Workshop in Enhancing Communication around Influenza Vaccination

Outputs from Break-out Groups

Session 7

Auditorium A and Room 247
CDC Atlanta, Georgia, USA

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Describing an Effective National Health Communication System

# 1 Component:
Systematic, Targeted Communications Integrated into National Influenza Strategic Plan

• By phase (prep, during and after)
• Organizations structure and reporting lines
  – Communications people part of IHR team
• Clear communication channels and budget, platforms/templates for reporting
• Monitoring and evaluation
• Basic message map
• Work with media and other stakeholders, ongoing trainings
  – Engaged in long term dialogue
• Integration with other stakeholder plans
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# 2 Component:

Monitoring and Evaluation

- Repeated quantitative studies
- Qualitative research (focus groups, perception and opinion surveys)
- Monitoring media (inclusive of social media) – listening through dialogue
- Opening a feedback system for health workers, the public, other stakeholders
- Surveillance – developing metrics for communication surveillance
- Indicators: Vaccine rates, Flu surveillance, supply and demand of vaccines
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# 3 Component:
**Stakeholder mapping** and coordination with clearly defined roles and responsibilities

- Health care workers - immunize and advise
- Government – policy and regulatory authority, budget, planning, procurement, distribution, vaccination, monitoring
- Insurers – coverage
- Pharma industry – production, support to national strategy
- Press – informing the public
- Public – input about strategy and what works for them, general and targeted communication
- Surveillance community – coordinated, public health institute (listeners) provides information
- International agencies – policy, guidance, surveillance, funding, tech support, prequalification
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# 4 Component:

Funding and Resources

- Political will and resource mobilization plan
  - Advocate for influenza to be integrated into the national strategy (i.e. security dept to secure funding), easily understandable data to influence policy makers

- Encourage a vibrant civil society and professional groups

- Secure appropriate staff (number and quality)

- Identify and connect with potential funding sources
  - Government funding, corporate involvement, PPP, international agencies, manufacturers, NGOs, Establish a national influenza foundation
# 5 Component:

Develop and Utilize **Multiple Channels** of Communication

- Identify target audience
- Assess trusted sources of information for building and creating
- Engage relationships with various platforms (TV, radio, social media, local/community channels, etc)
- Developing and providing timely/relevant information and feedback for specific questions response
- Monitoring (Component 3)
- Integrate into established sources for other health initiatives (NCDs, etc)
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# 6 Component:
Knowledge Translation

- Message simple, direct and clear
- Impact
  - Repeated
  - Story background
  - Image heavy: Visual campaign, advertising, video, social media, logo, slogan
- Who delivers the message: leaders, celebrities..
- From scientists to policy makers
- From government to public and other stakeholders