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THE ‘COMMUNICATE TO VACCINATE’ (COMMVAC) PROJECT: A NOVEL APPROACH TO BUILDING EVIDENCE FOR IMPROVING COMMUNICATION ABOUT CHILDHOOD VACCINATIONS IN LOW AND MIDDLE INCOME COUNTRIES

What are the most effective ways to communicate the importance and availability of vaccination programmes and other information regarding vaccination, to parents and communities in low and middle income countries (LMICs)?

While this is an important question for vaccination initiatives, communication interventions to improve vaccination uptake have been neglected globally and existing studies are often not applicable to LMICs. COMMVAC aims to build research knowledge and capacity to use evidence based strategies for improving communication about childhood vaccinations with parents and communities.

The COMMVAC project uses an innovative combination of methods to meet this aim including:

- A systematic map of interventions for communicating with parents about childhood vaccination
- A taxonomy of interventions to improve provider-parent communication around childhood vaccination
- Deliberative for with key stakeholders to identify high priority topics and
- Systematic reviews of the effects of high priority topics
- Evidence summaries that translate the review findings into accessible formats and messages for dissemination to LMICs and that allows users to add implementation commentary

COMMVAC takes a novel approach to building knowledge resources and making more effective use of existing research and practice descriptions. Key outputs from the project will include high quality evidence on the scope and effects of interventions to improve provider–parent communication around vaccination and knowledge resources tailored for LMICs.

The project is funded by the Research Council of Norway and involves a Consortium composed of the Norwegian Knowledge Centre for the Health Services, Norway; La Trobe University, Melbourne, Australia; the University of Cape Town, South Africa; the Swiss Tropical and Public Health Institute / Swiss Centre for International Health, Switzerland; and the International Union for Health Promotion and Education.

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