

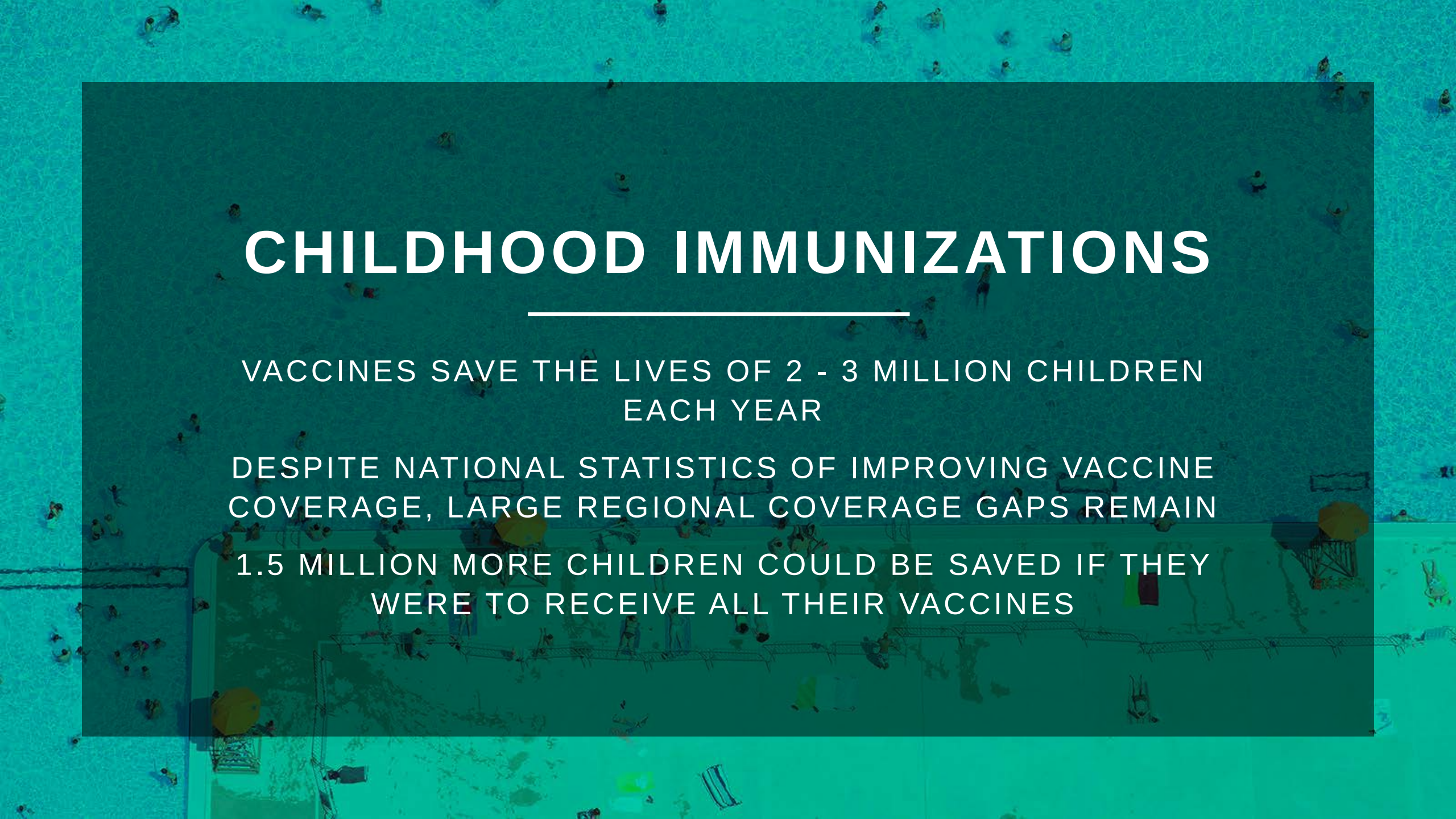
A photograph of a person's hand holding a child's hand, with a semi-transparent dark grey overlay containing white text. The person has a tattoo on their arm, and the child has a polka-dot shirt.

McCANN HEALTH

THE IMMUNITY CHARM

HARNESSING CULTURAL INSIGHTS TO INCREASE VACCINATION
UPTAKE

AUG 19, 2020



CHILDHOOD IMMUNIZATIONS

VACCINES SAVE THE LIVES OF 2 - 3 MILLION CHILDREN
EACH YEAR

DESPITE NATIONAL STATISTICS OF IMPROVING VACCINE
COVERAGE, LARGE REGIONAL COVERAGE GAPS REMAIN

1.5 MILLION MORE CHILDREN COULD BE SAVED IF THEY
WERE TO RECEIVE ALL THEIR VACCINES

WHY AREN'T ALL CHILDREN VACCINATED APPROPRIATELY?

LACK OF ACCESS

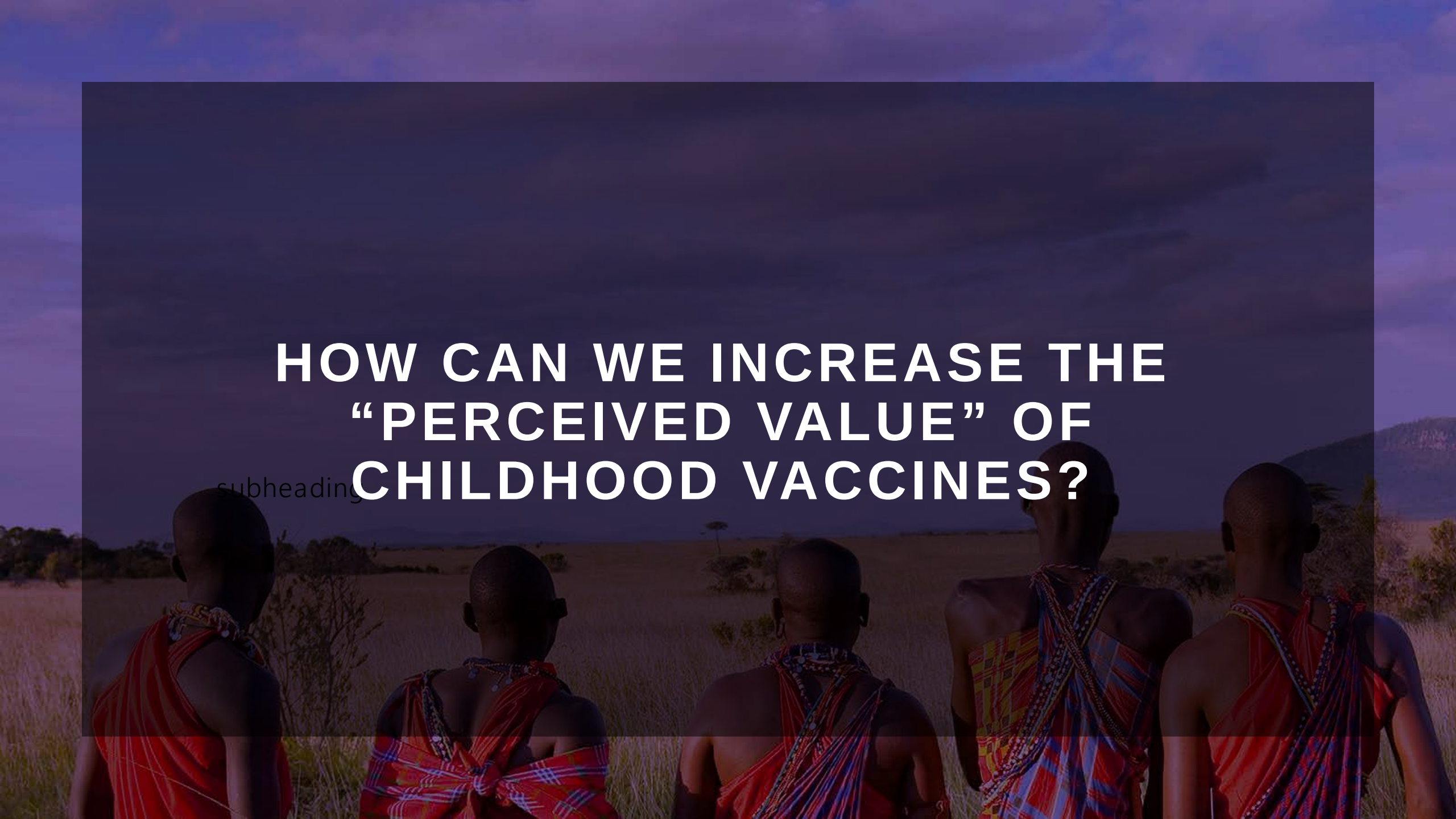
Lack of Supply
Poor distribution chain
Conflict area
Inaccessibility
Logistics

LACK OF DEMAND

Myths
Misperceptions
Indifference
Ignorance
Illiteracy

HOW CAN WE INCREASE THE “PERCEIVED VALUE” OF CHILDHOOD VACCINES?

subheading



THROUGHOUT SOUTH ASIA A SIMPLE BRACELET IS USED AS A SYMBOL OF PROTECTION AGAINST EVIL SPIRITS

- Mothers provide them to their children as a sign of protection
- The “nazar” or evil eye is often included on the bracelet
- Bracelets are found across socioeconomic classes and educational levels.



From wealthier families...



To the very
poorest...





**WE CAN HARNESS
THIS ANCIENT, DEEP-
ROOTED
TRADITIONAL BELIEF
IN PROTECTION BY A
SIMPLE BRACELET
FROM EVIL SPIRITS
TO SAVE THE LIVES
OF MILLIONS OF
CHILDREN EACH
YEAR**

THE IMMUNITY CHARM™

- Simple bracelet comprised of a black thread with screw closure
- A “nazar” charm and a series of black beads preloaded onto the bracelet.
- Colored beads representing each of the EPI vaccine antigens are added to the bracelet at the time of immunization



The Immunity Charm ایمیونیٹی چارم









HEALTHCARE WORKER FEEDBACK - AFGHANISTAN

“The Immunity Charm™ is motivating mothers to bring their children to health facilities for vaccination. When mothers see the bracelet on other babies hands they wish to bring their children to health facility for vaccination.”

“it is considered as a tradition and people accept it easily.”



HEALTHCARE WORKER FEEDBACK - AFGHANISTAN



“The Immunity Charm is causing mothers to discuss the bracelet and is increasing their awareness regarding immunization in general.”

“Mothers are asking for the bracelet for all of their children.”

“In rural communities, outreach teams’ commitment will be needed to provide the bracelets.”

THE IMMUNITY CHARM™: THREE POWERFUL DRIVERS FOR IMPROVED VACCINATION AND COMPLIANCE RATES



MOTHERS

Mothers see the charm as a symbol of protection against disease and as being a good mother among her peers



COMMUNITY

The Immunity Charm™ is a visible symbol to influential family and community members to encourage mothers to have their children vaccinated



HEALTHCARE WORKERS

healthcare workers have an additional and readily visible indication of a child's immunization status (if the official immunization record is not available).

Thank you

