

Immunization Case study of CIVIC intervention tool usage:

### **Vaccine hesitancy addressed with the help of opinion leaders of the community**

Village: - Ghaseda

Date: - 16/07/2021

Name: - Mrs. Zareen, W/o Mr. Sabir

We met Zareen ji, who is a 20 years old woman during her 7th month of pregnancy. It was her first pregnancy.. Her husband Sabir is 25 years old. He teaches the children in Masjid. BUDS' field staff (Shakeel Ahmed) joined with the Community Health Workers team (ASHA and Coregroup representative) for the home visit activity. They went to Zareen's house to motivate her for Vaccine intake, but she refused it. Zareen had vaccine hesitancy and therefore, was not agreeing for the vaccination.

When we met Zareen ji, her TD vaccine was due. When communicated about the vaccine intake she denied getting it . Zareen said that they do not take vaccines nor will they ever take vaccines in future. We all as a team tried to build vaccine confidence in her but nothing worked.

Interpersonal Communication with Mr.Sabir:-

Knowing the gender norms of the community, we wished to talk to Zareen's husband and requested her to call him. When he came, we gave our introduction and informed about how vaccines are good and also told them they don't have to travel very far, the vaccination centre is near to their house, and vaccines would benefit them. After listening to us, he told us that they do not believe in vaccines and will not get vaccinated. We spoke to him repeatedly but he still refused. Then Shakeel (BUDS' Representative) asked about the reason behind their vaccine hesitancy, to which Sabir replied that, "I have heard many concerns from the people about the vaccine and thereby they have no trust in vaccines". He shared that people think that due to vaccine intake - the child becomes mentally weak; the child's physical development also gets affected.

After listening to Sabir, Shakeel informed him that there are rumors around vaccines, and what Sabir shared is one of the common misbeliefs. He explained about TD Vaccine benefits. He also showed the CIVIC intervention video byte to Sabir, wherein the religious leader had spoken about the value of vaccinations.

*Effects of showing the motivational video byte*

Sabir was very impressed by the seeing video byte, and said if our Maulana is asking to get the vaccine done and saying that the vaccines are good, then I will definitely get my wife vaccinated. And I will also get the child which is to be born, fully vaccinated.

Sabir along with his wife Zareen and his mother, came to the Vaccination Center. They were welcomed. The ANM gave them instructions related to vaccines and Zareen happily took her T.D. vaccine. BUDS staff and the ANM were very relieved that another family was safe from vaccine preventable illnesses.

The core group<sup>1</sup> representative appreciated the CIVIC intervention tool - motivational video byte for vaccine intake of religious leaders. Hence this tool is helping to influence those who are hesitant about accepting the vaccine.

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<sup>1</sup> CORE Group fosters collaborative action and learning to improve and expand community-focused public health practices. Established in 1997 in Washington D.C., CORE Group is an association of international health and development non-governmental organizations, and home of the Community Health Network which brings together CORE Group member and associate organizations, scholars, advocates and donors to support the health of underserved mothers, children, and communities around the world.