



# Consolidate community engagement to enhance vaccination acceptance in the high-risk district in Pakistan

## Project Information

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

## OBJECTIVES

The project goal is to enhance immunization coverage, particularly in high-risk and low-performing districts, by fostering community engagement and addressing vaccine hesitancy and refusal.

## REGIONS OF WORK

The project will be implemented in the targeted districts in Pakistan.

## BENEFICIARIES

Mothers, Children, Community Influencers priorities  
districts entire community, Healthcare Professionals

## PROJECT DESCRIPTION

GHD is launching a project in Pakistan to improve immunization coverage, particularly for Polio and other vaccine-preventable diseases. They aim to address gender-based disparities by empowering women as advocates for vaccination. The project employs three key strategies: Community Engagement and Ownership, addressing Refusal and Hesitancy and Celebrating "Misali Maa" (Ideal Mother).

The project timeline includes recruiting a national behavioral specialist, conducting stakeholder mapping exercises, holding monthly meetings and awareness sessions, developing branding materials, and organizing quarterly celebration events. The ultimate goal is to enhance immunization coverage, particularly in high-risk and low-performing districts, by fostering community engagement and addressing vaccine hesitancy and refusal. This comprehensive approach aims to reduce vaccine-preventable diseases and improve health equity in Pakistan.

## PROJECT PHASES

This project involves three phases as follows:

**Phase 1-** Human Resource Planning: GHD will hire a local behavioral specialist to implement this activity in a priority district.

**Phase 2-** Planning: The consultant will conduct a stakeholder mapping in the target districts.

**Phase 3-** Implementation: GHD will provide technical and logistical support to conduct monthly meetings in each district, as well as support the development and printing of branding materials, and host quarterly celebration event at district to award mothers and children, as well as field visits.

<b>Project Start and End Date</b>	<b>08/1/2023 – 07/31/2024</b>
<b>Funded by</b>	<b>Centers for Disease Control and Prevention (CDC)</b>
<b>Collaborators</b>	<b>Pakistan MoH</b>

## Currently . . .

Pakistan confronts challenges in achieving polio eradication and eliminating other vaccine-preventable diseases (VPDs). Critical efforts are required to boost immunization coverage and bridge gender-based gaps in health, education, and care access. GHD recognizes the pivotal role of empowered communities, particularly women, in enhancing routine immunization quality, coverage, and equity. GHD acknowledges prevailing issues in community engagement, refusal, and hesitancy, underscoring the importance of a targeted approach. To address these challenges, the project proposes three key strategies: community participation and ownership, targeted efforts to overcome refusal and hesitancy, and the acknowledgment and celebration of mothers/parents actively supporting vaccination. This approach aims to strengthen coordinated community engagement, refusal mitigation, and collaboration with various priority sectors.

## What's next . . .

This project will contribute to:

Increasing routine immunization coverage in the pilot district.

Empower communities to actively participate in decision-making.

Effectively address and reduce vaccine refusal and hesitancy.

Establish a replicable model for community engagement in immunization

## By the Numbers

**Monthly district coordination meeting and Quarterly community celebrations**

**Around 50 seminars and awareness sessions targeting health worker and community leader**

**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 disease prevention.

- ◆ Abdallah Ben Abbas St, Building No. 42, Amman, Jordan
- ◆ Email: [comm@emphnet.net](mailto:comm@emphnet.net)

- ◆ Tel: +962-6-5519962
- ◆ Fax: +962-6-5519963
- ◆ [www.emphnet.net](http://www.emphnet.net)