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Designing and implementing campaigns in support of vaccination efforts to prevent and reduce the spread of COVID-19

TOOLKIT 1.0

Toolkit 1.0 – Overview

About this Toolkit

This toolkit aims to provide a guidance on developing effective COVID-19 communication strategies focused on promoting protective behaviour and maximum uptake of the new COVID-19 vaccines. It aims to support public health teams to ensure that everyone understands how they can protect themselves, their families and communities. The toolkit presents assets can be used to assist local and national efforts to control the spread of COVID-19 and bring about its eventual eradication through vaccination and communication.

What the Toolkit covers

PART I

Overview: The impact of COVID-19 to sustainable development

Disasters such as pandemics pose a major challenge to human health and development. This Module aims to illustrate the profound impact that the COVID-19 pandemic has on health systems, economic growth, and sustainable development as a whole, highlighting the need for collective action and to build back better.

1. Impact of COVID-19 to sustainable development
2. The need for collective action / solidarity
3. Build back better

PART II

Uptake of protective behaviors

In the field of pandemic management, the ultimate purpose of communication interventions is focused on increased awareness, increased understanding and the uptake of protective behaviors. This module will look at how to influence the uptake of protective behaviors such as accepting invitations to be vaccinated, altering current behaviors to reduce harm, while encouraging the maintenance of positive behaviors.

1. Communication interventions in pandemic management
2. What works and what does not work
3. Behavior challenges
4. Behavior models

PART III

Planning vaccine communication campaings

Well designed and implemented communication campaigns will contribute significantly to better understanding, positive beliefs attitudes and behaviour in relation to COVID-19 vaccine uptake. This module presents recommendations for communication programmes aimed at making a significant contribution to behavioral change strategies as well as the achievement of information, attitude and knowledge programme goals.

1. Recommendations
2. Effective communication and campaigns in support of COVID-19 vaccine up-take
3. What evidence tells us about what communication campaigns can deliver
4. Common faults in pandemic communication

Developing vaccine communication campaings

In a crisis when the public has an intense need for information, one organization cannot do it alone. Local, state, and federal public health agencies must form partnerships with community organisations, health care providers, faith communities, the media, unions, civic associations and for-profit organisations. This module provides suggestions on engaging multiple actors in the task of communicating effectively.

1. Using all communication assets
2. Engaging and supporting community action
3. Segmentation and targeting
4. Checklist for designing COVID-19 vaccine uptake promotion campaigns
5. Developing messages to promote COVID-19 vaccine uptake
6. Vaccine Uptake messaging tactics guidance
7. Dealing with mis and disinformation in relation to COVID-19 vaccine promotion

Using social norms interventions to promote Covid-19 vaccine uptake and protective behaviours

Social norms are basically the set of well understood but mostly unwritten rules shared by members of a community or family or group. This concept becomes especially relevant in novel situations such as the COVID-19 pandemic when we are faced with new and poorly understood threats and new treatments and vaccines are being advocated. This module presents the role of social norms in promoting positive health related behaviors.

1. Defining social norms
2. What social norms are not?
3. Why social norms are powerful
4. Descriptive and prescriptive social norms
5. Two types of social norms
6. Using social norms in vaccine uptake campaigns

Who should use this Toolkit

• Ministries of Public Health
• Secretaries of Health and Public Communication Officers
• Government Communication Offices
• Those with strategic decision-making and communication responsibilities