

Demand Creation of Community to Vaccination During Emergencies in Iraq

Project Information

- ◆ Department: Public Health Programs
- ◆ Unit: Polio and Immunization

SCOPE OF WORK

The main objective of this project is to support Iraq to improve demand for immunization services through developing key messages to increase public awareness about vaccination to mitigate the harmful consequences of COVID-19 on immunization in Iraq.

REGIONS OF WORK

This project is being implemented in the most affected areas by COVID-19 throughout Iraq.

PROJECT DESCRIPTION

GHD|EMPHNET supported the Iraqi Ministry of Health by raising awareness among people and focusing on the importance of the vaccine through developing posters for the community focal points about immunization.

The messages emphasized that the children who missed vaccination are still eligible to take it, and the MOH of Iraq is applying the safety precautions for the delivery of immunization services to protect families from being infected with COVID-19.

BENEFICIARIES

The project's main beneficiaries were the Iraqi Ministry of Health (MOH) and the families of children who were not vaccinated during the COVID-19 lockdown period.

PROJECT PHASES

The project involves two phases:

Phase I – Planning: A technical group was established to develop, test, and review the messages of video, brochures, and posters.

Phase II – Implementation: A Poster design to improve public demand for immunization was developed and distributed on billboards, big, and small posters across Iraq.

Project Start and End Date	October 1st, 2019 – September 30th, 2021
Funded by	Centers for Disease Control and Prevention (CDC)
Collaborators	Ministry of Health, Iraq

Currently . . .

Due to the COVID-19 emergency response, the immunization services have been significantly disrupted in Iraq. Information from the national immunization program showed a deterioration in vaccine coverage for almost all antigens in the 1st half of 2020 compared with the same period in 2019, by 20-30 %. Iraq is considered among the heavily affected countries in terms of immunization disruption in the EMR. The disruptions are due to many factors: curfew, movement restriction, deployment of some vaccinators in the COVID-19 response, and even some of them had been infected. Additionally, Further shortage of vaccines which was due to the closure of country borders. Also, the reduced demand for immunization services due to the public concern about the risk of exposure to COVID-19 and fear from getting the infection are also beyond the reasons that caused immunization disruption.

What is next . . .

Resume vaccination programs and improve the vaccination coverage before children's lives are threatened by other diseases is crucial. In order to achieved this, communication approach tailored to the country context was done. The communication approach was based on developing key messages to raise the public awareness on vaccination importance and will re-establish the community demand for vaccination. A poster design was finalized to improve public demand for immunization and distributed across Iraq on billboards, big posters were distributed to public health centers and small posters to private center and health facilities.

OUTCOMES BY NUMBERS

1 Poster design was finalized to improve public demand for immunization



The poster design was distributed:

on 30 billboards
1890 big posters were distributed to public health centers
4000 small posters to private center
In 18 provinces, 19 DoHs across Iraq

GHD and EMPHNET: Working together for better health

Global Health Development (GHD) is a regional initiative created to support countries in the Eastern Mediterranean Region strengthen their health systems in response to public health challenges and threats. GHD was initiated to advance the work of the Eastern Mediterranean Public Health Network (EMPHNET) by building coordination mechanisms with Ministries of Health, International Organizations, and other institutions to improve population health outcomes. As an implementing arm to EMPHNET, GHD aligns its strategies with national policies and directions, while serving as a collaborative platform dedicated to support national efforts in promoting public health policies, strategic planning, sustainable financing, resource mobilization, public health programs, and other related services.

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