

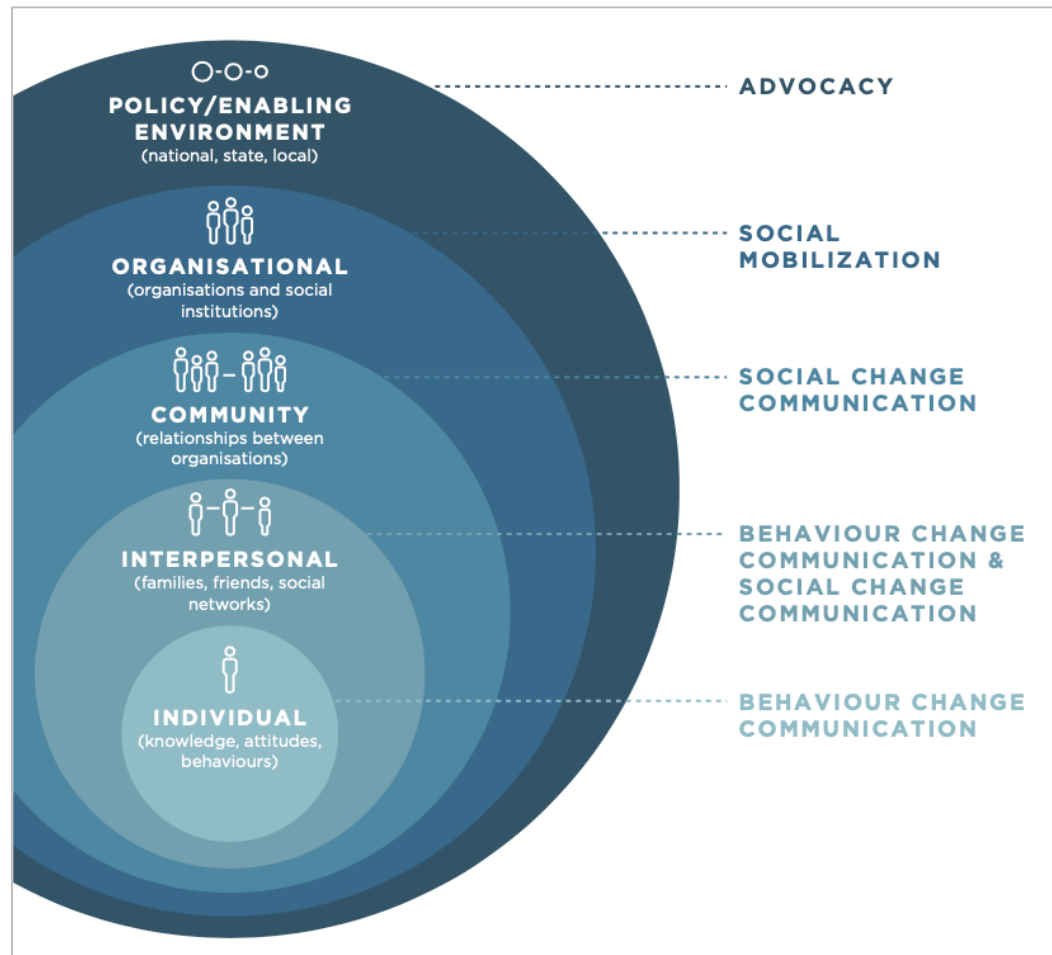
## Designing a Communications Campaign

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# The Social-Ecological Model Framework—1



# Before the Knock



# The Interaction

## THE INTERACTION

Support the moment of contact by equipping the health workers with tools to help professionalise them and build rapport with the communities they serve.



# After the Knock

## AFTER THE KNOCK

Community discussion provides feedback and input to the next campaign, while engaging leave-behinds help influence social norms about vaccination.



# Characteristics of Effective Health Communication



# Tools: Information, Education, and Communication (IEC) Materials and Activities

- ▶ Printed materials
- ▶ Mass media
- ▶ Giveaways
- ▶ Community awareness events
- ▶ Innovative ideas

# Things to Consider Choosing the Tools

- ▶ Purpose
- ▶ Target audience
- ▶ Channels
- ▶ Whom to engage
- ▶ Cost



# Creating a Brand



# Health Communication Approach in Bangladesh



Image source: GAVI. Retrieved on February 28, 2020, from <http://polioeradication.org/news-post/bangladesh-introduces-inactivated-polio-vaccine/>

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