

Vaccination Week in the Americas 2020

PLANNING AND EVALUATION WORKBOOK



“Love. Trust. Protect. #GetVax”



www.paho.org/vwa



PAHO/WHO



@pahowho

PAHO



Pan American
Health
Organization



World Health
Organization
REGIONAL OFFICE FOR THE
Americas

VWA 2020 PLANNING, EVALUATION AND REPORTING

18th Vaccination Week in the Americas (VWA)
9th World Immunization Week (WIW) Dates:
April 25 – May 2, 2020

The Campaign

From April 25 to May 2, 2020, the Region of the Americas will celebrate the 18th Vaccination Week in the Americas (VWA). The campaign slogan will be **“Love. Trust. Protect. #GetVax.”**

Country participation in VWA is flexible to allow countries to undertake vaccination-related activities or campaigns which will be the most beneficial in strengthening their national immunization program, leading in turn to a reinforced regional immunization program.

The history of VWA dates to a 2002 proposal by the Ministers of Health of the Andean Region, following the last endemic measles outbreak in the Americas. This proposal called for a coordinated vaccination effort across national borders to reach vulnerable populations, put an end to the outbreak, and prevent future outbreaks. Today, the Region of the Americas is facing new measles outbreaks, after having been declared free of this disease in 2016.

VWA 2020 is a great opportunity for all the countries of the Region to do their part to end the current outbreaks of measles, protect their communities, and permanently eliminate the measles virus in the Americas.

Background on VWA

Every year as part of VWA, more than 40 countries and territories in the Americas come together to raise awareness on the importance of immunization and vaccinate their populations, making a special effort to reach people who may not have regular access to health services, including indigenous peoples, migrants, border populations, and people living in urban fringes. VWA has been a key driver of immunization in the Americas, resulting in more than 806 million people being vaccinated against a range of diseases since 2002.

Country and territory participation in Vaccination Week in the Americas (VWA) is flexible and goals and activities for the initiative should be chosen in accordance with national health objectives.

However, in order to streamline both the planning and reporting of the VWA campaigns and activities across the Region, PAHO has a standardized **template for all country plans** and **final reports**.

These templates serve as the minimum amount of information we would like to collect at the regional level from all countries. However, if your country would like to provide additional information, beyond what is requested in the template, we welcome countries to send this additional information as annexes to the plan/report.

VWA 2020 PLANNING, EVALUATION AND REPORTING

The plan and report are set up with similar formats in order to facilitate this process, and the information being requested aligns with the goals of the program, as outlined in the Regional Immunization Action Plan (RIAP) approved by all Ministers of Health during PAHO's Directing Council in 2015 as the guiding document for immunization programs in the Americas 2016-2020.

The RIAP is available here:

http://www.paho.org/hq/index.php?option=com_docman&task=doc_download&gid=31248&Itemid=270&lang=en

Countries are kindly requested to submit VWA plans **by March 1st** and VWA final reports **by July 1st** to the regional PAHO office so that this information can be consolidated and disseminated at the regional and global levels.

Vaccination Week Objectives

The overarching objectives of the initiative are:

- To promote equity and access to immunization
- To promote the transition from child to family immunization
- To promote communication and cooperation between countries
- To maintain immunization on the political agenda
- To serve as a platform for integrated activities

Campaign Materials

In February, all the materials related to the campaign will be available on the VWA webpage (www.paho.org/vwa).

In order to ensure that countries feel identified with the materials being produced at the Regional level, the number of materials developed this year will be higher than before. Therefore, if your country requires posters, you should plan to print them at the local level. Resources are available for printing of materials, and in extraordinary cases the regional team can offer printing support. Additionally, for reporting purposes, this year we would like to kindly request country offices to include in their photographs of the campaign, when possible, pictures of the printed materials being used at the local level (in health clinics and posts, on the streets, etc.).

Electronic versions of these materials (in Spanish, English, Creole, French, Dutch and Portuguese), as well as many other technical and communication resources, will be available for download via the website (www.paho.org/vwa).

If your country wishes for a specific photograph to be included as part of the materials please notify PAHO before 31 January, 2020.

Social Media

VWA 2020 PLANNING, EVALUATION AND REPORTING

Regional messages for Facebook and Twitter will be developed and shared with countries in **March 2020**.

PSAs will be created and distributed online and on social media networks.

We will encourage sharing of photos on social media with the regional slogan and hashtag #GetVax.

Evaluation Activities

It is important to periodically assess and adapt VWA activities to make sure they are as effective as they can be. This evaluation can help identify areas for improvement and help realize goals more efficiently. PAHO highly encourages countries to undertake evaluation activities and then report back its results.

The evaluation technique should be adapted to your specific program. However, some examples of this could be a short survey during VWA to evaluate public confidence and satisfaction with vaccination or a survey to evaluate the effectiveness of the VWA social communication campaign. Models for these surveys are included in the Annex Section of this document and are available online.

Beyond this, countries are encouraged to develop their own evaluation strategies, and if required, PAHO/WHO can provide technical assistance for the development of these strategies.

Vaccination Week in the Americas Background

Originally launched in 2003, VWA is an annual initiative endorsed by PAHO's Directing Council. The idea for VWA was first proposed in 2002 by the Ministers of Health in the Andean Region to protect the Americas from the resurgence of measles. From 2003 to 2019, as a result of activities conducted under the framework of VWA, more than 806 million individuals have been vaccinated against a wide variety of diseases. VWA has also helped to highlight the essential work of national immunization programs and the importance of vaccination for the general public; the initiative is also increasingly being used by countries as an opportunity to integrate other preventative interventions with immunization activities.

World Immunization Week Background

Other regions of the World Health Organization (WHO) have implemented similar Vaccination/Immunization Week initiatives, culminating in the creation of World Immunization Week (WIW) in 2012, the umbrella initiative that unites all global efforts. WIW is focusing on a multi-year theme: "Close the Immunization Gap". For more information on WIW and access to additional global communication resources, please visit: <https://www.who.int/westernpacific/news/events/world-immunization-week/>

2020 WIW Campaign objectives

VWA 2020 PLANNING, EVALUATION AND REPORTING

For WIW 2020, the aim is to urge greater engagement around immunization globally, with a particular focus on spotlighting the fact that strengthening immunization is critical to improving the health and wellbeing of everyone, everywhere.

WIW 2020 will provide an important opportunity to promote positive messaging around vaccines in the lead-up to key immunization milestones like the endorsement of the Immunization Agenda 2030 at WHA in May and Gavi replenishment in June.

The WIW 2020 theme will be “#VaccinesWork for All”. It focuses on emphasizing the importance of reaching everyone, everywhere with the vaccines they need, and how society can benefit by pursuing this goal. It can also be used to highlight the barriers to ensuring equitable access to vaccines and identify what needs to be done to address them.

ANNEXES

- Annex 1: Reference list of VWA Indicators
- Annex 2: Model surveyr to evaluate public confidence and satisfaction with vaccination
- Annex 3: Evaluation of VWA Social Media Campaign
- Annex 4: Planning of Border Activities Discussion Guide

Additional planning materials are available on our website: www.paho.org/vwa

Annex 1: Reference list of VWA Indicators¹:

Indicators for the intensification of vaccination in at-risk areas

- ✓ Number and percentage of children 1-4 years of age that received their first, second, and third doses of DTP/ Pentavalent (to measure 0-doses, incomplete and complete schedules)
- ✓ Number and percentage of women of childbearing age (WCBA) who were vaccinated with the first dose of Td vaccine in at-risk municipalities
- ✓ Percentage of municipalities with plans for a second and third round of vaccination to complete schedules after VWA
- ✓ Number of health workers that participated in VWA outreach activities

Indicators for specific extramural campaigns

- ✓ Percentage of Rapid Coverage Monitoring (RCM) in which vaccination coverage for (measles-rubella, polio or another vaccine) is less than 95%

Indicators for surveillance

- ✓ Number of suspected cases of measles/rubella and acute flaccid paralysis (AFP) that were identified by active community search and that were already known by the system.

Political priority indicators

- ✓ Number of authorities that participated in launching events (international, national, regional or local)

Training indicators

- ✓ Number of forums, seminars or conferences held during VWA
- ✓ Number of health workers that received training during VWA

Information dissemination and media indicators

- ✓ Percentage of people interviewed in previously selected areas who are aware of VWA;
- ✓ Number of health workers trained on VWA targets and goals;
- ✓ Number of VWA television spots that were broadcast on national or local television stations
- ✓ Number of radio announcements that were played on national or local channels
- ✓ Quantity of national VWA promotional material created and disseminated

¹ Countries should feel free to use additional indicators not included on this list, if they are more pertinent to national activities.

- ✓ Number of journalists informed about the objectives and benefits of VWA
- ✓ Number of VWA-related articles published in the national and local press
- ✓ Number of VWA-messages disseminated via the official channels of the Ministry (Ministry of Health website, EPI website, Twitter account of the Minister of Health, etc.)
- ✓ Number of people participating in conversations about VWA through social media

Intersectoral/Interinstitutional coordination indicators

- ✓ Number of meetings carried out by the VWA organizational committees
- ✓ Number of agencies and/or organizations that participated in these meetings.

Integrated intervention indicators

- ✓ Number of integrated interventions carried out during VWA (vaccination plus deworming, vitamin A, screenings, etc.).

Public satisfaction and confidence with vaccination

- ✓ Number of people interviewed regarding their satisfaction and confidence regarding vaccines.

Annex 2

A MODEL SURVEY TO EVALUATE PUBLIC CONFIDENCE AND SATISFACTION WITH VACCINATION:

Instructions for Interviewer: Interview individuals in the community (during rapid coverage monitoring activities, in markets, main squares, bus stops, on the street, etc.) who have at least one child under 5 years of age.

On a scale from 1 to 5 (1 being strongly disagree and 5 being strongly agree) how would you rank the following statements?

1. Getting my child immunized is the right thing to do.

RANK: _____

2. Immunizations are important for keeping children healthy.

RANK: _____

3. It is important to vaccinate my child in order to prevent the spread of disease in my community.

RANK: _____

4. I am satisfied with the immunization services that my child has received at my local health center or clinic.

RANK: _____

5. As an adult, getting vaccinated is also important to maintain good health.

RANK: _____

On a scale from 1 to 5 (1 being not at all confident and 5 being very confident), how confident are you in each of the following?

6. The safety of routine childhood vaccinations.

RANK: _____

7. The effectiveness of routine childhood vaccinations.

RANK: _____

8. The benefits of routine childhood vaccinations.

RANK: _____

Annex 3

EVALUATION OF VWA SOCIAL COMMUNICATION CAMPAIGN:

a model survey

Instructions for Interviewer: Interview at individuals outside of the health sector (in a market, main square, bus stop, street, etc.). It is recommended to avoid interviewing groups of people and to instead recruit one out of every 3 or 5 people found in each place.

Ask the following questions and mark the answers in the space provided:

1. In what category do you belong?

- | | |
|--|---|
| <input type="checkbox"/> Woman of childbearing age (15-49) | <input type="checkbox"/> Young person (6-15) |
| <input type="checkbox"/> Adult man (16-59) | <input type="checkbox"/> Adult woman (50-59) |
| <input type="checkbox"/> Older adult - man (60 or more) | <input type="checkbox"/> Older adult - woman (60 or more) |

If person does not belong to any of these categories, stop the interview and exclude it from the analysis.

2. Are you knowledgeable about the topic of vaccination?

Yes No

3. Have you heard about a special vaccination activity recently?

Yes No

If the answer is Negative, end the interview, if Affirmative, continue.

4. Can you indicate what kind of vaccination activity you heard about? Mark all that apply

Vaccination Campaign <input type="checkbox"/>	Vaccination Week <input type="checkbox"/>
Campaign against rubella <input type="checkbox"/>	Campaign against influenza <input type="checkbox"/>
Campaign against measles <input type="checkbox"/>	Campaign against polio <input type="checkbox"/>
Other <input type="checkbox"/> Please specify _____	

5. How did you find out about this activity? (Mark all mentioned)

- | | |
|--|---|
| a. Radio <input type="checkbox"/> | d. Health center <input type="checkbox"/> |
| b. Television <input type="checkbox"/> | e. Newspaper <input type="checkbox"/> |
| c. Loudspeaker <input type="checkbox"/> | f. Schools <input type="checkbox"/> |
| d. Others <input type="checkbox"/> Specify _____ | |

6. When you found out about this vaccination activity, what did you do?

Reviewed my children's vaccination card

Got vaccinated myself

Took my child or other person to get vaccinated

Inquired for more information

Other Which? _____

Annex 4

Discussion Guide

Planning of Border Activities (when applicable)

1. Identification of border municipalities
 - ¿What is the vaccination coverage of the regular program in these municipalities?

 - Objectives of VWA activities in border municipalities
 - Start/Complete schedules
 - Vaccination in specific groups
 - Planning of three rounds of vaccination
 - Training for health care workers
 - Crossed monitoring
 - Other. Specify:

2. Planning Meetings
 - Location and Date:
 - Individuals responsible in each country:

3. Social communication
 - Joint versus separate campaigns
 - Languages
 - Media outlets to employ
 - Use of surveys to assess information dissemination

4. Resources
 - Estimated Costs
 - Plan for resource mobilization

5. Other activities that can be included under the framework of VWA