



Survey of social and behavioral determinants of COVID-19 vaccination uptake and evaluation of ongoing national and subnational programming to increase demand for COVID-19 vaccines/ Support EMR Demand assessment of COVID-19 vaccination uptake and prioritizing interventions to increase access and demand for vaccine

Project Information

- ◆ Department: Public Health Program
- ◆ Unit: Polio & Immunization Department

OBJECTIVES

This project's main goal is to contribute to global and regional efforts for preparations for the rollout of COVID-19 vaccines by assessing social and behavioral determinants for under vaccination in the EMR region. Then, project findings will be used to identify, prioritize, and implement interventions that increase immunization uptake for current and future vaccines. Implementation of future interventions will be facilitated by using the outputs of this project to inform immunization demand programming at the country and regional level.

BENEFICIARIES

Priority population in the EMR region.
Implementing partners (ORCA, CRD, Gallup).
Miniseries of Health in EMR countries

REGIONS OF WORK

The project has been implemented in EMR countries.

PROJECT PHASES

This project involves three phases as follow:

Phase 1 Providing technical and logistic support for assessing social and behavioral determinants for under vaccination in the EMR region. Then, provide logistical support to partners in conducting dissemination workshops.

Phase 2 - Support and participate in the analysis of the key findings of the assessment.

Phase 3- Monitoring and Evaluation: Conduct monitoring and supporting field data collection activities in each country through country visits, monitor the dissemination workshops, and monitor the implementation of the activities.

Phase 4- A regional social media monitoring activity was done to assess the social and behavioral determinants of under vaccination in the EMR region, focusing on the demand for COVID-19 and other vaccines among priority populations, particularly the role of rumors and misinformation on behavior. Consequently, a virtual workshop at the regional level will be conducted to disseminate the key findings of the conducted social media monitoring activity.

Phase 5- Representation: GHD ensures regional representation of the project by attending regular regional working group meetings and events.



Project Start and End Date	01/01/2021 – 06/14/2022
Partner Organizations	Connecting Research to Development (CRD) Opinion Research Center of Afghanistan (ORCA) Gallup Pakistan
Funded by	Centers for Disease Control and Prevention (CDC)

PROJECT DESCRIPTION

This project focuses on understanding the social and behavioral determinants of COVID-19 and other EPI vaccines' acceptability, and under-vaccination/vaccine refusal more generally among priority population in the EMR region, in addition to reviewing current challenges of vaccine service delivery faced by healthcare workers (HCWs) and program administrators. In order to best determine effective interventions to improve vaccination coverage in the region. Therefore, logistic support has been provided to contract three organizations identified by CDC as implementing partners to conduct an assessment in five targeted countries; Oman, Lebanon, Jordan, Afghanistan, and Pakistan. Through this assessment the ongoing regional, country-level, and subnational planning efforts to introduce COVID-19 vaccines to high priority populations is being evaluated by collecting, reviewing, and comparing data from different sources. Subsequently, dissemination workshops will be conducted to provide feedback to country stakeholders in order to shed the light on the identified needs to improve national and subnational demand programming and identify and prioritize effective interventions to increase uptake of COVID-19 and other EPI vaccines. These dissemination workshops will be country specific and will be held face-to-face and will focus on discussing the results specific for each country. In addition, a regional social media monitoring activity was done to assess the social and behavioral determinants of under vaccination in the EMR region. focusing on the demand for COVID-19 and other vaccines among priority populations, particularly the role of

Currently . . .

The current COVID-19 global pandemic has a huge added impact on challenges to immunization systems globally, many of which were already struggling to achieve optimum coverage for immunizations in national schedules.

What's next . . .

Provide logistic support to implementing partners to conduct an assessment in five targeted countries: Oman, Lebanon, Jordan, Afghanistan, and Pakistan. To introduce COVID-19 vaccines to high priority populations. These countries will be supported to disseminate the results to improve national and subnational demand programming and identify and prioritize effective interventions to increase uptake of COVID-19 and other EPI vaccines. In addition, a regional social media monitoring activity was done to assess the social and behavioral determinants of under vaccination in the EMR region. The needed monitoring will be provided.

By the Numbers

3 implementing partners are contracted

5 countries are being supported for assessing social and behavioral determinants for under vaccination and disseminating the results to implement the needed interventions.

7 sub-regional part time officers were supported to capture and document social media trends about thoughts and beliefs about vaccines at a sub-regional level.

4 Social media search engines, 4 social media platforms were observed for data collection in addition to news websites.

Number of searched keywords/hashtags: 65 in English, 83 in Arabic and 154 in French, combined in Boolean search operators

GHD|EMPHNET Information: Global Health Development (GHD) and Eastern Mediterranean Public Health Network (EMPHNET) works at achieving its mission by responding to public health needs with deliberate efforts that allow for health promotion and dis

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