UNICEF perspectives and examples of successful communication strategies and partnerships to promote health literacy in the context of UHC

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A Health Systems Strengthening Approach to UHC and SDGs

A health system that closes the gap in access to quality services and in child health and nutrition outcomes, contributes to UHC and the SDGs and is resilient

Linked to social protection and social welfare initiatives and the education sector, particularly for alleviating poverty, improving health literacy, screening and ensuring early child development.

**UNICEF Health Strategy for 2016–2030**

Guided by the Convention on the Rights of the Child (CRC) & the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), and in line with the Sustainable Development Goals (SDGs) and Every Woman, Every Child (EWEC)

A world where no child dies from a preventable cause, and all children reach their full potential in health and well-being

**Vision**

- End preventable maternal, newborn & child deaths
- Promote the health and development of all children

**Goals**

- Address inequities in health outcomes
- Strengthen health systems, including emergency preparedness and resilience
- Promote integrated, multi-sectoral policies and programs

**Approaches**

- Advocate for every child’s right to health
- Influence government policies
- Strengthen service delivery
- Empower communities

- Support data capture, evidence generation, and use
- Engage with partners
- Expand available resources
- Support evidence-based policymaking and financing
- Promote scale-up of effective interventions/innovations
- Share knowledge & promote south-south exchange
- Build capacity of management and health providers
- Support programmes, including service provision, in particular at community level and in emergencies
- Strengthen supply chain systems
- Engage for social and behaviour change
- Generate demand
- Strengthen accountability

**Programme areas**

- Maternal, newborn, and child health (focus on equitable access to quality primary health care)
- Older child and adolescent health (focus on public policies and supportive environments)

*Proposed actions and program areas represent global "menu" to be tailored to country context by country offices*

**Measurement, learning and accountability**
“Health literacy is more than being able to read pamphlets and make appointments. By improving people’s access to health information and their capacity to use it effectively, health literacy is critical to empowerment”

Leveraging communication strategies and ICTs to promote health literacy and improve health outcomes across development and humanitarian settings
### Table 2 Caregivers’ Awareness of Vaccination Knowledge Before and After Intervention

<table>
<thead>
<tr>
<th>Contents of Research</th>
<th>Before (%)</th>
<th>After (%)</th>
<th>$x^2$</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>How soon should you apply the vaccination certificate for your newborn after birth?</td>
<td>1221 (57.98)</td>
<td>1789 (86.59)</td>
<td>424.967</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>Do you have to show your child’s vaccination certificate when taking him or her to the kindergarten?</td>
<td>1535 (72.89%)</td>
<td>1952 (94.39)</td>
<td>350.8974</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>Do you have to show your child’s vaccination certificate when taking him or her to the primary school?</td>
<td>1536 (72.93%)</td>
<td>1958 (94.68)</td>
<td>361.829</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>Do you know you can take your child for vaccination free of charge when traveling elsewhere?</td>
<td>918 (43.59)</td>
<td>1645 (79.55)</td>
<td>569.1844</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>Measles is an infectious disease. Is it correct?</td>
<td>1290 (61.25)</td>
<td>1835 (88.69)</td>
<td>417.3472</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>If a child gets infected with measles, does he or she have fever and rash?</td>
<td>1438 (68.28)</td>
<td>1862 (90.04)</td>
<td>298.3715</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>Measles can be transmitted by the bite of mosquitoes. Is it correct?</td>
<td>539 (25.59)</td>
<td>1480 (71.53)</td>
<td>881.9536</td>
<td>&lt;0.0001</td>
</tr>
</tbody>
</table>

Promoting healthy behaviors, improving health literacy and increasing vaccination coverage in China

National Health and Family Planning Commission of the People’s Republic of China
Table 5 Changes in Qualified Vaccination Before and After Intervention

<table>
<thead>
<tr>
<th>Vaccines and Doses</th>
<th>Before (%)</th>
<th>After (%)</th>
<th>x²</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hepatitis B 1</td>
<td>2183(96.21)</td>
<td>2142(98.53)</td>
<td>23.07</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>Timely Vaccination for Hepatitis B 1</td>
<td>1896(86.85)</td>
<td>1905(88.94)</td>
<td>14.84</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>Hepatitis B 2</td>
<td>2088(92.02)</td>
<td>2057(94.62)</td>
<td>11.95</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>Hepatitis B 3</td>
<td>1847(84.80)</td>
<td>1972(90.71)</td>
<td>35.3</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>Polio 1</td>
<td>2088(92.02)</td>
<td>2048(94.20)</td>
<td>8.21</td>
<td>&lt;0.005</td>
</tr>
<tr>
<td>Polio 2</td>
<td>2023(89.16)</td>
<td>2056(94.57)</td>
<td>43.26</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>Polio 3</td>
<td>1949(86.55)</td>
<td>2025(93.15)</td>
<td>52.55</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>Polio 4</td>
<td>311(51.32)</td>
<td>580(69.80)</td>
<td>50.74</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>MCV 1</td>
<td>1780(83.84)</td>
<td>1938(89.14)</td>
<td>25.88</td>
<td>&lt;0.0001</td>
</tr>
<tr>
<td>MCV 2</td>
<td>1165(67.97)</td>
<td>1561(76.52)</td>
<td>34.23</td>
<td>&lt;0.0001</td>
</tr>
</tbody>
</table>

Dr Sufang Guo speaks to a mother with a young baby at Lijiang Maternal and Child Health Hospital, China
General population’s reasons for vaccination attitudes and the number of times such kinds of reasons are cited in the literature reviewed.

Vaccinating is also... Maintaining Trust, Credibility and Building Health Literacy

Kyunki Jeena Isi Ka Naam Hai – partnership with national broadcaster and Ministry of Health and Family Welfare (TV drama, interpersonal communication and community mobilization)

AdhaFULL – Transmedia initiative including social media platform to engage adolescents (#AdhaFULL)
Health for all and for health  •  Santé pour tous et tous pour la santé
Salud para todos y todos para la salud  • 人人享有健康  • 一切为了健康
Здоровье для всех и все для здоровья  •  الصحة للجميع والجميع للصحة

Practice of breastfeeding: An overwhelming majority (100%) of mothers surveyed at EL reported either currently breastfeeding their youngest child or having breastfed them, indicating significant increase from BL and MT. 

Recall of messages: As high as 86% of EL respondents who were exposed to Kyunki...Jeena could recall messages on breastfeeding.

Registration in the AWC: As far as the registration of child in an AWC is concerned, a significant improvement is noticeable at EL in comparison with MT and BL.

Proportion of respondents reporting registering their child in an AWC

A song on the importance of growth monitoring using a the growth chart was a big hit with the viewers.

Nutrition & Growth
The serial promoted importance of getting a child registered at the Anganwadi centre, importance of weighing a baby once a month in the AWC and the availability of supplementary nutrition at the AWC. The findings from the EL survey noted significant increase in the knowledge levels related to these compared to BL and MT. The presence of growth chart has significantly increased at EL when compared with MT.

Baby should be weighed every month:
The knowledge with regard to measuring the weight of a child once in every month in the first two years of life had significantly higher proportion of respondents reporting correct knowledge at EL when compared to BL.

Diarrhea
Knowledge about symptoms of diarrhea showed significant increase from BL to EL. Majority of the respondents felt that same or more amount of fluid should be given during diarrhea. The knowledge on giving more breast milk during diarrhea showed a significant increase at EL from the BL and MT. While this was true, the treatment seeking behavior, importance attached to giving extra fluid and community

IPC Discussion with...

IPre issues
From 11 countries in early 2015
To 24 countries live, 16 in the pipeline
and over 2.5 million active users. U-Reporter globally is big.
**U-REPORTERS IN LIBERIA**

<table>
<thead>
<tr>
<th>TOTAL # OF U-REPORTERS</th>
<th>RATE BY GENDER</th>
<th>RATE BY AGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>61,136</td>
<td>65% 35%</td>
<td>25% 54% 17% 3% 1%</td>
</tr>
<tr>
<td>4 MOST ACTIVE REGIONS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Montserrado County, Bong County, Nimba County, Margibi County</td>
<td>31,935 17,289</td>
<td>10-20 20-30 30-40 40-50 50-60</td>
</tr>
</tbody>
</table>
Engaging youth in emergency response

- Real-time data using RapidPro
- U-Report
- Rumour tracking

<table>
<thead>
<tr>
<th>Chiefdom</th>
<th>Ward No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magbema</td>
<td>119</td>
</tr>
<tr>
<td>Brimaia</td>
<td>133</td>
</tr>
<tr>
<td>Samu</td>
<td>138</td>
</tr>
</tbody>
</table>

64% Women have not heard about the new burial approach
Issues for discussion...

Enhance focus on interactive and critical health literacy across levels of health system – community, district, national

Strengthen community-based health systems and community engagement initiatives that cut across development and humanitarian work

Leverage collaboration and partnerships with key sectors and stakeholders to enable individual and community engagement

Address gaps in health education and communication for health literacy - What policies/investments are needed to address these gaps and ensure a greater contribution to achieving UHC?