



Comprehensive training for promotion of vaccine demand

to maintain and restore routine immunization and promote COVID-19 vaccination by leveraging social data, behavioral insights, infodemic management, service experience and digital strategies

HOSTED BY GAVI, WHO, UNICEF & US CDC

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Organisation team

- **GAVI** (Health Systems and Immunisation Strengthening)
- **WHO** (Infodemic Management Team (WHE), Immunization Demand Team (IVB))
- **UNICEF** (Immunization Demand Team, Program Group, Health Section)
- **US CDC** (Demand for Immunization Team, Vaccine Confidence and Demand Team)
- and partners from the **Vaccination Demand Hub**

Overview

This training, for the first time, ties together the interrelated threads of infodemic management, behavioral insights and social data and intervention design into a training and rostering strategy that addresses country needs now.

Trainees will be equipped with the latest tools, resources and expertise to comprehensively promote vaccine demand, supported by expertise from WHO, UNICEF, US CDC, GAVI and partners from the Vaccination Demand Hub.

Schedule

There are eight live sessions over a four-week period.

The sessions last between 3–4 hours. The exact times can be found below.

The sessions are hosted on Tuesdays & Thursdays.

There are participants from all over the world, divided into three cohorts: A, B and C, according to time zones and language preference.

Cohort A and C are dedicated to English-speaking participants, and Cohort B to French-speaking participants.

TUESDAY	THURSDAY
<ul style="list-style-type: none">• June 28th• July 5th• July 12th• July 19th	<ul style="list-style-type: none">• June 30th• July 7th• July 14th• July 21st



Objectives of the training

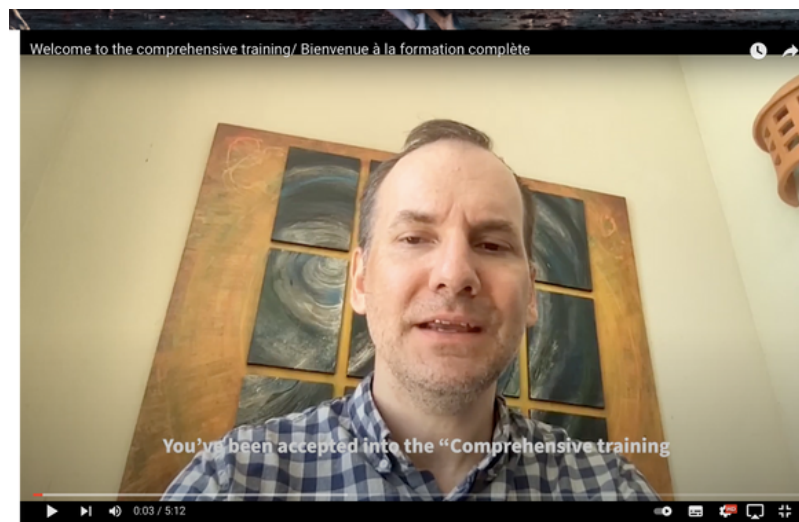
- Build capacity of **immunization program staff and stakeholders** to develop socio-behavioral insights, diagnose challenges to COVID-19 vaccine uptake and mitigation and design effective interventions that are centered around the needs of communities
- Build capacity of **preparedness, emergency response and COVID-19 response staff and stakeholders** to develop socio-behavioral insights, diagnose and design effective interventions that are centered around the needs of communities using COVID-19 vaccine uptake as a use case to bolster future COVID-19, public health and social measures and other emergency response efforts.



The learning management system

The training is offered in an online platform to enable global engagement by diverse participants. Before the training starts, each participant receives, a unique invitation from the Learning Management System to create a personal login to access all course materials and live lectures. The live sessions are run on Zoom.

All of the recorded material, readings, and other resources will be stored on the LMS and lectures made publicly available on the training YouTube channel, <https://youtube.com/playlist?list=PLUofSyoeDyCHadL-RrFomEbk9V82Xfily>.



Other platforms to support your learning

- **Zoom:** All live sessions are held on Zoom. You will receive link through the LMS.
- **WhatsApp:** You will be placed into WhatsApp groups of roughly 12 participants for the simulation exercise which will run during the course.
- **Slido:** We use Slido for participant interaction during live sessions.
- **Email:** for all course or technical questions, please email comprehensivetraining2022@gmail.com



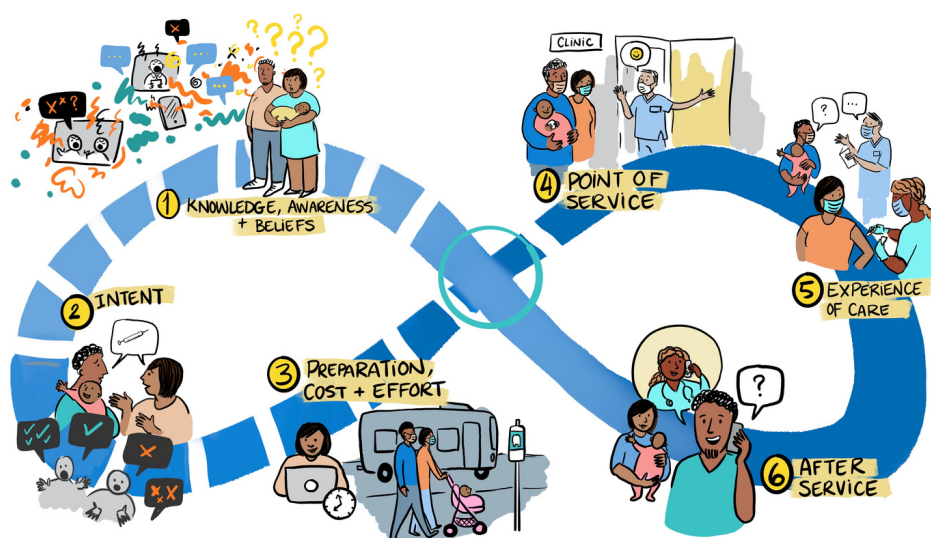
Assessment

To receive a certificate of participation at the end of the course, you are expected to:

- Be present in 80% of sessions (7 out of 8 sessions). Participation can be live in each session, or by watching the recorded sessions in the Learning Management System.
- Actively participate in group work on WhatsApp engaging in the simulation exercise
 - As training progresses, your group will need to assess and respond to a variety of events, and prepare a final intervention/strategy pitch
 - The group pitch is part of final assessment of participants and is delivered live in class in 7th session.

To receive a certificate of training at the end of the course, and therefore become a candidate for rostering and assignments on the field, trainees are expected to::

- Fulfill all requirements for the certificate of participation.
- Satisfactorily pass three quizzes at the end of weeks 1, 2 and 3.
- During week 4 before the last day of class, submit a max 4 minute video reflection on how you would now respond to two questions that you originally responded when you applied for the training.



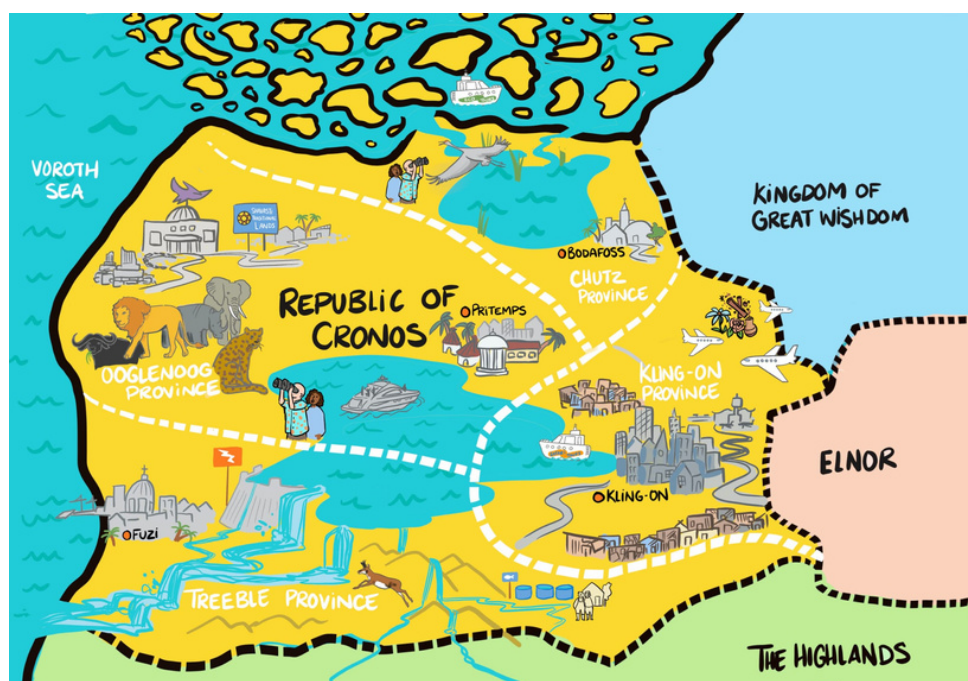
Simulation exercise in the Republic of Cronos

The 4-week global online training program is modeled after the highly interactive and successful WHO infodemic manager trainings and STOP training scenarios.



From the beginning of the training, the trainees will be involved in an immersive simulation, where they will work together in small groups of roughly 12 participants to develop a national strategy for a country in need of demand, infodemic and communications expertise to increase vaccine uptake. This fantasy country is called the Republic of Cronos.

Through this approach, they utilize newly gained knowledge and skills, draw on their own experiences to problem solve and strengthen their ability to work together with people of other disciplines to develop a coherent demand strategy.



Participant profile

Due to the multifaceted nature of diagnosing and addressing threats to vaccine confidence and demand, participants from a variety of skillsets and backgrounds are invited to take part, with particular emphasis placed on those working in or collaborating with health authorities. The following are examples of those invited to apply to training.

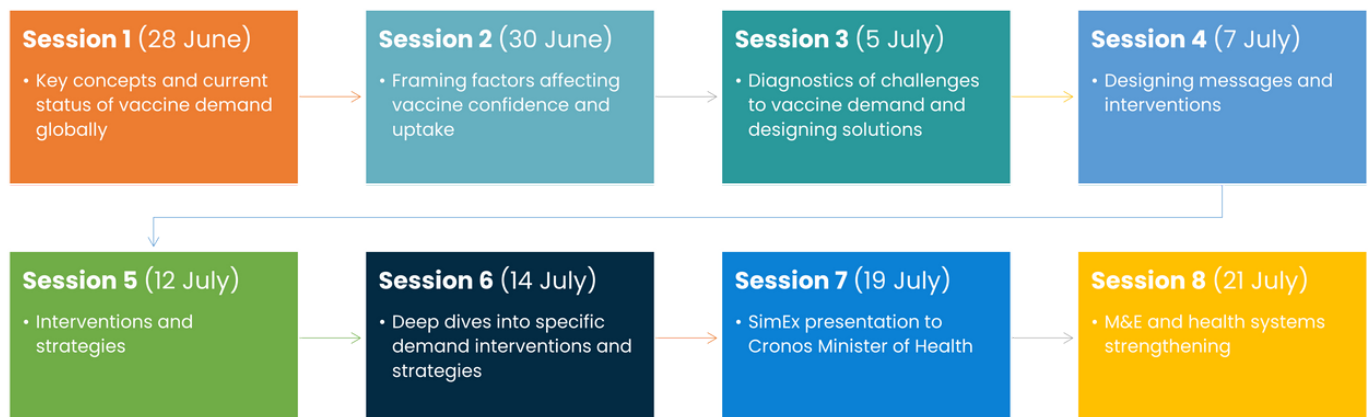
- **You are serving in these health system functions:**
 - Emergency response
 - Public health surveillance
 - Immunization program
 - Health promotion
 - Health informatics
 - Risk communication and community engagement
 - Health education
 - Healthcare providers
 - Digital health
 - Knowledge translation/evidence-informed policy
 - Health information systems
- **You are currently supporting immunization or COVID-19 mitigation or emergency response efforts in country:**
 - Social/behavioral scientists
 - Epidemiologists
 - Environmental health professionals
 - Monitoring and evaluation professionals
 - Data scientists
 - Informaticians
 - Data analysts
 - Communicators
 - Implementation and operational research investigators
 - Social media, monitoring and marketing professionals
 - Community mobilizers

Additionally, people working on the social determinants of health and health equity in any capacity are also welcome to apply.

Training objectives

The training bring together all related expertise, resources, and skill-building activities from Vaccination Demand Hub partners into a coherent narrative. At the end of the training you will be able to:

- Assess and identify factors that may impact confidence, demand or uptake of COVID-19 and other vaccines in a country setting
- Understand which data collection approaches can best assess community concerns, perceptions, information voids, misinformation, knowledge, attitudes, and practices of specific populations as it relates to vaccine uptake
- Rapidly diagnose specific challenges to vaccine uptake in a specific community
- Conduct integrated analysis of varying types data sources, including online and offline to develop insights for action
- Learn evidence-based approaches and strategies to increase vaccine uptake, address the infodemic or promote health behavior change
- Learn how to incorporate principles of human-centered design and community-based participatory research into intervention development and evaluation



Demand Building Blocks

By the end of the training, you will be able to address the following demand building blocks.

The building blocks for achieving robust vaccine confidence and demand will require each country to be able to:

- Implement and sustain an evidence-based **national demand and communication strategy** (including infodemic management)
- Implement **diagnostics**, including **social listening systems and products**, to inform ongoing programmatic strategy
- Use diagnostics to inform **intervention selection, development, and implementation.**
- Teach trusted messengers to have **effective vaccine conversations** with community members
- Ensure **crisis communications plans** are in place for when vaccine-related events occur
- Conduct **social mobilization activities** with communities that aim for collaboration and shared leadership to promote uptake of health services and protective behaviors
- Work with **trusted messengers** to share messages, particularly in vulnerable communities
- Using human-centered approaches and insights to **adapt service delivery** to meet community needs
- Build **community resilience to information overload, misinformation** and address information gaps



Session 1 • Tuesday, June 28th

Introduction to key concepts and current status of vaccine demand globally

Cohort A • 9:00 Geneva Time / 3:00 Atlanta Time

Cohort B (French) • 14:00 Geneva Time / 8:00 Atlanta Time

Cohort C • 20:00 Geneva Time / 14:00 Atlanta Time

- **Welcome speeches**
 - GAVI, WHO, UNICEF, US CDC
- **State of Global Vaccine Demand**
 - Deepa Pokharel, UNICEF
- **Get Deployed and Get Useful**
 - Elisabeth Wilhelm, US CDC
- **Group discussion**

• **BREAK** •

- **Building Resiliency in Immunization Programs in the Time of COVID-19 Recovery**
 - Aaron Wallace, US CDC
- **Reaching Zero Dose Children**
 - GAVI
- **Nigeria's Experience in the Time of COVID-19**
 - Dr. Bassey Okposen, Nigeria NPHCDA
- **Wrapup of day**
- **Cronos Update**



Session 2 • Thursday, June 30th

Framing factors affecting vaccine confidence and uptake

Cohort A • 9:00 Geneva Time / 3:00 Atlanta Time

Cohort B (French) • 14:00 Geneva Time / 8:00 Atlanta Time

Cohort C • 20:00 Geneva Time / 14:00 Atlanta Time

- **Recap of previous session, housekeeping – learning objectives**
 - Facilitators
- **Fikele's Journey: Lecture Followed Working Group Exercise**
 - Deepa Pokharel, UNICEF

• BREAK •

- **Social Determinants of Health, Health Equity and Trust in Health Systems**
 - Daiva Yee, US CDC
- **Information Environment and Infodemic Management**
 - Tina Purnat, WHO, and Surangani Abeyesekera, UNICEF

• BREAK •

- **Vaccine Confidence, Uptake and Behavioral and Social Drivers of Vaccination**
 - Lisa Menning (WHO)
- **Wrapup of day**
- **Cronos Update**



Session 3 • Tuesday, July 5th

Diagnostics of challenges to vaccine demand and design approaches to solutions

Cohort A • 9:00 Geneva Time / 3:00 Atlanta Time

Cohort B (French) • 14:00 Geneva Time / 8:00 Atlanta Time

Cohort C • 20:00 Geneva Time / 14:00 Atlanta Time

- **Recap of previous session, housekeeping – learning objectives**
 - Facilitators
- **Rapid Community Assessments**
 - Daiva Yee, US CDC, Francine Restrepo-Ganter, WHO
- **Group exercise on RCAs**

• BREAK •

- **Social Listening and Integrated Analysis**
 - Tina Purnat, WHO, and Surangani Abeyesekera, UNICEF
- **Group exercise on integrated analysis**

• BREAK •

- **Wrapup of day**
- **Cronos Update**



Session 4 • Thursday, July 7th

Designing messages and interventions to promote vaccine demand

Cohort A • 9:00 Geneva Time / 3:00 Atlanta Time

Cohort B (French) • 14:00 Geneva Time / 8:00 Atlanta Time

Cohort C • 20:00 Geneva Time / 14:00 Atlanta Time

- **Recap of previous session, housekeeping – learning objectives**
 - Facilitators
- **Human-Centered Design Approaches to Intervention Development**
 - Oommen John, George Institute of India
- **Group exercise on HCD approaches**

• BREAK •

- **Message Testing**
 - Sergio Cecchini and Tom Trewinnard, Africa Infodemic Response Alliance
- **Group exercise for message testing**

• BREAK •

- **Check-in – how is everyone doing? Slide and breakout groups**
 - Facilitators
- **Wrapup of day**
- **Cronos Update**



Session 5 • Tuesday, July 12th

Interventions and strategies

Cohort A • 9:00 Geneva Time / 3:00 Atlanta Time

Cohort B (French) • 14:00 Geneva Time / 8:00 Atlanta Time

Cohort C • 20:00 Geneva Time / 14:00 Atlanta Time

- **Recap of previous session, housekeeping – learning objectives**
 - Facilitators
- **Service-Delivery Oriented Interventions and Strategies**
 - Lisa Oot, JSI
- **Community-Level Interventions and Strategies**
 - Sarah Hess, WHO and Surangani Abeyesekera, UNICEF
- **Interpersonal-Level Interventions and Strategies**
 - Michelle Dynes, UNICEF

• BREAK •

- **Toolbox Across Levels of Interventions: Behavioral Interventions for Vaccine Demand**
 - Neetu Abad, US CDC
- **PHSM Interventions for Managing Epidemics and Epidemic Risk**
 - Eva Rehfuss, LMU, Brigitte Strahwald, LMU and Ramona Ludolph, WHO
- **Toolbox Across Levels of Interventions: Infodemic Management Interventions to Address the Infodemic and Infodemic risk**
 - Tina Purnat, WHO and Elisabeth Wilhelm, US CDC

• BREAK •

- **Group work – split into groups to discuss how to apply interventions and strategies to specific case examples**
- **Wrapup of day**
- **Cronos Update**



Session 6 • Thursday, July 14th

Deep dives into specific essential interventions and strategies

Cohort A • 9:00 Geneva Time / 3:00 Atlanta Time

Cohort B (French) • 14:00 Geneva Time / 8:00 Atlanta Time

Cohort C • 20:00 Geneva Time / 14:00 Atlanta Time

- **Recap of previous session, housekeeping - learning objectives**
 - Facilitators
- **Crisis Emergency Risk Communication and Science Communication in Uncertain Times**
 - Richard Quartarone, US CDC
- **Group discussion**

• BREAK •

- **Breakout #1 deep dive lectures:**
 - **Social Marketing**
 - Anton Schneider, USAID
 - **Engaging Networks**
 - Sarah Hess, WHO
- **Breakout #2 deep dive lectures:**
 - **Addressing Health Misinformation**
 - Tina Purnat, WHO and Elisabeth Wilhelm, US CDC
 - **Digital Health Interventions**
 - Sara Chamberlain, BBC Media Action
- **Group work - chose one of four topics**

• BREAK •

- **Key Messages**
- **Cronos Update**



Session 7 • Tuesday, July 19th

SIMULATION EXERCISE – Presentation to the Minister of Health, Republic of Cronos

Cohort A • 9:00 Geneva Time / 3:00 Atlanta Time

Cohort B (French) • 14:00 Geneva Time / 8:00 Atlanta Time

Cohort C • 20:00 Geneva Time / 14:00 Atlanta Time

- **Recap of previous session, housekeeping – learning objectives**
 - Facilitators
- **Groups presentation**
 - Minister of Cronos
 - Neville Calleja, Ministry for Health, Malta
 - Vaccine Demand Lead
 - Cohort A: Rizky Syafitri, UNICEF
 - Cohort B: Isabella Ballalai, Brazilian Immunization Society
 - Cohort C: Lucie M Bucci, University of Toronto
 - Preparedness and Response Lead
 - Noof Alwatban, King Saud Bin Abdulaziz University for Health Sciences
- **SIMEX Discussion**
 - Facilitators
- **Conclusion of session, next steps**



Session 8 • Thursday, July 21th

Building on What We Learned: Monitoring, Evaluating and Health System strengthening

Cohort A • 9:00 Geneva Time / 3:00 Atlanta Time

Cohort B (French) • 14:00 Geneva Time / 8:00 Atlanta Time

Cohort C • 20:00 Geneva Time / 14:00 Atlanta Time

- **Recap of previous session, housekeeping – learning objectives**
 - Facilitators
- **M&E for programs and intervention evaluation**
 - Shibani Kulkarni, US CDC
- **Participatory approaches for M&E**
 - Lora Shimp, JSI
- **Group discussion**

• **BREAK** •

- **Bringing it all together – health systems strengthening**
 - Neville Calleja, Ministry for Health, Malta
- **Reflection on the course**
- **Walk through the feedback on evaluation**
- **Housekeeping**
- **Conclusion remarks**
 - GAVI, WHO, UNICEF, US CDC





Thank you !