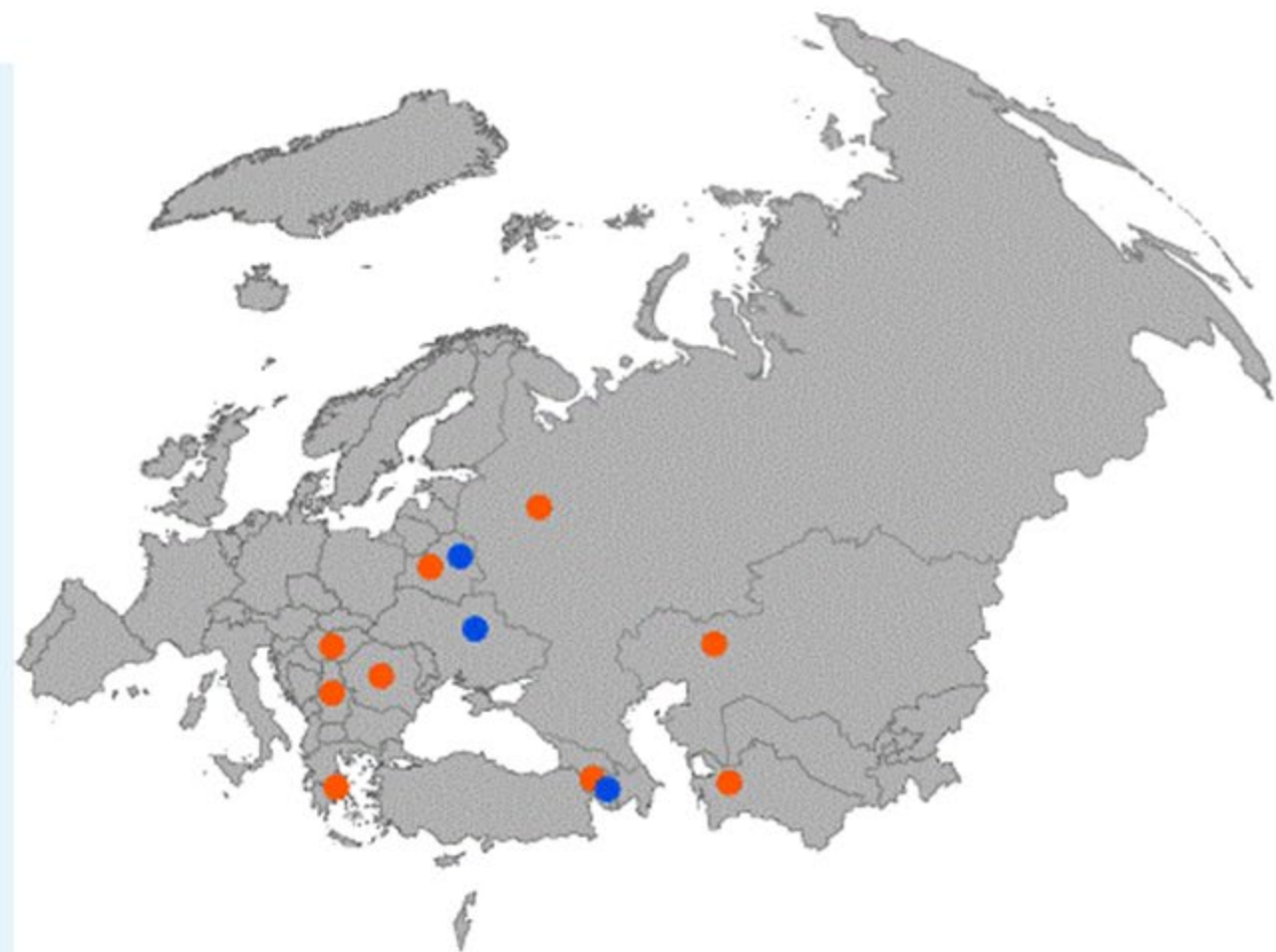
Training module facilitator guide for ToTs



Facilitator's guide: Communicating with patients about COVID-19 vaccination



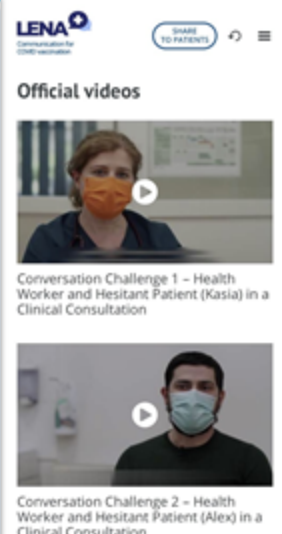


Country trainings to date

	 Communicating with patients	 Communicating with HWs
Armenia	2	1
Belarus	1	1
Greece	1	
Hungary	1	
Kazakhstan	1	
Romania	1	
Russian Federation	1	
Serbia	1	
Turkmenistan	2	
Ukraine		2
Total	11	4



The designations employed and the presentation of this material do not imply the expression of any opinion whatsoever on the part of the Secretariat of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

Additional outcomes

Country	Post-training outcomes	Available online
ROM	<p>HW communication video series  </p> <ul style="list-style-type: none">• Short learning videos for HWs applying strategies shared in the trainings.• Created locally by CO with scripts developed by VPI.• 3 videos modeling conversations between HW and patient.• 1 video modeling conversation between 2 HWs.• Subtitle language modified for use in other countries.	
	<p>Smartphone app </p> <ul style="list-style-type: none">• Job aide communication algorithm transformed to app by facilitation of CO with support from VPI.• Guides HWs through structured conversations with patients.• Available in Romanian and English with plans for additional languages to support HWs across the Region.	

Thank you!

For more information on any of the material presented, please contact:

Thanas Goga
[<gogat@who.int>](mailto:gogat@who.int)



Poll

In a few words, what risk communication and community engagement strategies have you seen that worked well to increase

COVID-19 vaccine uptake?

- **Increase the understanding of Risk and benefit of with and without COVID-19 vaccination during the pandemic ; peer a family engagement approach**
- **Communicating with population and try to explain the importance of the issue..asking them why they have not been vaccinated till now and ask them for their propositions..they feel active**
- **Even after vaccinated peoples got covid19 positive**
- **Coordination across sub-pillars such as the logistics to ensure communication happens ahead of supplies**
- **Working with community leader in providing clear, benefit and possible adverse effects. Explain clearly of the more benefit of vaccination than not vaccination.**
- **Active listening, Explain and address misinformation. Help to understand protection benefits of vaccination.**
- **Coordinate and partner with people fr the same community to help explain the correct information and its benefits correct misconceptions brought about by rumors and misinformation.**
- **Giving the right information against misinformation and rumors**
- **Listening and responding honestly to the concerns of individuals and communities**
- **Religious beliefs and evolving religious leaders to minimize misinformation**
- **Infodémie et communication à travers les relais communautaire**
- **Collaboration with religious teams and leaders to create awareness and avail spaces for outreach services**
- **Dynamic follow up of rumors with constant communication with communities to respond to the questions they have on the COVID-19 vaccines. Engagement of high level political, religious and traditional leaders.**
- **Involvement of religious and community leaders**
- **Interpersonal communication, engagement with civil society organizations, use of social media and use of health worker professional associations.**
- **NOTHING**
- **Neighbourhood meet and greet for direct conversations**
- **Engagement of local leaders, elites and religious leaders**
- **Interactive SMS**
- **Bringing vaccines to communities in hard-to-reach area**
- **Risk perception and risk/benefic communications**
- **Undertaking outreach in advance of the arrival of mobile vaccination teams to sensitise and address questions and public concerns.**
- **Work at comunity level with leader**
- **Health worker training in IPC**
- **Social media campaigns**
- **Training of health workers on their communication strategies**
- **Direct engagement with CSOs and professional associations who have worked with adults and high risk**



INTERACTIVE DISCUSSION



English



Spanish



French



Russian



End-of-clinic Evaluation

A Certificate of Attendance will be issued upon completion of the evaluation.



- Full report
- Executive summary, including overall best practices and challenges
- Exemplar stories (aspects of **specific program areas** to highlight)
- **Present in the next mini-cPIE clinic!**

NOTE: Country IAR core team will receive a **Certificate of Achievement upon sharing COVID-19 vaccination IAR results for peer learning.**

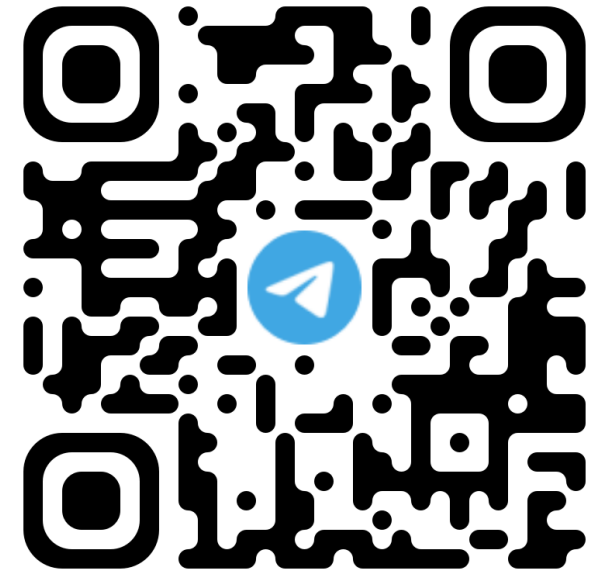




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- **Share ideas** with each other.



Upcoming sessions



COVID-19 Vaccination IAR Mini-cPIE Clinic 5: Country Experience Sharing and Lessons Learned

Date: 14 Dec 2021 15:00-16:30 CET

Theme: Vaccination among women

To register, please go to:

<https://echo.zoom.us/meeting/register/tJwtd-CpqjgsEtXJtqnn4MEiZksooXRkDKxs>



Available resources



IAR Guidance, Tools and OpenWHO online course

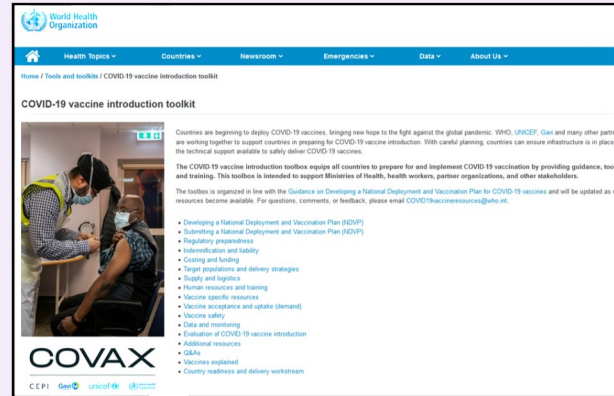


https://www.who.int/publications/i/item/WHO-2019-nCoV-Country_IAR-2020.1



<https://openwho.org/courses/covid-19-intra-action-review-en/>

Mini-cPIE (COVID-19 vaccination IAR) specific resources



Mini-cPIE specific tools

<https://www.who.int/tools/covid-19-vaccine-introduction-toolkit#Evaluation%20of%20COVID-19%20vaccine%20introduction>

Training webinar

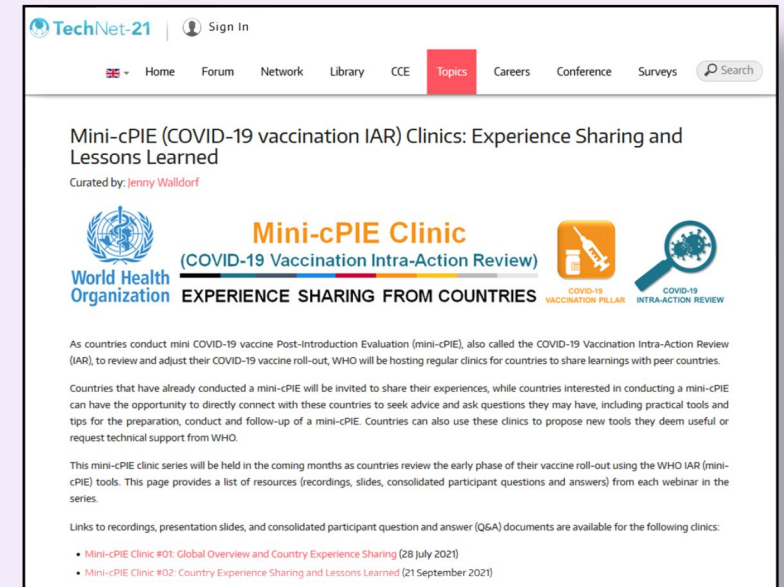
Mini-cPIE (COVID-19 vaccination IAR) – What is it and how to conduct one?

please go to [link](#) or download the pdf slides [here](#).

Mini-cPIE clinic materials

For recordings, slides and Q&A:

<https://www.technet-21.org/en/topics/cpie>.





Thank you!

For more information and technical support on any of the material presented, please contact:

Jenny Walldorf (walldorfj@who.int)

Landry Ndriko Mayigane (mayiganel@who.int)

Cindy Chiu de Vázquez (chiuc@who.int)

