



Demand Creation and Advocacy Strategy Template

Purpose of the Tool: A demand creation and advocacy strategy guides the design and implementation of your interventions. It provides direction and ensures that the different materials and activities work well together to achieve your desired change. Developing a strategy is not a linear process. In fact, decisions are likely to be rethought and refined as you progress in the strategy development process and during implementation.

This tool supports the completion of Task 2.1 of FHI 360's [*Demand Creation and Advocacy for COVID-19 Vaccine Acceptance and Uptake: An Interim Quick Start Guide*](#).

How to Use this Tool: This is a template for a simplified strategy that links to the steps in the Quick Start Guide. As you develop each section of the strategy refer to the associated steps in the Quick Start Guide and supporting tools.

SECTION A: SITUATION ANALYSIS SUMMARY

Resources to consult

Global Booster in Quick Start Guide	Tools to support completion of Section A available for download here
<ul style="list-style-type: none"> • Global Booster: Known top factors influencing vaccine acceptance and uptake (page 6) • Global Booster: Potential audience segments (page 8) 	<ul style="list-style-type: none"> • Situation Analysis Checklist • Rapid Audience Assessment Tool • Audience Profile Template • Day in the Life Worksheet

Behavioral goal (s): Write down the behavior change goal for your demand creation and advocacy activities. Typically, this goal will be to increase the proportion of the population who have received all required doses of a COVID-19 vaccine.

Priority populations: List the populations that have been prioritized for COVID-19 vaccinations in your country or those that you would like to reach with your SBC activities.

1. _____
2. _____
3. _____
4. _____
5. _____

Factors influencing uptake: Use the tables below to help organize your findings from any existing research, and/or your own audience assessments to improve understanding of the factors influencing COVID-19 vaccine uptake among your priority populations.

Category	Factor	To what extent is this factor relevant to your priority populations? How do you know it is or is not relevant?
Contextual	Historical experience (good or bad) with previous vaccine introductions	
	Religious, cultural, gender, or socioeconomic norms	
	<i>Other contextual factors identified through audience assessments or other research:</i>	

Category	Factor	To what extent is this factor relevant to your priority populations? How do you know it is or is not relevant?
Structural	Distance to, travel conditions to reach, and general access to vaccination services	
	Quality of care due to poor motivation, performance, and attitudes among health staff	
	Delivery systems (lack of resources or strong logistics systems to prevent stock-outs, missed opportunities to promote vaccine uptake)	
	False contraindications (particularly for sick, underweight, and older children)	
	Failure to offer vaccines at every opportunity (e.g., not screening, refusal to vaccinate due to false contraindications)	
	Unreliability of service provision (e.g., health care provider absent, vaccine not available at time of request)	
	<i>Other structural factors identified through audience assessments or other research:</i>	

Category	Factor	To what extent is this factor relevant to your priority populations? How do you know it is or is not relevant?
Knowledge (information needs)	Lack of knowledge about the vaccine (what illnesses it prevents, where it is available, how it works)	
	<i>Other knowledge factors identified through audience assessments or other research:</i>	
Motivation (attitudes, beliefs, perceived risk, safety, trust)	Beliefs that the risks posed by the vaccine (e.g., side effects) are greater than the benefits	
	Beliefs about rumors/misinformation	
	Perceived risk of the vaccine-preventable disease	
	Perceived effectiveness of the vaccine	
	<i>Other motivational factors identified through audience assessments or other research:</i>	

Target audiences: Use the table below to describe the audiences you will need to reach to achieve your behavior change goal.

Decision	Audience Segment 1	Audience Segment 2	Audience Segment 3
<p>Target audience: Who must you reach to achieve your goal?</p>			
<p>Second audience: who influences this target audience?</p>			
<p>Barriers and facilitators: From the analysis above, identify the main reasons why the audiences currently do or do not do the desired behavior. For each of the audience segments, list out the barriers to and facilitators of vaccine acceptance and uptake. Refer to the Global Booster on pages 8 and 9 of the Quick Start Guide for some examples.</p>			

SECTION B: STRATEGY FOR CHANGE (COMPLETE THIS SECTION FOR EACH OF THE DESIRED BEHAVIOR GOALS LISTED ABOVE)

Resources to consult

<p>Global Booster in Quick Start Guide</p>	<p>Tools to support completion of Section B available for download here</p>
<ul style="list-style-type: none"> Global Booster: Potential demand creation objectives and techniques to achieve them 	<ul style="list-style-type: none"> Audience Profile Template Messaging Framework Template

FOR EACH AUDIENCE LISTED ABOVE, COMPLETE A SEPARATE TABLE

Audience 1

Priority Barriers and Facilitators:

From the list of barriers and facilitators you noted in Section A, which are the most important to address with this audience and which do you have the time and budget to address? Review the Global Booster for examples.

Demand Creation Objective(s):

Refer to the Global Booster on pages 12 and 13 of the Quick Start Guide and select the objectives that link to your priority barriers and facilitators. Add other objectives to fill any gaps to ensure each of your priority barriers and facilitators is addressed by an objective.

Techniques:

Review the list of promising techniques on page 13 of the Quick Start Guide. Which of those techniques will you integrate into your activities to achieve these objectives? What other techniques might be useful?

Key Messages:

What key points do you want this audience to remember after they hear/see/interact with your activities? Key messages should be:

- Concise. There should be no more than two or three messages per beneficiary; too many messages may be confusing.*
- Credible. They are evidence informed and delivered using reputable tools and spokespeople.*
- Relevant. They need to address what the beneficiary will get in return for taking action.*

<ul style="list-style-type: none"> • <i>Consistent. Messages should be the same throughout the communication activities and materials as well as over reasonable periods of time.</i> • <i>Simple. They should not use jargon or technical terms.</i> • <i>Easy to remember. Whenever possible, they should include catchy language and evoke images that resonate with intended beneficiaries.</i> 	
<p>Messengers: <i>What will best connect with this audience? Whom do they trust most on the issue of COVID-19 vaccination and health decisions generally? (e.g., medical professionals, celebrities, religious leaders)</i></p>	
<p>Channels and Activities: <i>Which channels and activities will you use to reach this audience? (e.g., house visits, community events, radio programs, social media postings)</i></p>	
<p>Audience 2</p>	
<p>Priority Barriers and Facilitators: <i>From the list of barriers and facilitators you noted in Section A, which are the most important to address with this audience and for which do you have the time and budget to address? Review the Global Booster to examples.</i></p>	
<p>Demand Creation Objective(s): <i>Refer to the Global Booster on pages 12 and 13 of the Quick Start Guide and select the objectives that link to your priority barriers and facilitators. Add other objectives to fill any gaps to ensure each of your priority barriers and facilitators is addressed by an objective.</i></p>	
<p>Techniques: <i>Review the list of promising techniques on page 13 of the Quick Start Guide. Which of those techniques will you integrate into your activities to achieve these objectives? What other techniques might be useful?</i></p>	
<p>Key Messages: <i>What key points do you want this audience to remember after they hear/see/interact with your activities? Key messages should be:</i></p>	

<p>Messengers: <i>What will best connect with this audience? Whom do they trust most on the issue of COVID-19 vaccination? (e.g., medical professionals, celebrities, religious leaders)</i></p>	
<p>Channels and Activities: <i>Which channels and activities will you use to reach this audience? (e.g., house visits, community events, radio programs, social media postings)</i></p>	
<p>Audience 3</p>	
<p>Priority Barriers and Facilitators: <i>From the list of barriers and facilitators you noted in Section A, which are the most important to address with this audience and for which do you have the time and budget to address? Review the Global Booster to examples.</i></p>	
<p>Demand Creation Objective(s): <i>Refer to the Global Booster on pages 12 and 13 of the Quick Start Guide and select the objectives that link to your priority barriers and facilitators. Add other objectives to fill any gaps to ensure each of your priority barriers and facilitators is addressed by an objective.</i></p>	
<p>Techniques: <i>Review the list of promising techniques on page 13 of the Quick Start Guide. Which of those techniques will you integrate into your activities to achieve these objectives? What other techniques might be useful?</i></p>	
<p>Key Messages: <i>What key points do you want this audience to remember after they hear/see/interact with your activities? Key messages should be:</i></p> <ul style="list-style-type: none"> • <i>Concise. There should be no more than two or three messages per beneficiary; too many messages may be confusing.</i> • <i>Credible. They are evidence informed and delivered using reputable tools and spokespeople.</i> • <i>Relevant. They need to address what the beneficiary will get in return for taking action.</i> 	

- *Consistent. Messages should be the same throughout the communication activities and materials as well as over reasonable periods of time.*
- *Simple. They should not use jargon or technical terms.*
- *Easy to remember. Whenever possible, they should include catchy language and evoke images that resonate with intended beneficiaries.*

Messengers:

What will best connect with this audience? Whom do they trust most on the issue of COVID-19 vaccination? (e.g., medical professionals, celebrities, religious leaders)

Channels and Activities:

Which channels and activities will you use to reach this audience? (e.g., house visits, community events, radio programs, social media postings)

SECTION C: IMPLEMENTATION PLAN

Channel/Activity <i>List the channels/activities you will implement to reach each audience.</i>	Timeline <i>When will you implement each channel/activity? Be sure to include in your timelines the steps required to design and plan each channel/activity.</i>	Responsible <i>Who will implement each channel/activity?</i>	Budget <i>How much money do you have available to design, plan, and implement each channel/activity?</i>
Activity 1			
Activity 2			
Activity 3			
Activity 4			
Monitoring Plan: <i>What indicators will you use to measure the success of your activities?</i>			
Objectives <i>List each of your objectives here. Keep objectives SMART (Specific, Measurable, Achievable, Relevant, and Timebound)</i>	Indicators/Targets <i>For each objective, develop an indicator with a target (e.g., increase to 50% the proportion of respondents who believe that vaccination is the “norm” among their peers).</i>	Method/Tools <i>Describe here the method or tool you will use to collect data for this indicator (e.g., survey with community members).</i>	Frequency <i>Indicate how frequently you will implement the method/tool to collect this data (e.g., monthly).</i>