

PRESENTATION
FOR IFA



Good Practice in Interactive Vaccine Communication

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OUR MISSION

Inform. Engage. Inspire.

Evoke KYNE is an award-winning communications agency that harnesses insight, experience and creativity to advance health and wellbeing around the world.

We are alumni of biopharmaceutical companies, global communications firms, hospitals, and nongovernment and nonprofit organizations, united by a passion for making a real difference in health. Our diverse backgrounds and skill sets enable us to help clients see different perspectives.

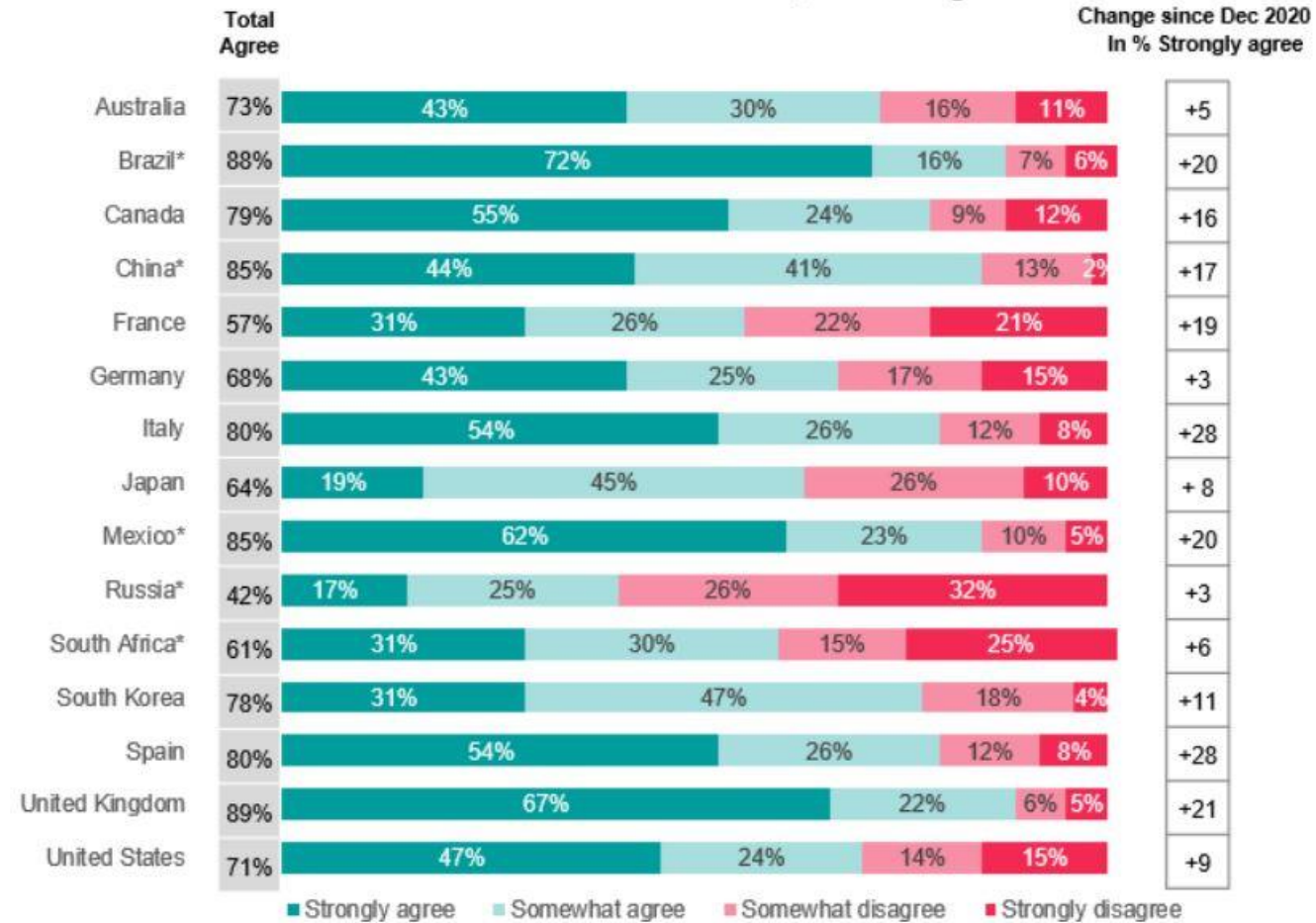
Beyond our core team of 100+ communications, digital, and creative specialists, we have an extensive network of trusted agencies and consultants with additional in-country expertise and relationships, working to develop and deliver impactful programming that has the power to change lives. We are part of Evoke, which includes more than 600 professionals providing marketing, media, and communications services focused on health and wellness.



SITUATION

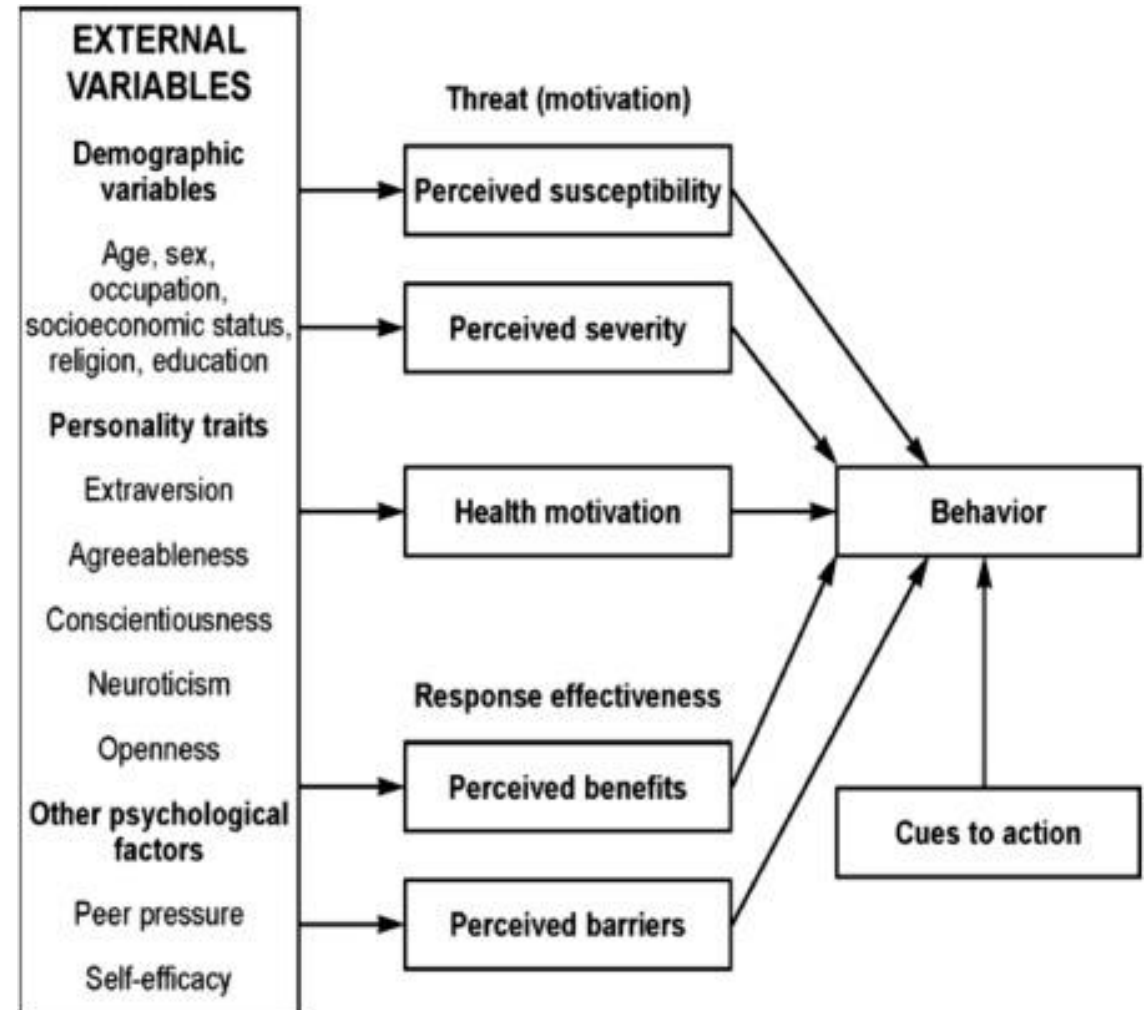
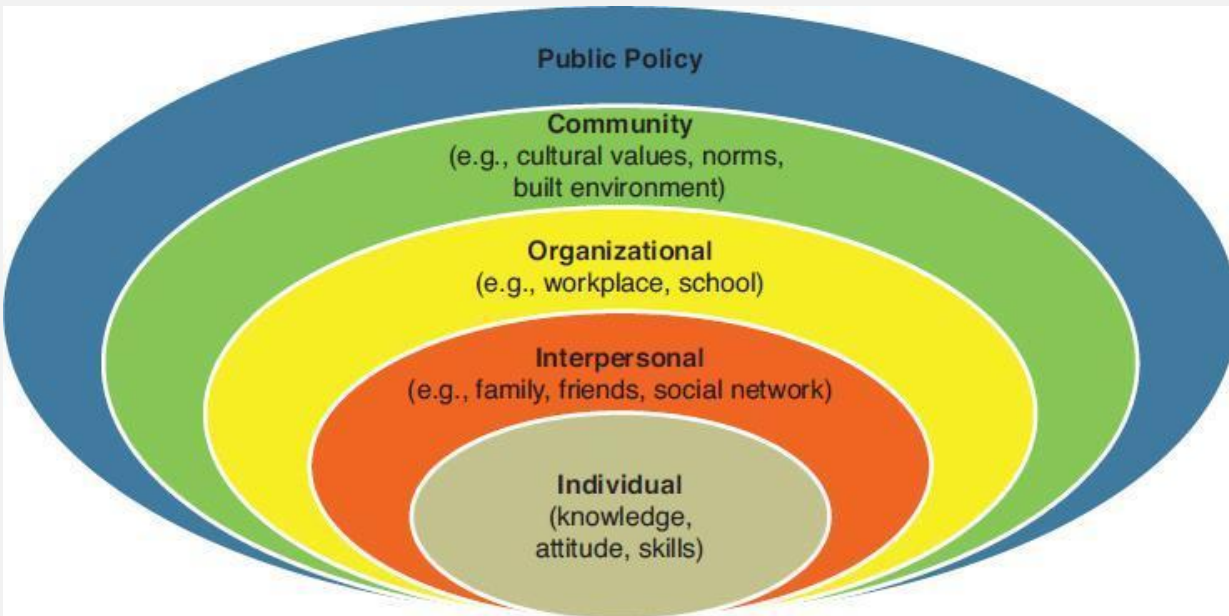
Who is hesitant?

“If a vaccine for COVID-19 were available to me, I would get it”



SITUATION

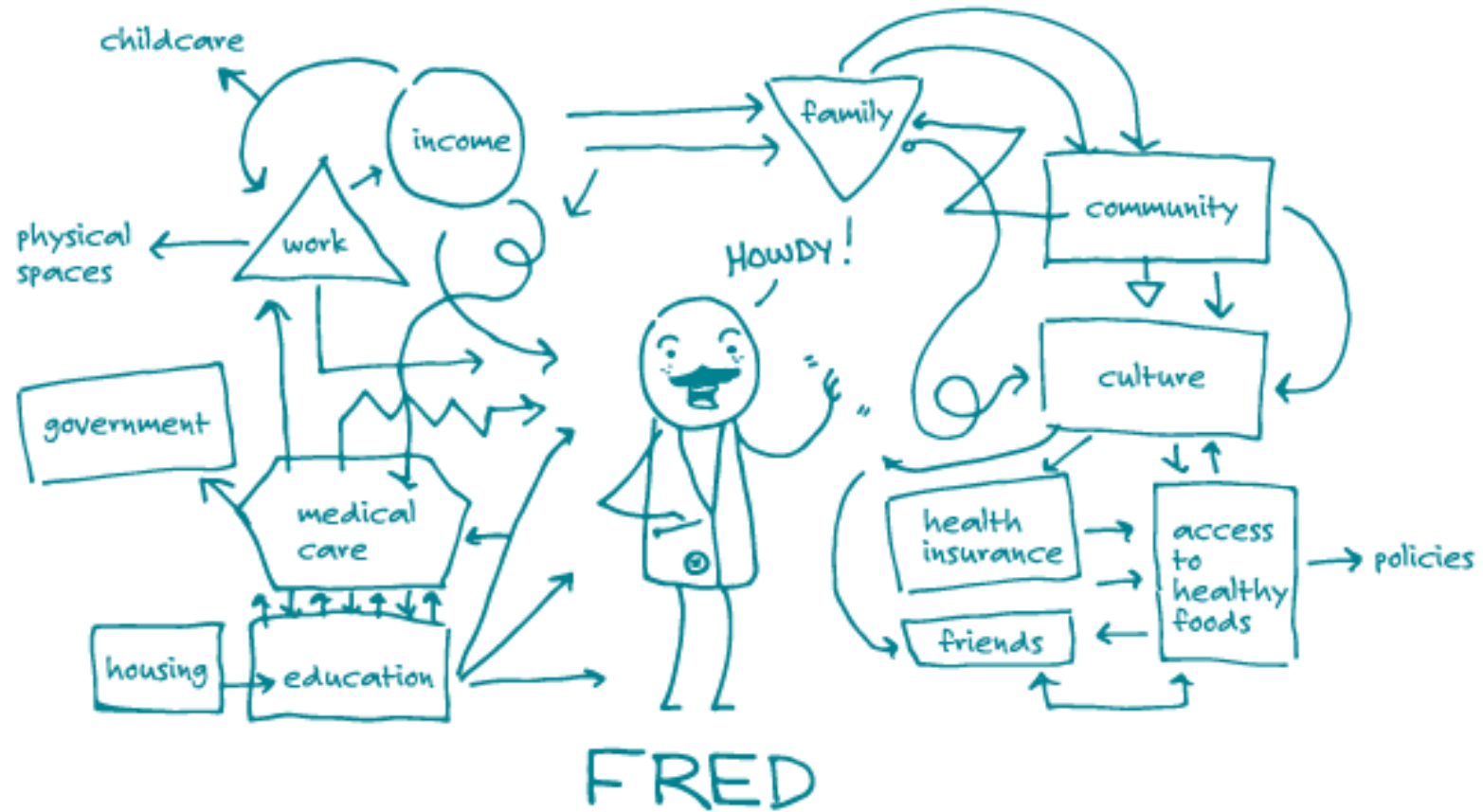
Decisions, decisions, decisions



SITUATION

In reality...

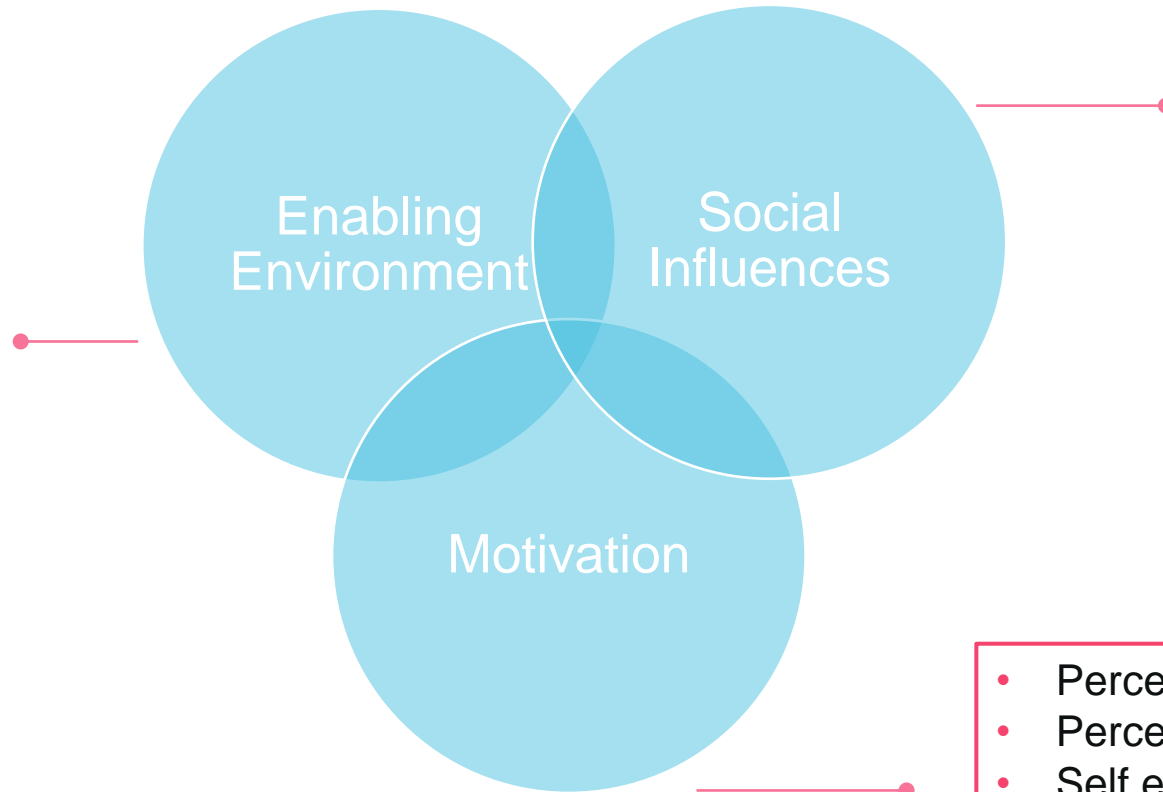
SEE? IT'S THIS EASY!



SITUATION

Understanding Influencers of Behaviours

- Is the vaccination administered in a convenient place?
- Is it time consuming?
- Are there costs involved?
- What is the vaccination experience?



- Influence of social network: family, friends, community leaders, who else?
- What is the social norm, and who can influence it?
- Who/what are trusted sources of information?

- Perceived risk of infection?
- Perceived severity?
- Self efficacy?
- Vaccine acceptance, confidence?
- Cues to action?

Shifting the Power



INFORM	CONSULT	INVOLVE	COLLABORATE	SHARED LEADERSHIP
Some community involvement	More community involvement	Better community involvement	Community involvement	Strong relationship
Provides community with information	Gets information or feedback from the community	Involves more participation with community on issues	Forms partnerships with community on each aspect of the project – from development to solution	Strong partnership structure is formed
Optimally established communication channels and channels for outreach	Develops connections	Visibility of partnership established with increased cooperation	Partnership building, trust building	Broader health outcomes affecting broader community. Strong bidirectional trust built

CASE STUDY

South Africa

March 15: President Ramaphosa declares national disaster; gatherings of more than 100 people prohibited; mass celebrations of upcoming national days canceled

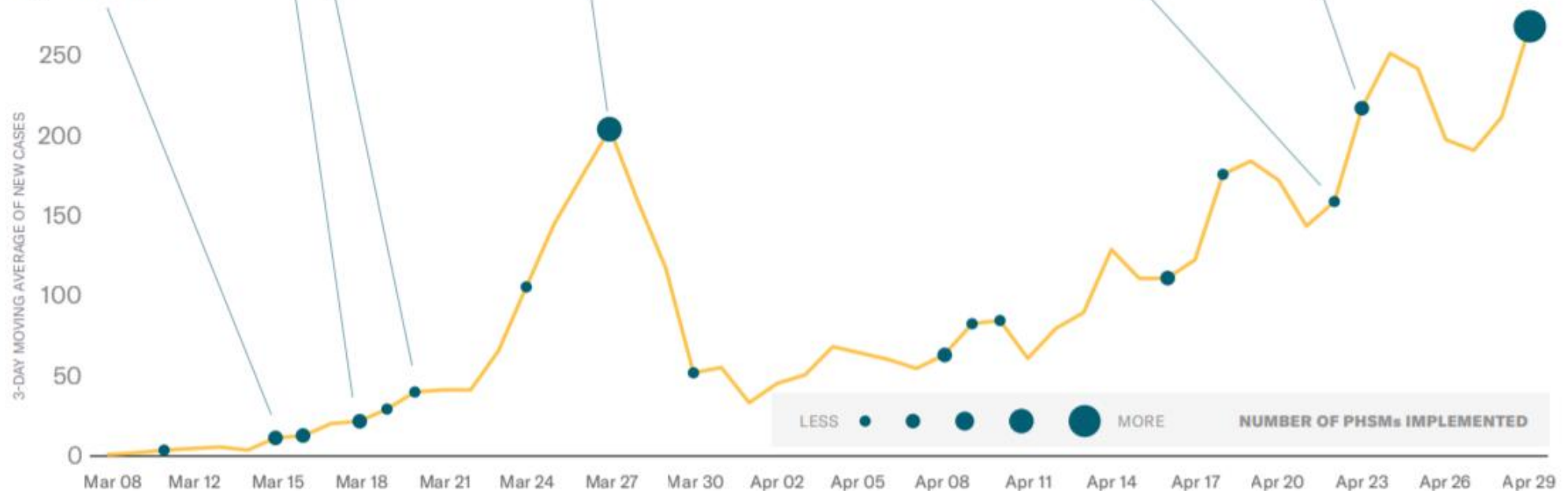
March 18: Schools closed

March 20: Gatherings of more than 50 people prohibited

March 27: All of South Africa placed in lockdown until April 16—detention and/or fines for breaking the rules. Lockdown extended for two more weeks on April 9. All non-essential businesses closed; sales of alcohol and tobacco prohibited; military deployed to ensure that people abide by the regulations

April 22: 70,000 additional troops deployed to enforce lockdown

April 23: Development of a five-level framework for coronavirus measures. Starting May 1, the country will go from level 5 (highest) to level 4, meaning activity in some sectors can resume subject to precautions



CASE STUDY

Champion Model

- Formed partnerships with community organisations to identify “Champions” to engage their communities and facilitate two-way communication between communities and project implementers
- Champions build their own action plans to engage communities where they are
- Champions are able Communities are engaged in conversations, not health education
- The programme centres the voices and perspectives of trusted messengers who have established roots in the community
- Based on information arising from communities, we are able to channel information appropriately



Thank you!

Contacts

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