

Vaccination

*An act
of Love*



**Pan American
Health
Organization**

Regional Office of the
World Health Organization

**VACCINATION WEEK IN THE AMERICAS
2011**

PLANNING WORKBOOK

CARIBBEAN COUNTRIES

Index

Introduction	2
Objectives	3
<i>First Part: VWA 2011 National Plan</i>	4
VWA 2011 Goals: Strategies and Target Populations	5
Budget: Mobilization of Resources	9
VWA 2011 Indicators	10
Guide for Communication and Social Mobilization Campaign	11
Interview to evaluate social communication campaign: a model	12
<i>Third Part: Evaluation and Final Report</i>	13
Contents of Final Report	14
Evaluation of communication and social mobilization efforts	15
2011 Results Template	16

INTRODUCTION

The main purpose of this workbook is to assist national health professionals in the planning of Vaccination Week in the Americas (VWA) 2011. It is a tool that includes information and guidelines that will allow its users to organize the steps involved in the preparation, development, and evaluation of VWA 2011 in a methodical and efficient manner.

The workbook is organized in three parts. The first part contains tables that will help the user delineate the strategies, goals, priority populations and budget for VWA 2011. Likewise, a list of indicators defined in previous meetings has been included.

The second part includes a guide for the planning and development of a border plan. This discussion guide will allow border countries to decide on common objectives and activities to develop during VWA.

Finally, the third part relates to the evaluation guide for VWA and the content of the final report to be written by each country.

OBJECTIVES

The objective of VWA 2011 planning is:

- ⌘ To define goals, strategies and priority populations.
- ⌘ To coordinate activities at the national level.
- ⌘ To define indicators to measure VWA results, promoting data collection from the local levels, analysis at the national level, and international reporting.
- ⌘ To develop proposals for the strengthening of VWA at the regional level based on experience and lessons learned.

VWA 2011 National Plan



VWA 2011 Goals Target Populations and Strategies Caribbean Countries and Territories

COUNTRY	GOALS	TARGET POPULATION	RISK CRITERIA	VACCINES	TYPE OF CAMPAIGN*	STRATEGIES/ INTEGRATED HEALTH ACTIVITIES
ANGUILLA						
ANTIGUA & BARBUDA						
ARUBA						
BAHAMAS						
BARBADOS						
BELIZE						



COUNTRY	GOALS	TARGET POPULATION	RISK CRITERIA	VACCINES	TYPE OF CAMPAIGN*	STRATEGIES/ INTEGRATED HEALTH ACTIVITIES
BERMUDA						
BONAIRE						
BRITISH VIRGIN ISLANDS						
CAYMAN ISLANDS						
CURACAO						
DOMINICA						
FRENCH GUIANA						



COUNTRY	GOALS	TARGET POPULATION	RISK CRITERIA	VACCINES	TYPE OF CAMPAIGN*	STRATEGIES/ INTEGRATED HEALTH ACTIVITIES
GRENADA						
GUADELOUPE						
GUYANA						
HAITI						
JAMAICA						
MARTINIQUE						
MONTSERRAT						
SABA						

COUNTRY	GOALS	TARGET POPULATION	RISK CRITERIA	VACCINES	TYPE OF CAMPAIGN*	STRATEGIES/ INTEGRATED HEALTH ACTIVITIES
ST. BARTHOLOMEW						
ST. EUSTATIUS						
ST. KITTS & NEVIS						
ST. LUCIA						
ST. MAARTEN						
ST. VINCENT & THE GRENADINES						
SURINAME						
TRINIDAD & TOBAGO						



TURKS AND CAICOS									
TOTAL									

* For example: Follow-up campaign

** Please provide disaggregated data for Bonaire, Curacao, Saba, St. Eustatius, and St. Maarten

Budget: Mobilization of Resources Vaccination Week in the Americas 2011

Category	Estimated Cost	Financing	
		Financed ¹	Not Financed
Vaccines and Supplies			
Cold Chain			
Training			
Operational Expenses			
Supervision and Monitoring			
Epidemiological Surveillance			
Social Communication			
Evaluation			
Total			

PRESENTATION OF THE VWA PLAN TO THE INTER-AGENCY COORDINATION COMMITTEE

Date:

Responsible:

¹ If financed, please mention if funds are national or external.

VWA 2011 Indicators

- ⌘ Number and percentage of children 1-4 years of age with first, second, and third doses of DTP/ Pentavalent (to measure 0-dose, incomplete and complete schedules)¹;
- ⌘ Number and percentage of WCBA vaccinated with first dose of Td in at-risk municipalities during VWA;
- ⌘ Percentage of Rapid Coverage Monitoring (RCM) in which vaccination coverage for MR is less than 95%;
- ⌘ Percentage of people interviewed in previously selected areas² who are aware of VWA;
- ⌘ Percentage of municipalities with plans for a second and third round of vaccination to complete schedules after VWA;
- ⌘ Number of suspected cases of measles/rubella and acute flaccid paralysis (AFP) that were identified by active community search and that were already known by the system.

¹ One-year old children will be used as denominator since not all countries have disaggregated information for children < 1 year to evaluate incomplete schedules.

² Selected areas must include high-risk zones and those with isolated populations.

Guide for Communication and Social Mobilization Campaign VWA 2011

1. What media will be used (TV, radio)? What stations will be used? Will different languages or dialects be used to target specific populations (migrant workers, ethnic minorities, etc.)?
2. Products/ Materials to be used before and during VWA (posters, pins, magazines, brochures, educational materials, jingles, contests, etc.). How many will be printed/take place? Where will materials be posted/ distributed?
3. What national and local government leaders will be asked to be involved?
4. Outreach initiative for private sector, religious leaders, NGOs, celebrities. Who will be invited to participate? How?
5. Community and health professional workshops. How many? Where? Main objective?
6. Other social mobilization activities.
7. Utilization of survey to evaluate the campaign. Analyze results.

SURVEY TO EVALUATE THE VWA SOCIAL COMMUNICATION CAMPAIGN A MODEL

Instructions for Interviewer: Interview at least 10 people outside the health sector (in a market, main square, bus stop, street, etc.), avoiding to choose groups of people. It is recommended to interview one out of 3 or 5 people found in each place.

Ask the following questions and mark the answers in the space provided:

1. In what category do you belong?

- | | |
|--|---|
| <input type="checkbox"/> Woman of childbearing age (15-49) | <input type="checkbox"/> Young person (6-15) |
| <input type="checkbox"/> Adult man (16-59) | <input type="checkbox"/> Adult woman (50-59) |
| <input type="checkbox"/> Older adult - man (60 or more) | <input type="checkbox"/> Older adult - woman (60 or more) |

If person does not belong to any of these categories, stop the interview and exclude it from analysis.

2. Are you knowledgeable about the topic of vaccination?

Yes No

3. Have you heard about a special vaccination activity recently?

Yes No

If the answer is Negative, end the interview, if Affirmative, continue.

4. Can you indicate what kind of vaccination activity you heard about? Mark all that apply

- | | |
|---|---|
| Vaccination Campaign <input type="checkbox"/> | Vaccination Week <input type="checkbox"/> |
| Campaign against rubella <input type="checkbox"/> | Campaign against influenza <input type="checkbox"/> |
| Campaign against measles <input type="checkbox"/> | Campaign against polio <input type="checkbox"/> |
| Other <input type="checkbox"/> Which? _____ | |

5. How did you find out about this activity? (Mark all mentioned)

- | | |
|--|---|
| a. Radio <input type="checkbox"/> | d. Health center <input type="checkbox"/> |
| b. Television <input type="checkbox"/> | e. Newspaper <input type="checkbox"/> |
| c. Loudspeaker <input type="checkbox"/> | f. Schools <input type="checkbox"/> |
| g. Others <input type="checkbox"/> Specify _____ | |

6. When you found out about this vaccination activity, what did you do?

- Reviewed my children's vaccination card
- Got vaccinated myself
- Took my child or other person to get vaccinated
- Inquired for more information
- Other Which? _____

EVALUATION AND FINAL REPORT

Contents of VWA 2011 Final Report Deadline for reporting, 15 July 2011

1. Achievement of goals in specific groups: children 0-12 months, children 1-4 years, children < 5 (if no disaggregated data), adults, WCBA, older adults, and/or other populations that were vaccinated during the campaign.
2. Analysis of defined indicators (see page 10).
3. Report on resource mobilization.
4. Description of vaccination activities and other integrated public health activities, training, etc.
5. Report on border, national, and local launching events.
6. Report on communication efforts, based on the analysis of the dissemination survey and social mobilization (see pages 12 and 18).
7. Achievements and Lessons learned.
8. Document activities using photos, videos, and other materials used.

EVALUATION OF COMMUNICATION AND SOCIAL MOBILIZATION EFFORTS

1. Who/How many leaders attended VWA events?

Date and Place	National/ Binational/ Tri-national/ Regional	Authorities Attending the event	Representatives of International Agencies, Ambassadors and other attendees

2. Was there an increase in the average monthly vaccination? If so, can it be attributable to the social communication efforts? (analyze surveys)

3. What partnerships were formed with the private sector, NGOs, religious leaders, etc.?

4. How many and what kind of workshops or educational sessions took place for members of the community and/or health professionals.



2011 Results Template

Beginning in 2011, countries and territories are asked to use the below template as a minimum standard when reporting VWA results. This will help to assure accurate representation of Caribbean activities in the VWA final report. More detailed final reports are welcome and encouraged.

Type of VWA activity (i.e. vaccination, social communication, integrated activities, etc)	Date	Target population	Total number of persons vaccinated or supplemented (children 0-12 months, children 1-4 years, children < 5 (if no disaggregated data), adults, WCBA, older adults, and/or other populations)	Number of doses administered (by antigen)	Other information/lessons learned