

How can innovative partners help overcome immunization obstacles?



Innovative partnerships happen between **immunization and non-immunization actors** who share **mutually agreed upon objectives** and work together to achieve a **common goal**.



Innovative partners can use their **unique strengths** to improve access to immunization for **priority populations** by overcoming **immunization obstacles** such as demand generation, stigma and distrust, weak supply chain, lack of funding, lack of resources to reach populations, and more .

“Traditional partnerships have gotten us 80% of the way there, but **non-traditional partnerships are needed to make 100% impact in immunization.**”
~ WHO

“Solving problems requires mobilizing resources and capacities **too large for any one sector** to do”
~ NIP National Manager

“We need more **sectors represented** – in the planning, implementation, and evaluation”
~ Provincial EPI Manager

Examples of Traditional Partners

Funders
(e.g. Gavi)



Provide investment for vaccines, infrastructure, and service delivery.

International Technical Leadership
(e.g. WHO)



Set standards, publish and disseminate tools, provide technical assistance.

Policy Makers
(e.g. National Governments)



Create national policies and budgets to support routine immunization and campaigns.

Service Delivery
(e.g. UNICEF, WHO Country)



Provide immunization outreach, services, follow-up, and tracking.

Transportation



Can provide in-kind services to support outreach for health workers and access to immunization.

Community Resource Groups



Can inform the public and generate demand through community influence.

Examples of Innovative Partners

Local Government



Can provide political commitment and help address obstacles, such as lack of funding.

Food & Beverage



Can provide in-kind, expertise and services to support supply chain to the last mile.

Religious Groups & Leaders



Can inform the public and generate demand through community influence.

Professional Associations



Can educate health workers to support service delivery, outreach, and inform the public.








What can innovative partners contribute and gain?



Innovative partnerships have the **potential to generate demand, increase access, unlock resources, and more.** Immunization program planning teams can think strategically about creative ways to engage innovative partners for mutual benefit.



“ **Each community is different**
– the partners to achieve results would be different”
~ NIP Provincial Manager

 Immunization Obstacle	 Potential Solution with Innovative Partners	 Sectors to Engage	 Stakeholder Groups	 Benefits to Immunization Program	 Innovative Partner Interests	 Real World Example
Demand Generation	Train community members using diverse networks. Use physical gathering points for education campaigns.	Community Resource Groups	Barbers, religious institutions, civil societies	Community influence to support demand creation.	Ensuring a healthy and safe community.	Religious leaders and politicians provided time to health workers to speak about routine immunization at public gatherings.
Stigma and distrust	Integrate immunization into health education curriculum.	Education	Ministry of Education, private school/ public school district leaders, parents' associations	Access to priority groups, integration with existing programming.	Ensuring children are healthy to minimize school disruption.	HPV vaccine information has been integrated into existing health curriculum to reduce stigma.
Supply Chain/ Cold Chain	Leverage expertise and supply chain from embedded industries.	Retail	Beverage distributors, clothing companies, grocery stores, or markets	Access to skills and services (e.g. supply chain, in-kind donations).	Ensure healthy community and productive economy, brand recognition.	Coca Cola leveraged its cold chain distribution expertise for beverages to support last mile vaccine distribution.
Lack of resources to reach target populations	Use larger employers for vaccination site.	Local employers	Multinational companies, manufacturing sites, agricultural businesses	Access to various skills and services (e.g. office space, funding).	Ensuring a healthy community and economy where their business can thrive; brand recognition.	Private tire company (large employer) used their facility as a vaccination site for employees.
Lack of funding/ sustainable funding	Integrate local government in immunization planning.	Local Government Ministry of Finance	District / county Health Officials	Influence, existing programming, and funding.	Ensuring a healthy and safe community.	District council allocated 1 percent of local revenue for health worker immunization outreach allowance.