



## PLANNING & EVALUATION WORKBOOK

**WEB:** [www.paho.org/vwa](http://www.paho.org/vwa)

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# **VWA PLANNING**

## **INTRODUCTION**

Originally launched in 2003, Vaccination Week in the Americas (VWA) is an annual initiative endorsed by the Directing Council of the Pan American Health Organization. VWA was initially proposed in 2002 by the Ministers of Health in the Andean Region to protect the Americas from the resurgence of measles. From 2003 to 2013, as a result of activities conducted under the framework of VWA, more than 465 million individuals have been vaccinated against a wide variety of diseases. VWA has also helped to highlight the essential work of national immunization programs and the importance of vaccination for the general public.

Country and territory participation in VWA is flexible and goals and activities for the initiative are chosen in accordance with national health objectives; however, the overarching objectives of the initiative are:

- To promote equity and access to immunization
- To promote the transition from child to family immunization
- To promote communication and cooperation between countries
- To maintain immunization on the political agenda
- To serve as a platform for integrated activities

### *Regional communication campaign*

Each year a regional communication campaign for VWA is launched from PAHO HQ, based around a central theme; for example, in 2014 the regional theme was “Vaccination: you best shot,” to encourage vaccination around the momentum leading up to the World Cup. Each year prior to the initiative, all countries receive a set quantity of printed VWA promotional posters and stickers and the electronic versions of all materials are also available to download from [www.paho.org/vwa](http://www.paho.org/vwa), along with other resources. Countries are encouraged to utilize these materials or adapt them to better fit national campaigns.

### *World Immunization Week*

Other regions of the World Health Organization (WHO) have implemented similar Vaccination/Immunization Week initiatives in recent years, leading to the creation of World Immunization Week (WIW) in 2012, which unites all worldwide efforts. For more information on WIW and access to additional communication resources, please visit: [www.  
http://www.who.int/campaigns/immunization-week/2014/event/en/index.html](http://www.who.int/campaigns/immunization-week/2014/event/en/index.html).

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## **VWA PLANNING**

### **OBJECTIVE OF WORKBOOK**

This workbook provides tools to assist national health professionals in the planning, implementation and evaluation of national VWA campaigns in a methodical and efficient manner.

Countries are kindly requested to submit VWA plans (28 February) and VWA final reports (30 June) to PAHO in a timely fashion so this information can be consolidated and disseminated at the regional and global levels to promote the initiative and the plans, results and achievements of all Member States. VWA activities and costs should also be included in national Plans of Action of the Expanded Program on Immunization.

When planning VWA activities, please consider how the campaign will be evaluated and the indicators that will be used. A guide for evaluating VWA results can be found on page 8 of this workbook.

## VWA PLANNING

### Goals, Target Populations and Strategies

Please fill out the below table. Please feel free to use additional space when needed.

NAME OF COUNTRY /TERRITORY	WHAT ARE YOUR GOAL FOR VWA?	WHO ARE YOUR TARGET POPULATION(S)?	HOW MANY PEOPLE (ESTIMATED) DO YOU EXPECT TO VACCINATE OR REACH WITH YOUR INTERVENTIONS?	WHAT STRATEGIES WILL YOU UTILIZE TO ACHIEVE YOUR GOALS?

## **VWA PLANNING**

### **Integrated Interventions**

When applicable, countries and territories are encouraged to consider integrating other preventative health interventions such as the provision of Vitamin A, deworming treatments, health screening, and health education, among others, as part of their VWA activities. Below, please provide more information on your plans for these integrated interventions. A menu of potential interventions to consider across the life span is available through the following link:

[http://new.paho.org/hq/dmdocuments/2011/Menu\\_interventions\\_ENG.pdf](http://new.paho.org/hq/dmdocuments/2011/Menu_interventions_ENG.pdf)

WHAT ADDITIONAL HEALTH INTERVENTIONS WILL YOU BE IMPLEMENTING DURING VWA?	WHO ARE YOUR TARGET GROUP(S)?

## VWA PLANNING

### VWA Launching Events

Countries and territories are asked to share information regarding VWA launching events to include them in the regional VWA calendar and promote the participation of authorities. The discussion guide on the following page may prove useful for those ministries of health planning events with neighboring countries.

WHEN WILL THE LAUNCH TAKE PLACE?	WHERE WILL IT TAKE PLACE?	IS THIS EVENT LOCAL, NATIONAL OR INTERNATIONAL?	WHO WILL ATTEND? (NATIONAL AUTHORITIES, REPRESENTATIVES OF INTERNATIONAL AGENCY, AMBASSADORS AND OTHER GUESTS)	ANY ADDITIONAL INFORMATION TO SHARE?

## **VWA PLANNING**

### **Discussion Guide**

### **Planning of Border Activities (when applicable)**

#### **1. Identification of border municipalities**

- ¿What is the vaccination coverage of the regular program in these municipalities?
- Objectives of VWA activities in border municipalities
  - ☐ Start/Complete schedules
  - ☐ Vaccination in specific groups
  - ☐ Planning of three rounds of vaccination
  - ☐ Training for health care workers
  - ☐ Crossed monitoring
  - ☐ Other. Specify:

#### **2. Planning Meetings**

- Location and Date:
- Individuals responsible in each country:

#### **3. Social communication**

- Joint versus separate campaigns
- Languages
- Media outlets to employ
- Use of surveys to assess information dissemination

#### **4. Resources**

- Estimated Costs
- Plan for resource mobilization

#### **5. Other activities that can be included under the framework of VWA**

## **VWA PLANNING**

Regional funding for VWA is extremely limited and will only be available to support selected activities in some priority countries. To cover budget gaps, countries are encouraged to utilize inter-agency coordination committees and other national mechanisms for resource mobilization, when possible.

### **BUDGET**

<b>Category</b>	<b>Estimated Cost</b>	<b>Financing Status</b>	
		<b>Financed<sup>1</sup></b>	<b>Not Financed</b>
Vaccines and Supplies			
Cold Chain			
Training			
Operational Expenses			
Supervision and Monitoring			
Epidemiological Surveillance			
Social Communication			
Evaluation			
Other			
Total			

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<sup>1</sup> If financed, please mention if funds are national or external; if external please indicate source, i.e., UNICEF, JICA, USAID, etc.



## **VWA EVALUATION AND REPORTING**

**PAHO kindly requests Member States to utilize the below information as a guide for reporting on the results of VWA campaigns and activities. In order to finalize the regional VWA report and respond to partner requests for information, countries and territories are asked to submit their VWA reports to PAHO as soon as possible following the initiative.**

1. Achievement of vaccination goals in specific targeted group, such as children aged 0-12 months, 1-4 years, <5 years, >5 to 18 years, women of childbearing ages (WCBA), older adults, occupational risk groups, etc., at the national level.
  - i. number of individuals vaccinated in each targeted group
  - ii. number of doses of each antigen administered
2. Analysis of predefined indicators, when applicable (see next page).
3. Report on border, national, and local launching events.
4. Achievements and lessons learned.
5. Results of specific studies (increase in administrative coverage during month in which VWA occurs when compared to other months; targeted coverage surveys; social communication evaluations<sup>1</sup>)
6. Documentation of activities through photos, videos, and other audiovisual materials.

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<sup>1</sup> A model survey to evaluation VWA social communication campaigns can be found at the end of this workbook. Countries who are interested in conducting specific coverage surveys to evaluate the impact of VWA are encouraged to contact PAHO for technical support, when needed.

## **VWA EVALUATION AND REPORTING**

### **Reference list of VWA Indicators<sup>2</sup>:**

#### **Indicators for the intensification of vaccination in at-risk areas**

- ✓ Number and percentage of children 1-4 years of age that received their first, second, and third doses of DTP/ Pentavalent (to measure 0-doses, incomplete and complete schedules)
- ✓ Number and percentage of women of childbearing age (WCBA) who were vaccinated with the first dose of Td vaccine in at-risk municipalities
- ✓ Percentage of municipalities with plans for a second and third round of vaccination to complete schedules after VWA
- ✓ Number of health workers that participated in VWA outreach activities

#### **Indicators for specific extramural campaigns**

- ✓ Percentage of Rapid Coverage Monitoring (RCM) in which vaccination coverage for (measles-rubella, polio or another vaccine) is less than 95%

#### **Indicators for surveillance**

- ✓ 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.

#### **Political priority indicators**

- ✓ Number of authorities that participated in launching events (international, national, regional or local)
- ✓ Number of community or religious leaders that supported the celebration of VWA
- ✓ Number and type of partnerships formed with the private sector, NGOs, religious leaders, etc.

#### **Training indicators**

- ✓ Number of forums, seminars or conferences held during VWA
- ✓ Number of health workers that received training during VWA

#### **Information dissemination and media indicators**

- ✓ Percentage of people interviewed in previously selected areas who are aware of VWA;
- ✓ Number of health workers trained on VWA targets and goals;

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<sup>2</sup> Countries should feel free to use additional indicators not included on this list, if they are more pertinent to national activities.

## **VWA EVALUATION AND REPORTING**

- ✓ Number of VWA television spots that were broadcast on national or local television stations
- ✓ Number of radio announcements that were played on national or local channels
- ✓ Quantity of national VWA promotional material created and disseminated
- ✓ Number of journalists informed about the objectives and benefits of VWA
- ✓ Number of VWA-related articles published in the national and local press
- ✓ Number of VWA-messages disseminated via the official channels of the Ministry (Ministry of Health website, EPI website, Twitter account of the Minister of Health, etc.)
- ✓ Number of people participating in conversations about VWA through social media

### **Intersectoral/Interinstitutional coordination indicators**

- ✓ Number of meetings carried out by the VWA organizational committees
- ✓ Number of agencies and/or organizations that participated in these meetings.

### **Integrated intervention indicators**

- ✓ Number of integrated interventions carried out during VWA (vaccination plus deworming, vitamin A, screenings, etc.) Please specify.

## VWA EVALUATION AND REPORTING

### **EVALUATION OF VWA SOCIAL COMMUNICATION CAMPAIGN:** *a model survey*

**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 ☐ d. Health center ☐

## **VWA EVALUATION AND REPORTING**

- b. Television ☐ e. Newspaper ☐  
c. Loudspeaker ☐ f. Schools ☐  
d. Others ☐ 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? \_\_\_\_\_