

MOMENTUM

Routine Immunization Transformation and Equity



March 2023

EUROPE & EURASIA COUNTRY PROGRAM

Supporting COVID-19 Vaccination in Europe & Eurasia

MOMENTUM Routine Immunization Transformation and Equity in Europe & Eurasia Region

	Where we work:	Population:
	Serbia	6.9 million
	Moldova	2.62 million
	North Macedonia	2.08 million
	Bosnia and Herzegovina	3.28 million

BACKGROUND

The MOMENTUM Routine Immunization Transformation and Equity project (the project) is part of the MOMENTUM (Moving Integrated, Quality Maternal, Newborn, and Child Health and Family Planning and Reproductive Health) suite of awards. The project aims to strengthen routine immunization programs to overcome entrenched obstacles that contribute to stagnating and declining immunization rates in priority countries; and barriers to reaching zero-dose and under-immunized children with life-saving vaccines and other health services. The project also provides technical support for COVID-19 vaccination and supports countries to mitigate the consequences of the pandemic on immunization services. The project is implemented by JSI Research & Training Institute, Inc., along with PATH, Accenture Development Partnerships, Results for Development, CORE Group, and The Manoff Group.

The project has been engaged in the Europe & Eurasia (E&E) region to provide technical assistance for COVID-19, focusing on increasing vaccine acceptance and uptake through targeted social and behavior change (SBC) interventions, addressing misinformation, building capacity of health workers and exchanging lessons learned across the region. The project implements on-the-ground activities in Serbia, Moldova and North Macedonia and shares learnings with counterparts in Bosnia and Herzegovina. A key focus is to combat mis- and disinformation by supporting traditional and social media channels and networks, as well as health care workers to disseminate accurate and evidence-based information.



The project also seeks to increase learning exchange across the region by establishing new or building upon existing networks and channels of shared learning tailored to the needs of stakeholders to identify common challenges, and share potential solutions and promising practices while recognizing the diversity of contexts within the region.

AREAS OF SUPPORT

INCREASE DEMAND FOR AND UPTAKE OF COVID-19 VACCINATION AMONG PRIORITY POPULATIONS

The project is using behavior integration, an SBC approach, to increase COVID-19 vaccine demand and uptake among priority populations. Through this approach, an initial rapid situational assessment helps to identify priority populations and factors that prevent or support vaccination uptake and determine key actors and actions required to address them. Through surveys and stakeholder interviews, priority populations for COVID-19 vaccination were identified and include pregnant women, individuals 45 years and older with chronic health conditions, and health professionals. A behavioral analysis provides information and recommendations to inform the project and its country partners.

The project engages directly with health workers and professional associations in COVID-19 vaccination efforts to better understand and address the concerns and information needs of their constituent groups and develop clear, consistent, evidence-based, and scientific materials, tools, and processes for their use within their networks. These efforts aim to generate vaccination demand among health workers themselves and equip them with information, knowledge and resources to address vaccine hesitation with their clients.

ADDRESS MIS/DISINFORMATION THROUGH SOCIAL AND BEHAVIOR CHANGE (SBC) AND MEDIA-FOCUSED STRATEGIES

The project seeks to reach priority populations with tailored messaging about COVID-19 vaccination via various communications channels and at physical locations such as health facilities, schools, youth clubs, public markets, public transportation, and places of work. The project also engages health care professionals, journalists, and stakeholders in capacity building workshops and training on COVID-19 vaccination in order to strengthen communication with patients and the public.

FOSTER OPPORTUNITIES FOR LEARNING WITHIN AND ACROSS COUNTRIES

An important element of the project's scope within the E&E region is to foster opportunities for learning within and across countries. The project is identifying and will build upon existing mechanisms for coordination and sharing among stakeholders, donors, and/or countries, as relevant.