

Overview Video for the UNICEF IPC-I Package – Video 1

Description:

Four-minute overview video of the IPC/I package as a curtain raiser for the kit and an advocacy piece to encourage Ministries of Health, training institutions, and UNICEF country offices to adopt and use the kit in their countries with FLWs and HWs. This video will portray FLWs as heroes of immunization, talk about the importance of their work, highlight their role in communication, and advocate to health training departments and UNICEF offices to use the IPC/I training package. The video will unveil the major components of the IPC/I package.

Objectives:

1. **to encourage Ministries of Health, training institutions and UNICEF country offices to use the IPC/I kit in training FLWs and HWs**
2. **to inspire all health workers that they can make a difference**

Key Messages:

- FLWs are important in every community because they serve as a bridge between health services and the community. They help to increase uptake of health services, including vaccines.
- FLWs are often the first health worker a caregiver may encounter, they are among the most influential sources of information on vaccines and how they deliver that information can encourage or discourage communities and caregivers to accept and embrace immunization.
- FLWs if trained well in IPC can make a big difference in promoting vaccine use and acceptance. Their interactions become effective and they become better equipped to address caregivers' concerns, rumours or myths.
- Building trust can take time, especially when a caregiver has many concerns or is very resistant, but in the end, it pays off when a caregiver accepts immunization for their child and encourages their family, friends and neighbors to do the same.
- The IPC/I package is an engaging, highly participatory set of training resources in multiple formats that will be equip the FLW with the skills and tools necessary to be more effective communicators and better serve their community.

Draft Script

Maya is a health worker who focuses hard on improving the health of children and families in her community. She tries to convince parents to have their children fully immunized, but despite her best efforts, some parents resist or refuse vaccination, or drop out after giving their children a few vaccines, leaving them vulnerable to diseases like measles, polio, diphtheria and other serious illnesses.

Sometimes they question the safety or effectiveness of vaccines, or they fear side effects and complications. Others avoid because of perceived mis-treatment at the health center. Maya does not always feel confident in addressing their concerns.

This is not a unique situation. Studies indicate that the quality of interaction between health workers and caregivers is a key factor in ensuring completion of the vaccination schedule. Frontline workers like Maya are in fact one of the most influential sources of information for vaccine behavior and they are a crucial bridge between communities and health services. Well-trained frontline workers make a big difference in promoting vaccine acceptance as they are better equipped to persuade caregivers and address their concerns, rumors or myths. However, frontline workers often lack interpersonal communication skills and confidence.

To address this gap globally, UNICEF and partners developed a user-friendly and interactive training package to strengthen the Interpersonal Communication or IPC skills of frontline health workers on Immunization.

The IPC for Immunization package offers an engaging training experience for frontline workers on effective use of IPC to motivate and convince parents, caregivers, and the community about immunization.

The package contains 11 offline and online resources, that include a facilitator guide for trainers packed with games and exercises; a participant manual that is a take-home resource with a summary of lessons learned; and a supportive supervision guide to train supervisors to be better mentors in supporting frontline workers to provide high quality IPC for Immunization.

It also includes a series of entertaining and educational animated films and audio job aids that model effective IPC practices and reinforce key behaviors through different scenarios; informative reference cards for frontline workers to use while counseling caregivers, a list of frequently asked questions, and self-assessment checklists. A monitoring and evaluation framework is built-in to help assess the relevance, usage and effectiveness of the package. Available in multiple languages of English, Arabic, French and Spanish, the package is hosted on a dedicated website, and a mobile application.

It can be used in pre-service, in-service, or on-the-job training. Ministries of Health, Immunization Partners or UNICEF country offices may choose to adapt or translate the content for their country context. They could use the training package as a whole or choose certain components.

When Maya attends such a highly participatory training, she learns the skills and gains the confidence to become an effective communicator. Empowered to persuade caregivers of the value, benefits, and safety of vaccines, Maya actively listens and confidently addresses rumors, myths, and misconceptions, in a caring, non-judgmental, and empathetic way. She understands the importance of her job in informing and connecting her community to services. Her supervisor, who attended the supervisors' training, now guides and mentors her. The community now celebrates Maya as their hero as she helps protect their children from dangerous diseases. Maya feels her greatest reward is to see happy, healthy, fully immunized children in her community.

For more information about this package please write to IPC@unicef.org