Workshop in Enhancing Communication around Influenza Vaccination

Outputs from Break-out Groups Session 7

CDC Atlanta, Georgia, USA
11-13 June 2013
Describing an Effective National Health Communication System

# 1 Community Engagement and Partnerships

- Identify and partner with multiple stakeholders, donors, and those who have influence
- Actively involve advocates at different touch points
  - Healthcare works at clinics
  - Health promotion advocates in neighborhoods
  - Infectious disease experts being quoted/interviewed in media
  - Uploading studies to official government websites
  - Independent advisory group
- Use all platforms to educate, listen and respond to queries
- Tailor messages to address different target populations in the most effective way (e.g. – easy to understand dialogues and pamphlets, etc.)
- Partner consultation and coordination (including information sharing)
Describing an Effective National Health Communication System

# 2 Listening and preplanning

• **Understand various audience segments.**
  – Collect information using techniques fitting for each group (randomization).

• **Perception checking to make sure we understand goals:**
  – Comprehend
  – Convince

• **Know the communications structure and adapt accordingly**
Describing an Effective National Health Communication System

# 3 Marketing

- Participatory:
  - Gov’t informs about vaccine (full disclosure & simple)
  - Feedback

- Adaptation of policy/strategy:
  - Focus group/pilot project

- Planning (demand creation):
  - Decisive
  - Education/training
  - Develop key messages
  - Timelines
  - Informal and informal media that is community appropriate

- Launch (specific to season)

- Constant monitoring and evaluation
Describing an Effective National Health Communication System

# 4 Education

- Tailored to target groups
  - Medical workers, population, key leaders, policy makers
- Addressing the barriers
- Using multiple distribution channels
  - Schools, all media, religious, clinics, community leaders
- Stakeholder specific content
  - Medical information
  - Why? What is new?
- Monitoring
  - How well information is received
  - Vaccination rates
- Partnerships
  - Multisectoral engagement
  - Aligning messages across partners
Describing an Effective National Health Communication System

# 5 Policy and Strategy

- Metrics – define measurement of impacts and successes
- Political will and physical space
- Factors that affect national strategy plan
  - National advocacy
  - Team communication
  - Political engagement on value of communications
- Action Plan
  - Structure/leadership
- Process
- Governance and oversight
- Resources
- Continuous audit and review
Describing an Effective National Health Communication System

# 6 Funding

- **Human resources**
  - Coordinators
  - Healthcare providers
  - messengers

- **Tools**

- Incentivize vaccination

- Data management

- Funding proposal for communications plan
Describing an Effective National Health Communication System

# 7 Data Management

- Data collection and analysis (requires software and infrastructure)
  - Disease (information for relay)
  - Vaccine use and vigilance
  - Population (perception, target audience, vaccine recipients, etc.)
- Information/news analysis
- Accountability mechanisms
- Provision and dissemination of information to public and health care providers (via news conference, website, etc.)
- Stakeholders are:
  - Health care providers, ministries of health, decision makers, policy makers
Describing an Effective National Health Communication System

# 8 Partnerships

- Response and reciprocal communications
- Independent advisory group
- Multi-stakeholder involvement
- Partner consultation and coordination process
- Multi-stakeholder platform for information sharing
- Ensure donor mechanisms exist for communications strategy
Describing an Effective National Health Communication System

# 9 Human Resources

- Designated communications staff
- Recruitment and retention
- Health workforce
Describing an Effective National Health Communication System

# 10 Competency and Training

- Initial competency plan and assessment
- Communication science
- Subject area expertise
- Social, print, audio-visual media and associated IT (programmers)
- Competent writers and illustrators (looking at style, languages and content)
- Trainers
- Market research
- Data management

- Training
  - Materials
  - Clear goals
  - Facilities
  - Funding
  - Trainers
  - Available time
  - Assessment tools