USAID COVID-19 IMPLEMENTING PARTNERS FORUM

MINI-CONFERENCE REPORT

Sustaining and Applying COVID-19 Innovations for Primary Health Care and Routine Immunization

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Cover photo: Preethi Murthy/MOMENTUM Routine Immunization Transformation and Equity project

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CONTENTS

ABBREVIATIONS

AEFI   adverce events following immunization

CL   community listening

CTA   Confederation of Economic Associations

DHA   Digital Health Activity

HCW   healthcare workers

IHSS-SD   Integrated Health Sustems Strengthening and Service Delivery

IHP   Integrated Health Program

IP   implementing partner

MOH   Ministry of Health

PHC   primary health care

RI   routine immunization

USAID   United States Agency for International Development

INTRODUCTION

Background on the Implementing Partners Forum

The USAID COVID-19 Vaccine Technical Assistance Implementing Partners (IPs) Forum is a platform for bi-directional sharing of updates, experiences, and ideas, aimed at enhancing the effectiveness of USAID's COVID-19 investments. The forum plays a role in ensuring the technical rigor of USAID's support while actively encouraging feedback on challenges and emerging approaches. MOMENTUM Routine Immunization Transformation and Equity serves as the technical lead on the IP Forum secretariat working closely with USAID and Data.FI. Since June 2021, the IP Forum secretariat has organized monthly, and as the context changed, quarterly learning exchanges focusing on critical aspects of COVID-19 vaccination. The meetings featured speakers from IPs with expertise on vaccine acceptance, confidence, and uptake; supply chain management; strategies to reach priority populations; data availability, quality, and utilization, among others. The topics featured covered the most current and relevant issues, based on discussion in global fora and needs identified by participants.

Considering the evolving context of the pandemic and the approaching conclusion of the IP Forum, our final learning exchange was a hybrid mini-conference. The theme of the mini-conference was "Sustaining and Applying COVID-19 Innovations for Primary Health Care and Routine Immunization". This theme examined the numerous lessons learned from diverse innovations developed during the pandemic, and how these valuable insights can be applied to shape our future and strengthen primary health care (PHC) and routine immunization (RI) programs.

The mini-conference was held on July 19, 2023, in Washington D.C. The mini-conference was attended by 45 people in-person and over 100 participants online through a virtual platform. It brought together IPs and USAID colleagues and stakeholders from diverse backgrounds and contexts. The event spanned three and a half hours, fostering meaningful discussions and collaborative exchanges of insights and experiences among participants through presentations, panel discussions, and posters.

This event examined how innovations that were introduced to support COVID-19 vaccination could be applied to address some of the continuous challenges countries face with COVID-19 vaccination, as well as how they can strengthen RI and PHC. The objectives were:

1. Share experiences and foster dialogue around innovations introduced to support COVID-19 vaccination to reach the hard to reach and priority populations, increase vaccine confidence and acceptance, and strengthen data availability, monitoring and use.
2. Discuss challenges and opportunities for applying innovations that were introduced to support COVID-19 vaccination to strengthen routine immunization and primary health care, and good practices for facilitating that transition.

This report serves as a comprehensive summary of the discussions held during the IP Forum mini-conference. The insights and recommendations generated during this forum could inform future strategies aimed at building more resilient healthcare systems.

DESIGN OF MINI-CONFERENCE PROGRAM

Working closely with USAID, MOMENTUM Routine Immunization Transformation and Equity carefully considered the event's main topic, "Sustaining and Applying COVID-19 Innovations for Primary Health Care and Routine Immunization" and aimed to foster discussions of both digital and process innovations, acknowledging the significant challenges countries face in strengthening RI and PHC. To address this conference topic effectively, the mini-conference focused on three key themes:

1. **Reaching the Hard-to-Reach and Priority Populations**: Exploring effective strategies to reach vulnerable and hard-to-reach populations, aiming to ensure equitable access to essential healthcare services and immunization programs.

2. **Strengthening Data Availability, Monitoring, and Decision-making**: Innovations that helped strengthen data availability, monitoring, and utilization for informed decision-making.

3. **Addressing Vaccine Confidence and Acceptance**: Strategies to enhance vaccine confidence and acceptance within communities, seeking innovative approaches to overcome hesitancy.

To develop a deeper understanding of the work done in the three key themes over the past two years, IPs were invited to submit abstracts for posters or presentations for the mini conference. Abstracts were required to provide: essential context on the innovation(s); a concise description of the innovation; the specific challenge it addressed; and its potential applications in strengthening RI and PHC moving forward. We received over 40 abstract submissions coming from 19 different IPs. The abstracts demonstrated remarkable diversity, reflecting the wide geographic reach of the IPs and the varied nature of their innovations.

A committee of three USAID immunization staff members and one person from the MOMENTUM Routine Immunization Transformation and Equity project reviewed the submitted abstracts and ranked them based on the following criteria:

- Innovation - clearly articulates and demonstrates the use of a new technology, process, or approach to support COVID-19 vaccination.

- Relevance - clearly demonstrates how relevant the innovation is at strengthening and improving RI and PHC.

- Adaptability - clearly demonstrates how likely it is that this innovation could be used by other countries to improve RI and PHC.

Through this review process, the committee identified the most impactful and promising abstracts that would bring meaningful insights to the forefront of discussions during the event. Eleven abstracts were accepted as presentations and eight abstracts were accepted as posters.

IP Forum mini-conference plenary session.

KEY LESSONS SHARED

The mini-conference was organized into three sessions, each dedicated to one of the key themes and facilitated by different USAID representatives. In addition, a 30-minute poster session displayed an array of innovations and learnings, and provided an additional opportunity for participants to engage.

Session 1 – Reaching the Hard-to-Reach and Priority Populations

The first session of the event was facilitated by Audrey Sullivan, Lead for the Technical Leadership and Support Team of the COVID-19 Response Unit at USAID. This session explored innovative strategies to reach hard-to-reach and priority populations, including older adults and individuals with comorbidities. These groups encounter distinct barriers that demand customized approaches. For instance, hard-to-reach populations may reside in physically remote areas or consist of marginalized individuals who have reservations about the healthcare system. Ensuring primary COVID-19 vaccinations and boosters reach the most vulnerable, providing access to appropriate clinical care and medications for COVID-19 cases, and continually enhancing the readiness of health facilities and systems remain crucial priorities. This session highlighted the importance of tailored approaches, strategic integration, and innovative solutions to address COVID-19 vaccination challenges and promote equitable healthcare access for vulnerable populations. There were four presentations during this session.

1. USING NON-MONETARY INCENTIVES TO INCREASE COVID-19 VACCINE UPTAKE AMONG HEALTHCARE WORKERS IN NIGERIA: A SOCIAL BEHAVIORAL CHANGE APPROACH	
Presenter:	Victor Enangama, Senior Program Officer- Risk Communication and Community Engagement, USAID Breakthrough ACTION
Summary:	Breakthrough ACTION employed non-monetary incentives to drive behavior change among healthcare workers (HCWs). The primary objective was to emphasize the significance of a specially designed curriculum aimed at enhancing client communication, fostering trust, and promoting empathy in the context of COVID-related content. The presentation discussed how this approach has the potential to result in increased uptake of services by fostering better relationships between HCWs and clients. Access the recording of the presentation here.

2. SOCIAL MOBILIZATION TWINNED WITH STRATEGIC DEPLOYMENT OF MOBILE HEALTH SERVICE UNITS INCREASED COVID-19 VACCINATION COVERAGE IN KHYBER PAKHTUNKHWA, PAKISTAN	
Presenter:	Anne Austin, Senior M&E Advisor Integrated Health Systems Strengthening and Service Delivery (IHSS-SD), Vice-Chair IRB JSI
Summary:	Early in the pandemic, IHSS-SD combined social mobilization activities with other community service provision initiatives. This experience has yielded valuable evidence demonstrating the effectiveness of repurposing existing service delivery infrastructure to effectively respond to existing and emerging health pandemics. Access the recording of the presentation here.

3. REACHING THE HARD-TO-REACH: COVID-19 VACCINATION OUTREACH EFFORTS IN NIGERIA	
Presenter:	Angie Stene, Technical Director, and Sunday Atobatele, Principal, Nigeria Integrated Health Program

Summary:	The Integrated Health Program (IHP) presented valuable insights into their work in Nigeria, specifically focusing on reaching hard-to-reach populations. Their approach involves utilizing GIS-enabled microplanning, implementing performance accountability measures, conducting data quality reviews, and employing mobile vaccination strategies. By integrating these efforts, they aimed to bridge gaps and ensure essential services reached even the most remote and challenging areas. IHP successfully tackled challenges related to rapid and widespread data collection through the Electronic Management of Immunization Data system, which allowed them to track extensive data needs on a daily basis. Access the recording of the presentation here.

4. ACCELERATING COVID-19 VACCINATION AMONG PEOPLE LIVING WITH HIV IN NAIROBI AND KAJIADO COUNTIES, KENYA	
Presenter:	Njoki Njuguna, Program Coordinator COVID-19 Vaccination project University of Nairobi, Fahari ya Jamii
Summary:	The COVID-19 Vaccination project implemented a comprehensive 'one-stop shop' intervention at people living with HIV care and treatment sites in Kenya. This innovative approach involves providing COVID-19 vaccination services alongside other essential healthcare offerings within familiar healthcare facilities or community settings. By integrating these services in a seamless manner, the intervention aims to maximize convenience and accessibility for individuals seeking COVID-19 vaccinations, promoting better healthcare outcomes and vaccination uptake within the community. Access the recording of the presentation here.

SESSION LEARNINGS

- The discussions highlighted the importance of continued education and access to updated information in an ever-changing and dynamic environment. Keeping communities informed and engaged is crucial to effectively adapt to evolving situations.

- The community outreach systems established during the COVID-19 pandemic can be leveraged to encourage populations to get boosters. Building on existing trust through sensitization efforts can play a vital role in strengthening RI.

- Building trust and empathy with HCWs as well as with the community is critical to successful vaccine uptake. It's important to recognize that building trust is context specific and requires tailored approaches.

- The utilization of a one-stop shop for PHC can increase coverage and may promote uptake of other services. It can be used to screen for and treat diseases such as tuberculosis, cancer, and/or COVID-19 by engaging key service delivery points.

- While performance-based incentives may be effective in certain settings, such as a humanitarian crisis, they require substantial resources and oversight.

Session 2 – Strengthening Data Availability, Monitoring, and Decision-making

The second session was facilitated by Colleen Oakes, Monitoring, Evaluation, and Learning Advisor for the COVID-19 Response Team at USAID. This interactive session featured three panelists each delivering a five-minute presentation, followed by a 30-minute discussion, encouraging in-depth exploration of the topic. This session looked at innovations to enhance data availability, monitoring, and its utilization for effective decision-making. Throughout the pandemic, the adoption of digital health tools was accelerated in many countries. These tools played a pivotal role in providing timely data on vaccination coverage among diverse populations and optimizing immunization efforts. While some digital innovations faced implementation challenges, this session delved into valuable insights on the tools and approaches that can be adapted for both PHC and RI. The discussion shared lessons learned from challenges encountered, to pave the way for more informed and successful future endeavors. The three presentations are summarized below.

	1. COVID-19: SPRINGBOARD FOR IMPROVING IMMUNIZATION SAFETY SURVEILLANCE SYSTEMS - ETHIOPIA/ PAKISTAN
Presenter:	Aida Hagos, PQM+ Regional Technical Advisor for Regulatory Systems Strengthening/Pharmacovigilance and Safety Surveillance
Summary:	The PQM project established and enhanced existing systems for collecting, analyzing, and reporting adverse events following immunization (AEFIs) in Ethiopia and Pakistan. The approach included capacity building of health care providers, implementation of AEFI investigation committees, causality assessment committees, and strengthening electronic reporting systems & use of other tools. In Pakistan it also involved improving regulatory policies, while in Ethiopia it conducted active surveillance of select vaccines. This approach emphasized the importance of better integration and coordination between the immunization program & the national pharmacovigilance departments. Access the recording of the presentation here.

	2. MEASURING THE IMPACT OF INTEGRATING COVID-19 VACCINATION INTO THE PRIMARY HEALTH CARE MODEL IN LESOTHO
Presenter:	Dr. More Mungati, Project Director, RISE Lesotho
Summary:	The RISE project aimed to optimize facility-based vaccination. The model analyzed performance data using village head count, facility vaccination and school vaccination data and used this data to develop mitigation plans in low vaccination coverage areas. This model also included a tuberculosis-COVID-19 vaccine screening tool to assess clients upon entry, effectively connecting eligible clients to appropriate vaccinations. They emphasized the importance of data utilization to create mitigation plans in areas with low vaccination coverage. Access the recording of the presentation here.

	3. STRENGTHENING COVID-19 VACCINE DATA MANAGEMENT AND QUALITY IN MALAWI
Presenter:	Kenneth Chimpeni, Senior Digital Health Advisor, Ministry of Health Digital Health Division / Data.FI Malawi
Summary:	Data.Fi utilized a change management approach that prioritized people, processes, and technology to strengthen uptake of an eVax registry and improve data quality in Malawi. This

	digital registry, eVax, built on a DHIS2 Tracker application, was incorporated into the existing One-Health Surveillance Platform. The change management approach included generating key indicator reports, incorporating data quality rules for eVax, and developing standard operating procedures and guidelines to ensure staff at all levels understood their data management roles and responsibilities. Access the recording of the presentation here.

SESSION LEARNINGS

- Data entry and reporting was identified as a significant challenge that added to HCWs' workload. This needs to be considered when integrating COVID-19 vaccination with other health services.
- Listening to HCW needs and feedback is crucial to effectively integrate COVID-19 vaccination into their existing work and promote effective data management.
- Supportive supervision emerged as one strategy to improve data collection, reporting, and communication.
- Any data collected should be shared back with the community it was collected from.
- Leverage HCWs who received training on data management; established structures for data review/ data management; and available data management tools to successfully integrate COVID-19 vaccines into other health services.

Session 3 – Addressing Vaccine Confidence and Acceptance

Amanda Paust, AOR for MOMENTUM Routine Immunization Transformation and Equity project and Rebecca Fields, Technical Lead for Immunization for the MOMENTUM Routine Immunization Transformation and Equity project facilitated the third session. Vaccine hesitancy was a significant challenge faced in many countries, fueled by misinformation, myths, and misconceptions about the vaccine and its potential side effects. A comprehensive array of interventions was developed to promote vaccine uptake and combat vaccine hesitancy effectively worldwide. The session featured a diverse range of strategies and approaches to address these challenges. The session featured four presentations, which were followed by a Q&A segment.

1. ROLE OF COMMUNITY ENGAGEMENT INTERVENTIONS IN STRENGTHENING VACCINATION - INDIA	
Presenter:	Dr. Sanjay Kapur, JSI India Country Director - Representing the MOMENTUM Routine Immunization Transformation and Equity project, India
Summary:	In India, the MOMENTUM Routine Immunization Transformation and Equity project collaborated with local organizations to strengthen community-driven engagement. They enlisted community influencers to identify resistant and at-risk populations, address vaccine hesitancy, encourage scientific understanding, and promote COVID-19 vaccination. The project employed community consultations and tailored IEC campaigns, effectively engaging with communities and their leaders to understand vaccine-hesitant attitudes and behaviors, and used context-specific approaches including camel carts and boat clinics to reach the hard-to-reach. With a strong emphasis on localization, the team deployed positive messaging strategies to advance their goal of enhancing vaccine acceptance and accessibility throughout the region. Access the recording of the presentation here.

2. ADDRESSING COVID- 19 VACCINATION HESITANCY USING ELECTRONIC HEALTH (E-HEALTH) MESSAGES IN LANGO SUB-REGION, NORTHERN UGANDA	

Presenter:	Emilly Lenia, Program Officer, COVID-19 RHITES North Lango
Summary:	RHITES-E North Lango leveraged Uganda's existing e-Health platform to integrate COVID-19 information and deliver precise health messages and facts through phone and social media channels. This innovative approach offered an opportunity for timely and accurate dissemination of information regarding COVID-19 vaccination and other essential health services. Building on this, Uganda's Ministry of Health is planning to further enhance vaccination efforts by integrating COVID-19 vaccination into routine health services, and leverage the national e-health platform to effectively disseminate COVID-19 vaccination messages to the public. Access the recording of the presentation here.

3. SOCIAL LISTENING VS TRADITIONAL RESEARCH: DETECTING HEALTH MISINFORMATION IN THE REAL -	
Presenter:	Natalie Tibbels, Monitoring Officer 2, Johns Hopkins Center for Communication Programs/Breakthrough ACTION
Summary:	Breakthrough ACTION integrated real-time community and social listening systems with traditional research in Côte d'Ivoire. This type of infodemic management supports identifying rumors, rapidly debunking them, and then using traditional research to delve into nuances for those that linger. Access the recording of the presentation here.

4. NON-TRADITIONAL HEALTH PARTNERSHIPS TO INCREASE COVID-19 VACCINE UPTAKE	
Presenter:	Neide Guesela, National Social Behaviour Change and Communication Advisor/MOMENTUM Routine Immunization Transformation and Equity project
Summary:	The MOMENTUM Routine Immunization Transformation and Equity project in Mozambique fostered collaborations with non-traditional partners to address barriers to equitable immunization coverage. A key partnership was established with the Confederation of Economic Associations (CTA), the largest organization representing private sector companies in Mozambique. Through this partnership, the project extended support for COVID-19 vaccination among employees and their families at CTA-affiliated companies. Additionally, demand generation campaigns and workplace mobile vaccination services were implemented. The experience gained from COVID-19 vaccination paved the way for further collaboration with CTA to expand their efforts. Access the recording of the presentation here.

SESSION LEARNINGS

- Consistent and continuous information dissemination is vital to reinforce key messages and dispel misconceptions related to COVID-19 vaccination. By maintaining effective communication channels, health authorities can better address emerging concerns.

- Gathering feedback from HCWs, communities, and clients is valuable for developing effective strategies to integrate COVID-19 vaccination. Utilizing existing structures to gather this feedback ensures a comprehensive understanding of perceptions and needs.

- It is important to address the existing digital gap and ensure alignment between planning, data utilization, and efforts to improve vaccine acceptance. By harmonizing these elements, we can work towards the desired outcome of widespread vaccine acceptance and a significant increase in vaccination rates.

- Engaging private organizations and companies can play a significant role in effectively disseminating vaccination messages to employers and surrounding communities. Collaborative efforts extend the reach of vaccination campaigns.

- Relying on various data collection mechanisms and sources, including community health workers, hotlines, and community listening and social listening provides a more accurate and comprehensive understanding of the motivators and barriers to COVID-19 vaccination. Each data source contributes unique insights to answer different questions and supports ongoing vaccination efforts.

IP Forum mini-conference presentation.

Poster Session

The event featured a 30-minute poster session, allowing both in-person and online participants to access the posters and listen to a 2-minute recording where the authors explained the poster content. The theme of the first session, "Reaching the Hard to Reach and Priority Populations," was reflected in three posters. Each poster offered valuable insights and approaches to address the challenges of reaching underserved and priority populations.

1. LEVERAGING PRIVATE SECTOR ENGAGEMENT TO ENHANCE COVID-19 VACCINATION COVERAGE IN INDONESIA	
Authors:	EpiC Indonesia: Caroline Francis, Saskia Mariska, Stefano Giovani, Nadia Khafia, Erlian Rista Aditya
Summary:	EpiC supported the government of Indonesia to rapidly expand vaccination coverage in targeted high burden provinces. EpiC sought support from the private sector and issued a call for voluntary assistance from doctors, nurses, and healthcare professionals. Through a rigorous selection process, they enlisted 3,446 trained providers from the private sector. Their contributions expanded vaccination coverage and alleviated the burden on front-line public-sector health workers, underscoring the transformative potential of private sector engagement in public health emergencies. Access the poster here.

2. SUPPORTING CIVIL SOCIETY ORGANIZATIONS TO ADDRESS COVID-19 VACCINE HESITANCY AMONG KEY POPULATIONS AND PEOPLE LIVING WITH HIV IN INDIA	
Authors:	EpiC India: Sumita Taneja, Padmavathi Kandimalla
Summary:	EpiC India rolled out risk communication and community engagement and vaccine promotion activities. They trained peer volunteers and counselors on vaccine promotion and community mobilization, with an emphasis on peer-to-peer messaging. Peers shared personal testimonies and explained that disclosure of HIV or key population status is not mandatory for vaccination. Additionally, help desks were established at government anti-retroviral therapy centers. The approach demonstrated the catalytic role that community-based organizations can play in ensuring equitable access to lifesaving services for marginalized communities at the last mile. Access the poster here.

3. ADAPTING STRATEGIES TO REACH THE HARD-TO-REACH AND PRIORITY POPULATIONS WITH COVID-19 IMMUNIZATION IN HAITI	
Authors:	BRIDGE: Maureen Leonard, Emmlyne Emmanuel, Jean Wysler Domercant
Summary:	The BRIDGE project implemented a dynamic and multifaceted strategy to tackle the low COVID-19 vaccination rates in Haiti. Their approach involved comprehensive training and sensitization for HCWs and communities. Additionally, they provided essential logistics support, ensuring transportation and delivery of COVID-19 vaccines to remote and hard-to-reach areas. This adaptive approach underscored the importance of continuously evolving service delivery strategies to effectively reach vulnerable populations. Access the poster here.

In the second session, the theme "Strengthening Data Availability, Monitoring, and Decision-making" was exemplified by two posters. These posters presented innovative solutions that tackled various challenges countries encountered during the pandemic. Each poster offered distinct approaches and valuable insights into the topic.

1. LESSONS LEARNED FROM COVID-19 VACCINATION: DIGITIZING IMMUNIZATION DATA TO STRENGTHEN RI/ PHC IN KENYA	
Authors:	Dickson Otiangala, Vicky Maiyo, Grace Njenga, Denis Omondi, Penina Anyango, Sam Ontiri, Ruth Wanjala, Amos Chweya, Amina Ismail, Isaac Mugoya
Summary:	To establish a dependable COVID-19 vaccination data system, the MOMENTUM Routine Immunization and Transformation project collaborated with the Ministry of Health (MOH) to create ChanjoKE, an electronic vaccine registry. This platform was designed to streamline the roll-out of COVID-19 vaccines by enabling comprehensive tracking and tracing of vaccine distribution. ChanjoKE ensures efficient management by monitoring individual immunization schedules, sending vaccination reminders, and issuing certificates post-vaccination, effectively minimizing the need for

	re-vaccination. Furthermore, the system facilitates the monitoring of adverse events following immunization and offers real-time data through dashboards and reports, empowering informed decision-making processes. Access the poster here.

2.	LEVERAGING DIGITAL TECHNOLOGIES FOR EFFICIENT COVID-19 VACCINE PROGRAM: EXPERIENCE FROM ETHIOPIA
Authors:	Digital Health Activity (DHA) - Tariku Nigatu, Loko Abraham, Biruhtesfa Abere, Sami Tewfik, Selamawit Meressa, Tadesse Alemu
Summary:	DHA supported the MOH, the Ethiopian Pharmaceutical Supply Service and the Ethiopian Food and Drug Authority in leveraging existing digital tools and developing new technologies for efficient distribution and utilization of COVID-19 vaccine. By harnessing the data from various systems, these initiatives enabled the accurate forecasting and quantification of COVID-19 vaccine demand, utilizing consumption data. Moreover, access to real-time data enables MoH to make informed procurement, supply, and distribution decisions, ensuring a more efficient and responsive vaccination process. Access the poster here.

Three posters reflected innovations that addressed the third session's theme, "Addressing Vaccine Confidence and Acceptance". Each of these posters showcased several context specific innovations to address the theme.

1.	USING COMMUNITY LISTENING TO ADDRESS COVID-19 VACCINE HESITANCY IN NIGERIA
Authors:	Breakthrough ACTION - Munkail Titilola, Olayinka Umar-Farouk, Nathanael Afolabi
Summary:	Breakthrough ACTION implemented a community listening (CL) approach in Nigeria - Kebbi state focusing on five themes including Knowledge and Awareness, Acceptance and Motivation, Intention to Seek Care, Seeking Care, and After Service satisfaction. The CL sessions had a significant impact on addressing vaccine hesitancy surrounding COVID-19 vaccination. Utilizing the insights from community listening, Breakthrough ACTION developed targeted social and behavior change materials and messages that resonated with the local population, using emotive language and dialects familiar to the communities. To enhance the credibility of the messaging, trusted voices within the communities were engaged as messengers, effectively delivering the messages across various channels, including mass media. Access the poster here.

2.	PAIRING DEMAND CREATION AND SERVICE DELIVERY TO ACCELERATE COVID-19 VACCINATION COVERAGE: THE CASE OF EPIC TANZANIA
Authors:	EpiC - Frank Rweikiza, Bernard Ogwang, Lulu Msangi
Summary:	EpiC accelerated uptake of the COVID-19 vaccine through a combined demand creation and service delivery approach. They implemented a one-team approach, from design through implementation, and successfully paired targeted demand-creation activities with the requisite human resources, equipment, and supplies to meet increased demand for services. Access the poster here.

	ReachHealth - Camelle Mae Celis, Maria Theresa Ladero, Jacklyn Michelle Torres, Maxinne De Quiroz, Ophelia Mendoza, Laurentiu Stan
	The ReachHealth project conducted risk communication and community engagement training. This aimed to empower community stakeholders, create evidence-based microplans, and intensify COVID-19 vaccine demand generation in selected sites in Luzon with low COVID-19 vaccination coverage. The training capacitated the program managers, implementation teams, and community stakeholders with effective strategies and communication techniques. This training and microplans served as strategic guides for implementing targeted vaccination campaigns and engaging with communities effectively to promote COVID-19 vaccines. Access the poster here.

IP Forum mini-conference poster session.

FUTURE CONSIDERATIONS/RECOMMENDATIONS

In her closing remarks for the mini-conference, Dr. Folake Olayinka, Immunization Technical Lead, USAID Bureau for Global Health Office of Maternal, Child Health and Nutrition Child Health and Immunization Division, emphasized that countries can sustain the progress made during the COVID-19 pandemic and apply valuable lessons learned to strengthen PHC and RI efforts in preparation for future health emergencies and pandemic preparedness. As we

transition away from the COVID-19 emergency response, it is essential to remain mindful of the crucial cross-cutting strategies that played a significant role in the successful implementation of vaccination efforts. These strategies, which received substantial funding and were instrumental in the COVID-19 vaccination efforts, encompass partner coordination, community engagement, performance recognition, utilization of digital tools, person-centered care and others.

> *"We need to work together to leverage these important investments across the different health programs and really scale a number of these important innovations that you have described here today, in order for us to maximize the return for better health and stronger health systems"*
>
> **FOLAKE OLAYINKA**

As we enter a new phase of integrating COVID-19 vaccination into RI and PHC, there is an opportunity to leverage the valuable lessons and innovations gained from this experience to bolster both RI and PHC systems. Our recommendations to do so are:

CONTINUOUS EDUCATION AND INFORMATION

Ensure that communities have access to up-to-date information on COVID-19 vaccination and other important health interventions. Sustaining effective communication channels will help address emerging concerns and adapt to dynamic situations. This includes:

- Effective data communication: Ensure that data collected is effectively communicated back to the communities from which it's collected to maintain transparency and build public confidence.
- Leverage community outreach systems: Utilize community outreach systems established during the pandemic to disseminate information.

FOCUS ON TRUST AND EMPATHY

Prioritize building trust and empathy with both HCWs and the community to enhance vaccine uptake. Building on existing trust through sensitization efforts can strengthen RI initiatives.

- Tailor approaches: trust-building is context-specific and requires sensitive strategies.
- Consider HCW workload: Address the challenge of HCW workload when integrating COVID-19 vaccination with other health services.
- Gather feedback to effectively integrate COVID-19 vaccination into existing workflows.

COLLABORATION AND CREATIVE PARTNERSHIPS

- Promote collaboration and forge partnerships with diverse stakeholders beyond the immunization and public health sectors to leverage existing resources and strategies, and extend the reach of vaccination efforts.
- Cultivating creative partnerships can play a crucial role in effectively disseminating vaccination messages to communities, reaching hard to reach communities, addressing digital disparities, and other challenges.

ANNEX A. AGENDA

USAID COVID-19 Vaccine Technical Assistance Implementing Partners Forum

SUSTAINING AND APPLYING COVID-19 INNOVATIONS FOR PRIMARY HEALTH CARE AND ROUTINE IMMUNIZATION

JULY 19, 2023 | WASHINGTON, DC, USA

TIME	SESSION	PRESENTER
9:00 a.m. – 9:15 a.m.	**WELCOME AND INTRODUCTION**	**BETH TRITTER** USAID
9:15 a.m. – 10:15 a.m.	SESSION 1: REACHING THE HARD-TO-REACH AND PRIORITY POPULATIONS	**AUDREY SULLIVAN** USAID
	Using non-monetary incentives to increase COVID-19 vaccine uptake among healthcare workers in Nigeria: A social behavioral change approach	**VICTOR ENANGAMA** Breakthrough ACTION
	Social mobilization twinned with strategic deployment of Mobile Health Service Units increased COVID-19 vaccination coverage in Khyber Pakhtunkhwa, Pakistan	**ANNE AUSTIN** IHSS-SD
	Reaching the Hard to Reach: COVID-19 Vaccination Outreach Efforts in Nigeria	**ANGIE STENE / SUNDAY ATOBATELE** Nigeria Integrated Health Program
	Accelerating COVID-19 vaccination among people living with HIV in Nairobi and Kajiado Counties, Kenya	**NJOKI NJUGUNA** UoN FYJ
10:15 a.m. – 11:00 a.m.	**SESSION 2: STRENGTHENING DATA AVAILABILITY, MONITORING AND USE FOR DECISION MAKING**	**COLLEEN OAKES** USAID
	COVID-19: Springboard for improving immunization safety surveillance systems in Ethiopia and Pakistan	**AIDA HAGOS** PQM
	Measuring the Impact of Integrating COVID-19 Vaccination into the Primary Health Care Model in Lesotho	**MORE MUNGATI** RISE
	Strengthening COVID-19 Vaccine Data Management and Quality in Malawi	**KENNETH CHIMPENI** DataFI
11:00 a.m. – 11:30 a.m.	**POSTER SESSION**	**MANDY PAUST** USAID

11:30 a.m. – 12:30 p.m.	**SESSION 3: ADDRESSING VACCINE CONFIDENCE AND ACCEPTANCE**	**MANDY PAUST** USAID **REBECCA FIELDS** MOMENTUM ROUTINE IMMUNIZATION
	Role of Community Engagement Interventions in Strengthening Vaccination in India	**DR. SANJAY KAPUR** MOMENTUM Routine Immunization
	Addressing COVID- 19 Vaccination Hesitancy Using Electronic Health Messages in Lango Sub-Region, Northern Uganda	**EMILLY LENIA** RHITES N Lango
	Social listening vs traditional research: Detecting health misinformation in the real world beyond COVID—19 in Cote D'Ivoire	**NATALIE TIBBELS** Breakthrough ACTION
	Non-Traditional Health Partnerships to Increase COVID-19 Vaccine Uptake	**NEIDE GUESELA** MOMENTUM Routine Immunization
12:30 p.m. – 12:40 p.m.	**CLOSING REMARKS**	**DR. FOLAKE OLAYINKA** USAID
12:40 p.m. – 1:40 p.m.	**LUNCH**	