

# Vaccination

*An act  
of Love*



**Pan American  
Health  
Organization**

Regional Office of the  
World Health Organization

**VACCINATION WEEK IN THE AMERICAS  
2011**

## **PLANNING WORKBOOK**

**English-Speaking North America**

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## INTRODUCTION

The main purpose of this workbook is to assist national health professionals in the planning of Vaccination Week in the Americas (VWA) 2011. It is a tool that includes information and guidelines that will allow its users to organize the steps involved in the preparation, development, and evaluation of VWA 2011 in a methodical and efficient manner.

The workbook is organized in three parts. The first part contains tables that will help the user delineate the strategies, goals, priority populations and budget for VWA 2011. Likewise, a list of indicators defined in previous meetings has been included.

The second part includes a guide for the planning and development of a border plan. This discussion guide will allow border countries to decide on common objectives and activities to develop during VWA.

Finally, the third part relates to the evaluation guide for VWA and the content of the final report to be written by each country.

## OBJECTIVES

The objective of VWA 2011 planning is:

- ⌘ To define goals, strategies and priority populations.
- ⌘ To coordinate activities at the national and border level.
- ⌘ To define indicators to measure VWA results, promoting data collection from the local levels, analysis at the national level, and international reporting.
- ⌘ To develop proposals for the strengthening of VWA at the regional level based on experience and lessons learned.

# **VWA 2011 National Plan**



## VWA 2011 Goals Target Populations and Strategies English-Speaking North American Countries

COUNTRY	GOALS	TARGET POPULATION	RISK CRITERIA	VACCINES	TYPE OF CAMPAIGN*	STRATEGIES/ INTEGRATED HEALTH ACTIVITIES
CANADA						
UNITED STATES						
<b>TOTAL</b>						

\* For example: Follow-up campaign

## Budget: Mobilization of Resources Vaccination Week in the Americas 2011

Category	Estimated Cost	Financing	
		Financed <sup>1</sup>	Not Financed
Vaccines and Supplies			
Cold Chain			
Training			
Operational Expenses			
Supervision and Monitoring			
Epidemiological Surveillance			
Social Communication			
Evaluation			
Total			

### PRESENTATION OF THE VWA PLAN TO THE INTER-AGENCY COORDINATION COMMITTEE

**Date:**

**Responsible:**

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<sup>1</sup> If financed, please mention if funds are national or external.

## VWA 2011 Indicators

- ⌘ Number and percentage of children 1-4 years of age with first, second, and third doses of DTP/ Pentavalent (to measure 0-dose, incomplete and complete schedules)<sup>1</sup>;
- ⌘ Number and percentage of WCBA vaccinated with first dose of Td in at-risk municipalities during VWA;
- ⌘ Percentage of Rapid Coverage Monitoring (RCM) in which vaccination coverage for MR is less than 95%;
- ⌘ Percentage of people interviewed in previously selected areas<sup>2</sup> who are aware of VWA;
- ⌘ Percentage of municipalities with plans for a second and third round of vaccination to complete schedules after VWA;
- ⌘ 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.

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<sup>1</sup> One-year old children will be used as denominator since not all countries have disaggregated information for children < 1 year to evaluate incomplete schedules.

<sup>2</sup> Selected areas must include high-risk zones and those with isolated populations.

## **Guide for Communication and Social Mobilization Campaign VWA 2011**

1. What media will be used (TV, radio)? What stations will be used? Will different languages or dialects be used to target specific populations (migrant workers, ethnic minorities, etc.)?
2. Products/ Materials to be used before and during VWA (posters, pins, magazines, brochures, educational materials, jingles, contests, etc.). How many will be printed/take place? Where will materials be posted/ distributed?
3. What national and local government leaders will be asked to be involved?
4. Outreach initiative for private sector, religious leaders, NGOs, celebrities. Who will be invited to participate? How?
5. Community and health professional workshops. How many? Where? Main objective?
6. Other social mobilization activities
7. Utilization of survey to evaluate the campaign. Analyze results.

## SURVEY TO EVALUATE THE VWA SOCIAL COMMUNICATION CAMPAIGN

**Instructions for Interviewer:** Interview at least 10 people outside the health sector (in a market, main square, bus stop, street, etc.), avoiding to choose groups of people. It is recommended to interview one out of 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 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"/> Which? _____       |   |

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"/>       |
| g. 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? \_\_\_\_\_

# **BORDER PLAN**

# **Plan for Border Activities**

## **Discussion Guide**

1. Identification of border municipalities
  - ¿What is the vaccination coverage of the regular program in these municipalities?
  - VWA objectives for border municipalities
    - Initiate/Complete schedules
    - Vaccination of specific groups
    - Planning of three rounds of vaccination
    - Train health personnel
    - Cross-monitoring
    - Others. Specify:
2. Meetings and Planning
  - Date and Place:
  - Responsible persons by country:

**Continued**

3. Launching events

Date and Place	Binational/ Tri-national/ Regional	Authorities invited	Representatives of International Agencies, Ambassadors and others invited

4. Social Communication

- Combined campaign
- Different languages
- Media to be utilized
- Utilize surveys to evaluate dissemination

5. Resources

- Estimated Costs
- Plan to mobilize resources

6. Other activities that can be included under the VWA principles

# **EVALUATION AND FINAL REPORT**

## **Contents of VWA 2011 Final Report**

1. Achievement of goals in specific groups: children 0-12 months, children 1-4 years, children < 5 (if no disaggregated data), adults, WCBA, older adults, and/or other populations that were vaccinated during the campaign.
2. Analysis of defined indicators (see page 7).
3. Report on resource mobilization.
4. Description of vaccination activities and other integrated public health activities, training, etc.
5. Report on border, national, and local launching events.
6. Report on communication efforts, based on the analysis of the dissemination survey and social mobilization (see pages 9 and 15).
7. Achievements and Lessons learned.
8. Document activities through photos, video, and other materials used.



# EVALUATION OF COMMUNICATION AND SOCIAL MOBILIZATION EFFORTS

1. Who/How many leaders attended the events?

Date and Place	National/ Binational/ Tri-national/ Regional	Authorities Attending the event	Representatives of International Agencies, Ambassadors and other attendees

2. Was there an increase in the average monthly vaccination? If so, can it be attributable to the social communication efforts? (analyze surveys)

3. What partnerships were formed with the private sector, NGOs, religious leaders, etc.?

4. How many and what kind of workshops or educational sessions took place for members of the community and/or health professionals.