

Framework for Risk Communication and Community Engagement to Improve Vaccine Uptake for COVID-19 and other Vaccine-Preventable Diseases in Low- and Middle-Income Countries (LMIC)



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ABSTRACT

A framework for guiding risk communication and community engagement (RCCE) during COVID-19 vaccination roll-out is worthwhile in order to guide interventions aimed at improving vaccine uptake. This requires setting up standardised early-warning indicators to predict or detect low uptake; coordination of response activities by all partners, real-time information exchange, innovativeness in designing strategies to deal with arising and anticipated challenges; flexibility to adapt quickly to changing demands and evolving circumstances; and documentation of progress and lessons learnt.

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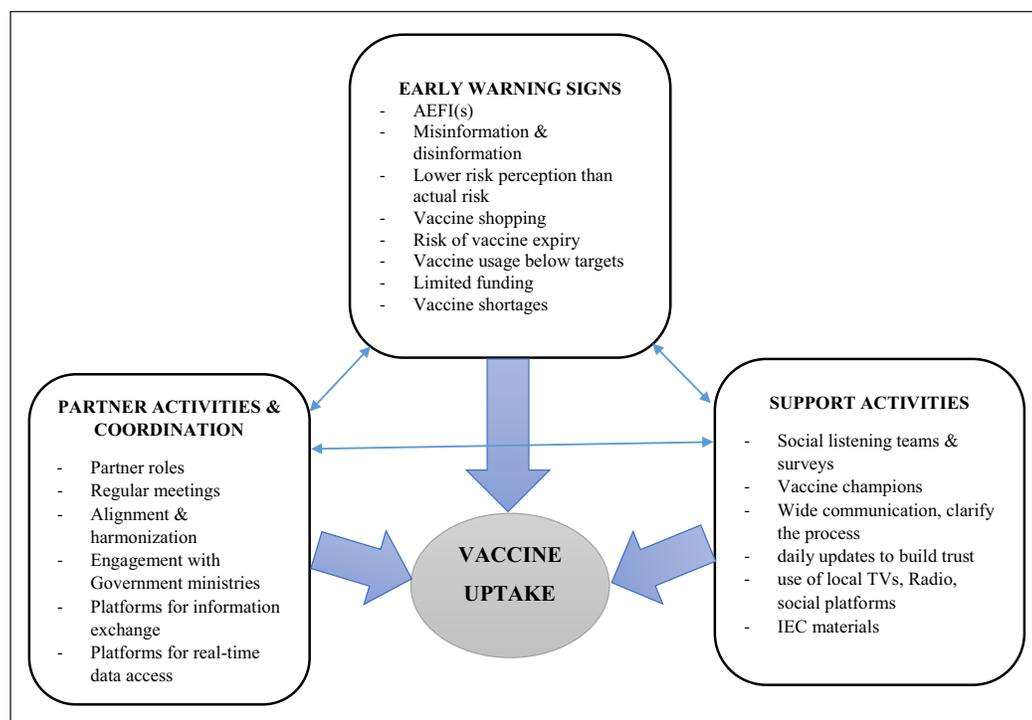
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N.B: There may be other elements in addition to those shown in the above framework.

EXPLANATION

Improving vaccine uptake requires consideration of, and attention to, various aspects of early warning signs, vaccine roll-out support activities, as well as partner activities and coordination for vaccine roll-out. The factors or elements shown in the framework are inextricably linked together in producing observed vaccine uptake status or outcome. Therefore, there is no one aspect or factor which is more important than the other in influencing vaccine uptake by the target population, rather the factors are interlinked and interdependent on each other in producing the observed vaccine uptake status.

Framework for improving vaccine uptake

FRAMEWORK ELEMENTS	STANDARD THRESHOLDS FOR ACTION/RESPONSE ACTIONS	GOALS
Early warning signs <ul style="list-style-type: none"> - AEFIs (at least one) - Persistent misinformation and disinformation - Risk perception lower than the actual risk - Risk of vaccine expiration - Limited funding to implement support activities - Vaccine usage below set targets - Vaccine shopping 	<ul style="list-style-type: none"> - Be the first to explain any AEFIs - Provide accurate information - Increase acceptance and demand for vaccination - Explore all available funding sources - Troubleshoot to identify challenges and intervene - Advocate against vaccine shopping 	<ul style="list-style-type: none"> - Address fears - Reduced vaccine hesitancy - improved knowledge on vaccines - Improved vaccine uptake - Mobilise funding to support demand creation/RCCE - Be ahead of time - Avoid vaccine shopping
Support activities <ul style="list-style-type: none"> - Consistent national social listening teams and surveys - Engage vaccine champions, trusted community channels and leaders - Communicate widely and clarify the process 	<ul style="list-style-type: none"> - Collect feedback from hotlines, AEFI monitoring tool, traditional and social media on regular basis - Empower local leadership and trusted community channels and leaders with accurate information 	<ul style="list-style-type: none"> - Up-to-date information on hesitancy - Easy-to-understand information - Continued risk perception (appropriate to the actual risk and increased demand for vaccination)

