

Measuring behavioural and social drivers (BeSD) of vaccination

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Forum on Microbial Threats's Virtual Workshop

The Critical Public Health Value of Vaccines

Tackling Issues of Access and Hesitancy

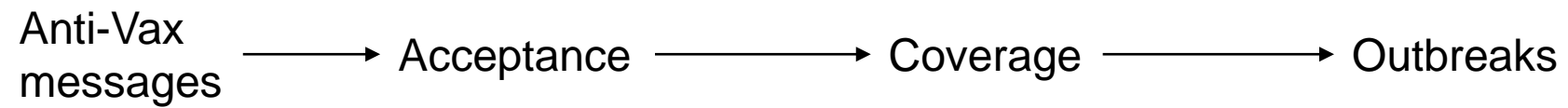
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Public attributions



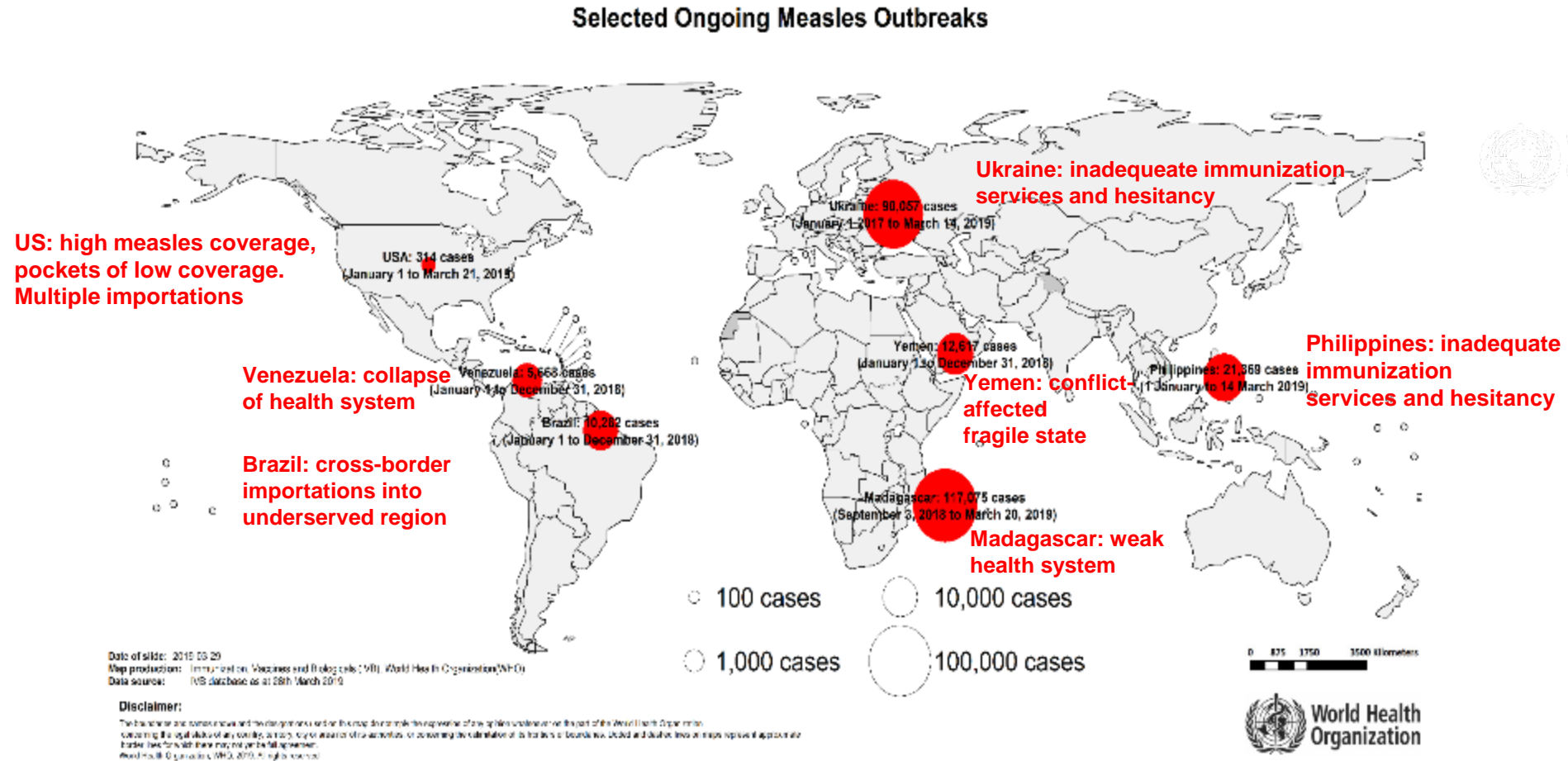
The simplified model



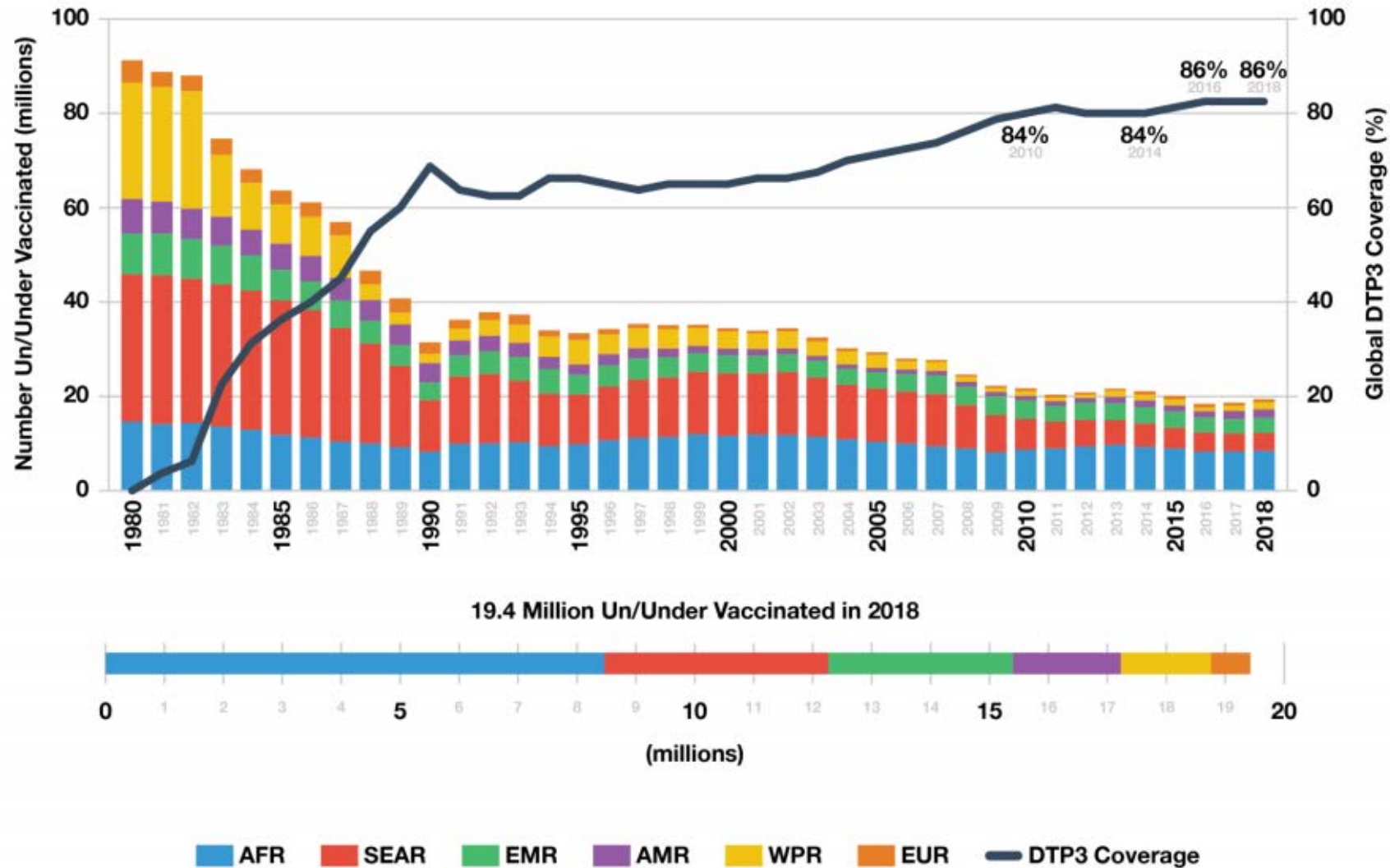


Vaccine hesitancy
Fragile and vulnerable settings
Weak primary health care

Measles – it's complicated



Almost 9 out of 10 children reached in 2018, almost 20 million children un- or under-vaccinated



Measurement



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Minding the gap: current measures

- Focus on attitudes, less on practical and logistical barriers
- Some validated, some not
- Not standardized
- Caught in supply/demand binary
- Findings not used

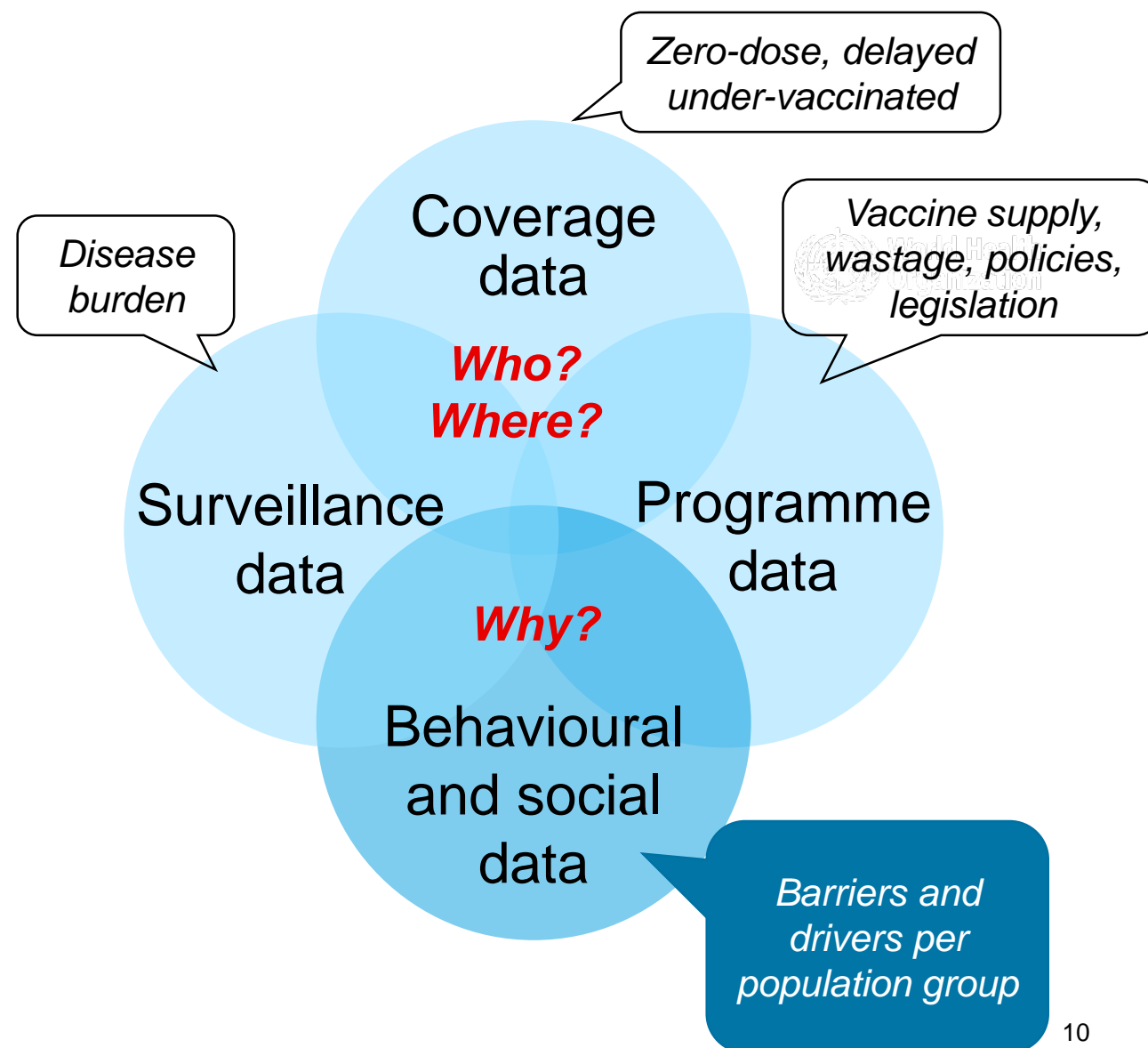


**The answers you get are
as good as the questions
you ask**

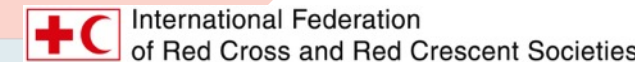


A solution: Measuring BeSD of vaccination

Globally standardised tools to measure the behavioural and social drivers.



Demand hub planning framework



New tools to measure and address BeSD

Objective: Boost the **availability, quality, and use** of **local** and **global** data on acceptance and uptake

- **Support assessments** of under-vaccination to inform policy-making and planning
 - **Inform the design and evaluation of targeted interventions**
 - **Track comparable trends** over time
 - **Contribute to regional and global reporting processes**, e.g. indicators in the *Immunization Agenda 2030*, the WHO/UNICEF Joint Reporting Form, and Gavi 5.0
- **Better targeted, cost-effective and impactful strategies**

What are the tools?

- **Childhood Immunisation Survey**: for parents/caregivers (22 item long form, 5 item short form)
- **BeSD interview guides**: caregivers, providers, community stakeholders, authorities across health/immunization systems.
- **Implementation guidance**: to inform local adaptation, testing, and use of tools:

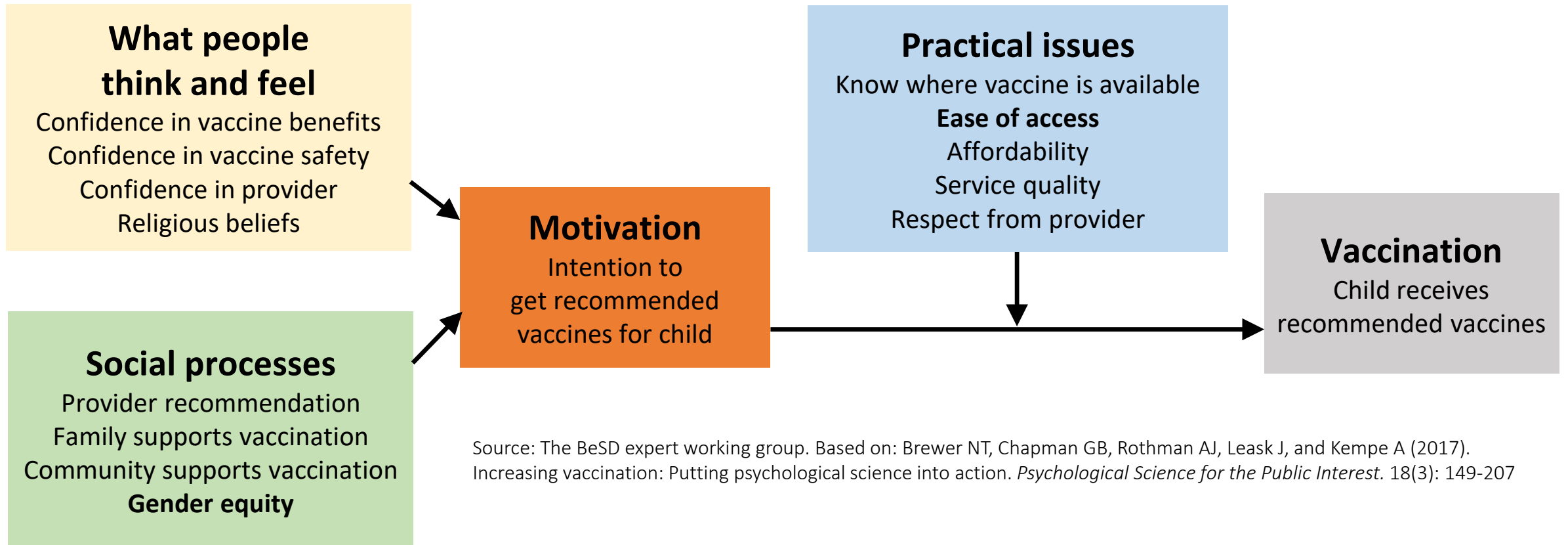


Vaccination program manager



Field researcher

Increasing vaccination model



Source: The BeSD expert working group. Based on: Brewer NT, Chapman GB, Rothman AJ, Leask J, and Kempe A (2017). Increasing vaccination: Putting psychological science into action. *Psychological Science for the Public Interest*. 18(3): 149-207

Survey – example questions

In your family, who has the final say about vaccinating your child?

- ☐ **Mother of child,**
- ☐ **Father of child,**
- ☐ **Both parents of child,**
- ☐ **Grandparent of child, or**
- ☐ **Other caregiver for child?**
- ☐ **NOT SURE**
- ☐ **DECLINED**

How easy is it to get vaccination services for your child?

- ☐ **Not at all easy**
- ☐ **Not very easy**
- ☐ **Somewhat easy**
- ☐ **Very easy**

Interview – example questions

Tell me about how you decided to vaccinate (or not vaccinate) your child(ren). Who else was involved in the decision?

Walk me through what you do on the day of vaccination. Start at the very beginning

Field Testing Sierra Leone

- Integrated with preparations for national health survey deployment
- Trained Statistics Sierra Leone staff in qual and cognitive interviewing



01. How important do you think vaccines are for your child's health? Would you say...

- ☐ Not at all important,
- ☐ A little important,
- ☐ Moderately important, *or*
- ☐ Very important?

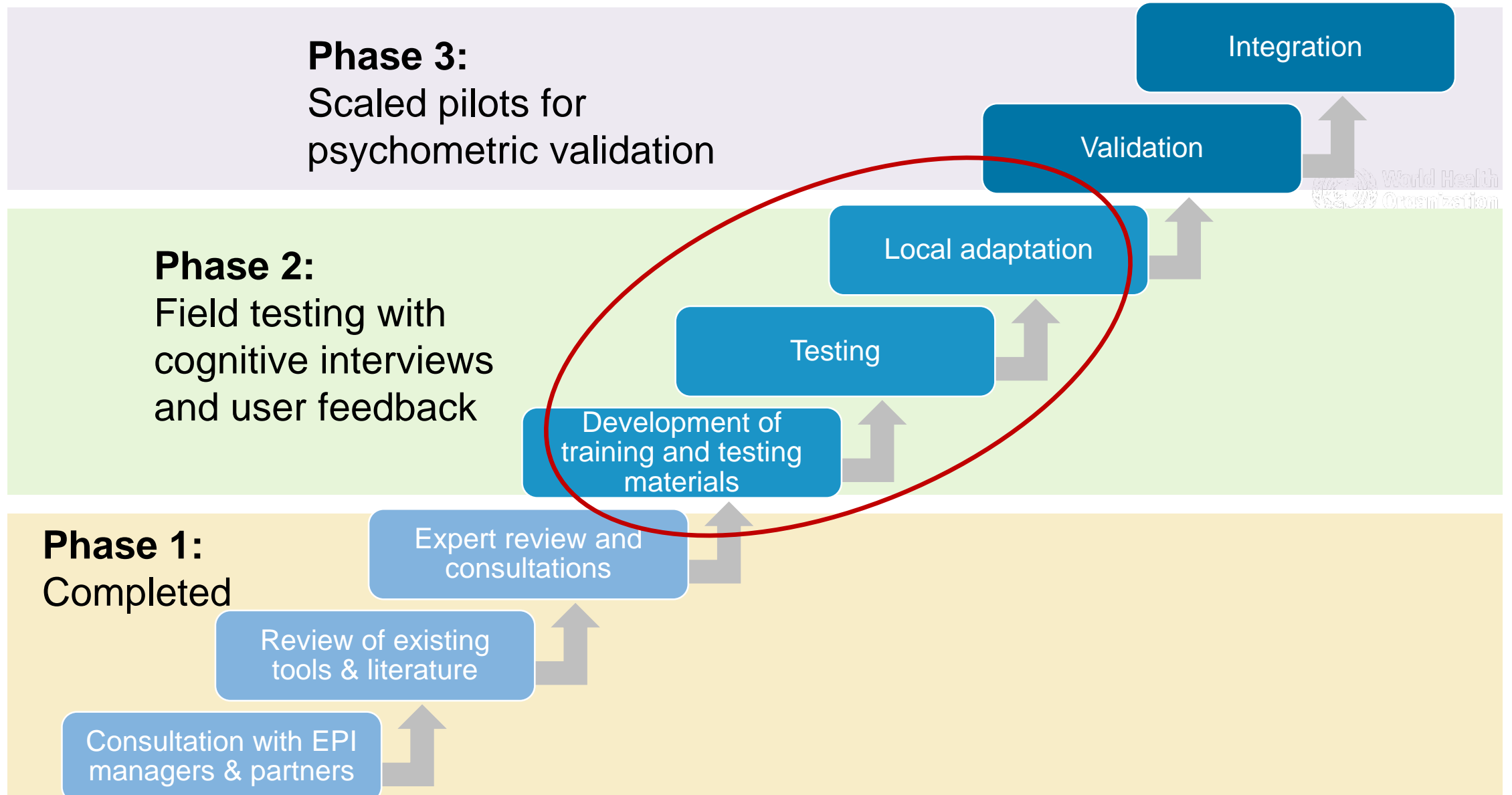
PROBES:

a. What were you thinking about in deciding your answer?

b. What do the words "important for your child's health" mean to you?

c. The response options were not at all, not very, somewhat or very. Did they fit with the sort of answer you wanted to give?

Current phase: in-country field testing



Future plans for implementation support

Planning is in progress to establish the following for BeSD:

Data repository

- Repository for reports
- Tracking of metrics/indicators for IA2030 and Gavi 5.0

Capacity building

- For data gathering, analysis, translation
- Building social/behavioural research capacity

Feedback loops for continuous learning from implementation

- Ongoing documentation of learning from use of tools
- Revision in 2022



BeSD working group members



Lisa Menning (Secretariat)	World Health Organization Headquarters, Switzerland
Julie Leask (Chair)	University of Sydney, Australia
Noel Brewer (Deputy chair)	University of North Carolina, US
Francine Ganter-Restrepo	WHO HQ
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