

Map of vaccination communication interventions in Cameron

Red text = Interventions included in campaigns only

Blue text = Interventions included in routine vaccination only

Purple text = Interventions included in both campaigns and routine

Green text = Interventions that participants suggested could be included

| | <i>Parents or soon-to-be parents</i> | <i>Communities, community members or volunteers</i> | <i>Health professionals</i> |
|--|---|---|--|
| Inform or Educate | One on one interactions | One on one interactions | One on one interactions |
| | | <p>Social mobilizers who go door to door before the campaign to inform and map children</p> <p>Social mobilizers who go out with the vaccination team during campaigns</p> <p>Communicating with the neighbourhood chief</p> <p>Outreach activities for EPI vaccinations</p> | |
| | Group interactions | Group interactions | Group interactions |
| | <p>Health talks before vaccination sessions</p> <p>Singing the vaccination song at the rural clinic</p> | <p>Announcements in church</p> <p>Announcements in Community Based Organizations (CBOs)</p> <p>Talking to kids at schools before or during campaigns</p> <p>Explanations to teachers and administrators at schools about the campaign</p> <p>Vaccination teams visiting churches and schools during campaigns</p> | <p>One day vaccinator training for campaigns</p> <p>One day training for vaccinators about the new vaccine</p> |
| | Mail | Mail | Mail |
| | | | |
| | Phone-based | Phone-based | Phone-based |
| | | SMS sent by the ministry of health (only campaigns unless launching a new vaccine for EPI) | |
| Device or tool | Device or tool | Device or tool | |
| <p>The Vaccination Card</p> <p>The Child Health Book (Carnet de Santé)</p> | The vests worn by the vaccinators with information printed on them | | |

| Audio visual / performance | Audio visual / performance | Audio visual / performance |
|--|---|---|
| | <p>Health programming that can be shown on the TV in the primary health clinic waiting room</p> <p>The organization of live performances at community hot points</p> | |
| Printed material | Printed material | Printed material |
| <p>The vaccination calendar poster hanging in the vaccination clinic</p> <p>Small pamphlets to send home with mothers containing the information from the Health Talk</p> <p>A flip chart with vaccination information and illustrations to use during health talks</p> <p>La boite aux images</p> | <p>Posters in waiting rooms or in the community i.e. at churches or schools (however these have very different messages for campaigns and routine)</p> <p>Letters to schools, CBOs and churches from DMO informing about the campaign</p> <p>Information sent to schools for local health centres to inform about an upcoming campaign</p> <p>Posters, banners and pamphlets (mostly campaigns unless launching a new vaccine for EPI)</p> <p>An educational flip chart to use in classrooms to teach children about vaccination</p> <p>Small pamphlets or coupons about a vaccination campaign to send home with children from school</p> <p>The media pack given to journalists before the launch of the rota virus vaccine</p> <p>Announcement board at the Quarter Head or community leader's house</p> | <p>The handbook of norms and standards produced by the Ministry of Health</p> |
| Web-based | Web-based | Web-based |
| | | |

| | | | |
|-------------------------|--|---|--------------------------------|
| | | Media campaign | |
| | | <p>Town crier</p> <p>Caravan with radio loudspeaker</p> <p>Radio Announcements</p> <p>Interactive Radio Programming</p> <p>TV Spots</p> <p>Interviews on TV or TV Health Programming</p> <p>TV News casts</p> <p>Reports in News Papers</p> | |
| | | Community event | |
| | | <p>Gathering at the quarter head's house or a church to be vaccinated</p> <p>Giving vaccinations at community events such as the Women's Day Parade</p> <p>Advocacy meeting with church goers or members of a CBO</p> <p>Mobilization meetings with CBOs, Health Committees or Community Leaders</p> | |
| | | Celebrity spokespeople | |
| | | <p>The first lady launched the new rotavirus campaign and is known as the godmother of vaccination</p> <p>A football player was used in adds to promote vaccination</p> | |
| Remind or Recall | <p>One on one interactions</p> <p>Social Mobilizers who are sent into the community to follow up drop outs</p> <p>Reminder of the next vaccination at the clinic</p> <p>Group Interactions</p> <p>Health Talks at routine vaccinations to remind about the next appointment</p> <p>Health talks at routine vaccinations that remind about an upcoming campaign</p> | <p>One on one interactions</p> <p>Social mobilizers going door to door to remind about the campaign and map children</p> <p>Interactions with community leaders to remind them of an upcoming campaign and ask them to remind their communities</p> <p>Group Interactions</p> <p>Announcements in church</p> <p>Announcements in CBOs</p> | One on one interactions |

| | | | |
|---|--|---|---|
| | | Announcements in Schools | |
| Mail | Mail | Mail | Mail |
| Phone-based A phone with credit to call parents who have not come for their appointments | Phone-based SMS reminder about upcoming campaign Media Campaign* Town crier Radio Announcements TV Spots TV News casts Reports in News Papers *These media sources are included here as well as under <i>inform and educate</i> as when they are repeated they become a form of remind and recall. | Phone-based | |
| Device or tool The Vaccination Card The Child Health Book (Carnet de Santé) Printed Material Poster of the vaccination calendar at the EPI Clinic | Device or tool A statue promoting vaccination that was located in the middle of the busy traffic circle Printed material | Device or tool | |
| | Training in how to communicate/ provide education to others | Training in how to communicate/ provide education to others | Training in how to communicate/ provide education to others |

| | | | |
|-----------------------------|--|---|---|
| Teach Skills | | Advocacy meetings with members of a church or CBO to teach the importance of vaccination and how to communicate the message | Campaign training day where vaccinators are taught how to communicate with parents Training day for vaccinators before the launch of the rotavirus vaccine |
| | Parenting skills programs | | |
| Provide Support | One on one interactions | | |
| | Group interactions | | |
| | Phone-based | | |
| | Web-based | | |
| Facilitate Decision Making | Decision aids | | Decision aids |
| | | | |
| Enable Communication | Interpreters | | |
| | | | |
| Enhance Community Ownership | Program delivery | Local opinion leaders | |
| | Health workers who encourage users to talk about EPI or the campaign in the neighbourhoods | The quarter head who is mobilized to gather people on vaccination day | |
| | | Community input | |
| | | Members of the community (including children) who help vaccination teams to find non-vaccinated children | |
| | Program delivery | | |
| | Community coalition | | |
| | Meetings to support groups in the community who work with vaccination such as churches, women's groups and health committees | | |
| | Partnership building | | |
| | Partnerships with local CBOs, churches and mosques | | |
| | Social Mobilizers who are selected by their communities | | |