

## Communications Matrix for Covid-19 New Vaccine Introduction

New Vaccine Introduction & Acceptance					
Vaccine Participant / Target Audience	Message Content	Communication Approach/Channel	Communication Activity	Timeline	Responsibility
<b>Facility based HWs</b>	<p><b>Process of immunization (where, how, who, why and when) and Vaccine Safety clearly communicated</b></p> <ol style="list-style-type: none"> <li>Limited number of vaccines are available. Governments across the globe have decided to protect the health workers first, as they have been and continue to be at the highest risk of exposure to COVID-19. If you are a frontline health worker, get vaccinated. You deserve to be protected first!</li> <li>Only people who get registered will be vaccinated. So, don't wait, register yourself today.</li> <li>You save other people's lives, save your own today! Register by sending your CNIC number to 1166. You will be assigned a code and vaccination center, where you can receive the vaccination.</li> <li>Protecting you also helps protect your patients and your loved ones; especially those who may be at higher risk of getting severe illness. It will also help uphold the community and patients' trust in you.</li> <li>COVID-19 does not differentiate but YOUR health and life matters to everyone! When working for other's</li> </ol>	<ol style="list-style-type: none"> <li>Positive messaging and role modeling/Positive deviance</li> <li>Mainstream Media/ Social Media/Mobile Phones</li> <li>Official communication from PM's office, MoH and NCOC</li> <li>Medical Associations engaged to spread the message</li> <li>Orientation and two-way dialogue with health workers to address their concerns around vaccination</li> <li>Testimonials of health workers registered/vaccinated . #VforVaccinated and photo stories of vaccinated HWs promoted through social media to encourage positive role modeling</li> </ol>	<ol style="list-style-type: none"> <li>Video testimonials and personal visits to different facilities from <b>senior Govt officials</b>, medical experts, NITAG members and health workers who have received the vaccination.</li> <li>Provide accurate and updated information on <b>1166 helpline</b>, MoH Chatbots and all available social media platforms.</li> <li>Engage Pakistan Medical Association, Pakistan Islamic Medical Association, Pakistan Nursing Association and vaccinators/LHWs' unions to engage and encourage frontline HCWs for vaccination</li> <li>List of hospitals/districts announced for complete coverage of vaccination to generate positive competition; appreciation and acknowledgment (social media forums and SAPM's press briefing could be used as a tool</li> </ol>	<b>Phase 1</b>	MoH, NCOC, provincial health departments, EPI, Medical Associations, UNICEF, WHO, Save the Children, Jhpiego, IRC, and federal and provincial RCCE TFs

	<p>health and life, yours comes first, get vaccinated today. #Youmatteryoursafety matters</p> <p>6. To increase vaccine's effectiveness, it is important that everyone gets vaccinated. Encourage your coworkers and other health workers to get vaccinated.</p> <p>7. The vaccine is safe and certified as it has gone through extensive trials and has been approved by government health authorities for use only after due testing.</p> <p>8. 'X' number of health workers have been successfully vaccinated and are back to work – are you one of them yet?</p>				
<b>Community level HW, FLW, LHW</b>	<p><b>Process of immunization (where, how, who, why and when) and Vaccine Safety clearly communicated clearly communicated</b></p> <ol style="list-style-type: none"> <li>Limited number of vaccines are available. Governments across the globe have decided to protect the frontline health workers first, as they have been and continue to be at the highest risk of exposure to COVID-19. If you are a frontline health worker, get vaccinated. You deserve to be protected first!</li> <li>Only people who get registered will be vaccinated. So, don't wait, register yourself today.</li> <li>You save other people's lives, save your own today! Register by sending your CNIC number to 1166. You will be assigned a code</li> </ol>	<ol style="list-style-type: none"> <li>Positive messaging and role modeling/Positive deviance</li> <li>Mainstream Media/ Social Media/Mobile Phones</li> <li>Official communication from PM's office, MoH and NCOC</li> <li>Medical Associations engaged to spread the message</li> <li>Orientation and two-way dialogue through individual line departments with health workers to address their</li> </ol>	<ol style="list-style-type: none"> <li>Video testimonials and personal visits from senior Govt officials, medical experts and health workers who have received the vaccination.</li> <li>Provide accurate and updated information on <b>1166 helpline</b>, MoH Chatbots and all available social media platforms.</li> <li>Engage Pakistan Medical Association, Pakistan Islamic Medical Association, Pakistan Nursing Association and vaccinators/LHWs' unions.</li> <li><b>Mainstream and Digital media campaign</b> (including SMS and Robocalls) to promote positive sentiment around vaccination</li> <li>List of hospitals/districts announced for complete</li> </ol>	<b>Phase 1</b>	MoH, NCOC, provincial health departments, EPI, Media Influencers, Medical Associations, UNICEF, WHO and federal and provincial RCCE TFs Other partners like SAVE THE CHILDREN, Jhpiego, IRC are coming up for support

	<p>and vaccination center, where you can receive the vaccination.</p> <ol style="list-style-type: none"> <li>Protecting you also helps protect your patients and your loved ones, especially those who may be at higher risk of getting severe illness. It will also help uphold the community and patients' trust in you.</li> <li>Your life matters as you play an important role in keeping others healthy</li> <li>To increase any vaccine's effectiveness, it is important that everyone gets vaccinated. Encourage your coworkers and other health workers to get vaccinated</li> <li>The vaccine is safe and certified as it has gone through extensive trials and has been approved by WHO and government health authorities only after due testing.</li> <li>'X' number of health workers have been successfully vaccinated and are back to work – are you one of them yet?</li> </ol>	<p>concerns around vaccination</p> <ol style="list-style-type: none"> <li>Testimonials of health workers registered/vaccinate</li> <li>Photos stories of vaccinated HWs promoted through social media to encourage positive role modeling</li> </ol>	<p>coverage of vaccination to generate positive competition; appreciation and acknowledgment (social media forums and SAPM's press briefing could be used as communication tools)</p>		
<b>Citizens above 60 years of age</b>	<ol style="list-style-type: none"> <li>The vaccine is safe, has gone through extensive trials and has been approved by WHO and health authorities for people above 60 years of age.</li> <li>Limited number of vaccines are available. People above 60 years are at higher risk of developing severe illness from COVID-19 so they deserve the vaccine first.</li> </ol>	<ol style="list-style-type: none"> <li>Positive messaging and role modeling from other citizens, even HCWs experience</li> <li>Engaging local influencers, and community/religious leaders in this age bracket to spread the message.</li> </ol>	<ol style="list-style-type: none"> <li>Engage with TV and radio programs</li> <li>Engage with Family members and caretakers of the elderly.</li> <li>Community meetings/ gatherings for this age group utilized to spread the message through key influencers.</li> </ol>	<b>Phase 2</b>	MoH, NCOC, EPI, Media Influencers, RCCE Task Forces, UNICEF, WHO and other CSO partners Other partners like SAVE THE CHILDREN,

	<ul style="list-style-type: none"> <li>3. Get vaccinated on time, continue following COVID SOPs and enjoy a healthy life.</li> <li>4. Vaccine is an added tool to offer safety from COVID-19. Continue following all SOPs for increased safety and a healthy life.</li> <li>5. Only people who get registered will be vaccinated. So, don't wait, register yourself today or ask your family to register you. Register by sending your CNIC number to 1166. You will be assigned a code and vaccination center, where you can receive the vaccination.</li> <li>6. X- number of people above the age of 60 have registered/ received the vaccine successfully. Are you one of them yet?</li> </ul>	<ul style="list-style-type: none"> <li>3. Engaging local frontline workers such as CBVs, LHWs who have been vaccinated to promote vaccination among senior members and their children at community level</li> <li>4. Use of mainstream media (TV, Radio and Print) to promote vaccination amongst people in this age group through famous media personalities/anchors and politicians that resonate with them.</li> <li>5. Testimonials/Photos with a victory sign, showing they have been vaccinated. #VforVaccinated for social media and to encourage positive role modeling.</li> </ul>	<ul style="list-style-type: none"> <li>4. Newspaper articles, adverts and Op-Eds (This generation reads newspapers)</li> </ul>		Jhpiego, IRC are coming up for support
General Public`	<ul style="list-style-type: none"> <li>1. The vaccine is safe as it has gone through extensive trials and has been approved by government health authorities for use in several countries.</li> <li>2. Protecting you also helps protect your family and friends, especially those who may be at higher risk of getting severe illness</li> </ul>	<ul style="list-style-type: none"> <li>1. Positive messaging and role modeling from other citizens/HWs</li> <li>2. Use of mix media: mainstream, traditional and digital media/ mobile phones</li> <li>3. Outdoor media placement of key messages at key public locations</li> </ul>	<ul style="list-style-type: none"> <li>1. Engaging CSOs and local community networks for social mobilization and community engagement.</li> <li>2. Mainstream and traditional media campaign along with outdoor placement of messages to promote positive sentiment around COVID vaccination and highlighting the role of first</li> </ul>	Phase 3, 4 and 5	MoH, NCOC, provincial health departments, EPI, Medical Associations, UNICEF, WHO and federal and provincial RCCE TFs

	<ul style="list-style-type: none"> <li>3. Get vaccinated on time, continue following COVID SOPs and enjoy a health life</li> <li>4. Only people who get registered will be vaccinated. So, don't wait, register yourself and your family today. Register by sending your CNIC number to 1166. You will be assigned a code and vaccination center, where you can receive the vaccination.</li> <li>5. Vaccination is not recommended for children below 18 years of age, and pregnant or breastfeeding mothers because it was not tested in these groups and information on vaccine safety for pregnant or breastfeeding mothers is limited. The incidence and severity of the disease has been recorded to be mild for children therefore it is not recommended for them at the moment.</li> <li>6. X' number of people have received the vaccine and are living a safer life – are you one of them yet?</li> </ul>	<p>(Hospitals/health facilities, toll plaza, bridges, traffic signals, banks, malls, airports, bus and railway terminals)</p> <ul style="list-style-type: none"> <li>4. Engaging local FLWs and CSOs for targeted Community Engagement in high burden districts through interpersonal communication.</li> <li>5. Advocacy with religious leaders and key influencers to become COVID vaccine champions.</li> <li>6. Testimonials/Photos with a victory sign, showing they have been vaccinated. #VforVaccinated for social media and to encourage positive role modeling.</li> </ul>	<p>adopters of the vaccine as champions</p> <ul style="list-style-type: none"> <li>3. Social/digital Media campaign by engaging bloggers and other influencers to spread the word</li> <li>4. SMS and Robocalls sent out to target population, especially registered ones to guide them.</li> <li>5. Show positive role modeling through PM or Ministers of health getting vaccinated on mainstream and social media</li> <li>6. Engage key medical experts and other influencers at public forums (Webinars, TV/Radio talk shows and dial in programs through social media platforms) to answer public queries/concerns around the vaccine/vaccination process.</li> </ul>		
<b>Refugee Communities and other vulnerable groups</b>	<ul style="list-style-type: none"> <li>1. Limited number of vaccines are available. You are at higher risk of exposure to COVID-19. Get registered and vaccinated!</li> <li>2. The vaccine is safe as it has gone through extensive trials and has been approved by government health authorities for use</li> <li>3. Protecting you also helps protect your family and friends, especially</li> </ul>	<ul style="list-style-type: none"> <li>1. Use of radio channels available to refugee population</li> <li>2. Social media (Facebook)</li> <li>3. Outdoor media placement of key messages in Pushto, Dari and other languages at key public locations</li> </ul>	<ul style="list-style-type: none"> <li>1. Engaging multi-lingual FLWs, CSOs and local community networks for awareness raising and social mobilization.</li> <li>2. Key influencers engaged to guide refugees and increase vaccine uptake</li> <li>3. Mainstream and traditional media campaign (Radio and other interactive community activities) along with outdoor</li> </ul>	<b>Phase 3, 4 and 5</b>	MoH, NCOC, provincial health departments, EPI, UNHCR, WHO and federal and provincial RCCE TFs

	<p>those who may be at higher risk of getting severe illness</p> <ol style="list-style-type: none"> <li>4. Get vaccinated on time, continue following COVID SOPs and enjoy a health life</li> <li>5. Only people who get registered will be vaccinated. So, don't wait, register yourself and your family today. Register by sending your CNIC number to 1166. You will be assigned a code and vaccination center, where you can receive the vaccination.</li> </ol>	<p>(Hospitals/ health facilities, toll plaza, border areas, airports, bus and railway terminals)</p> <ol style="list-style-type: none"> <li>4. Engaging FLWs and CSOs working with refugees for targeted Community Engagement through interpersonal communication.</li> <li>5. Advocacy with religious leaders and key influencers from refugee population to become COVID vaccine champions.</li> </ol>	<p>placement of messages to promote positive sentiment around COVID vaccination and highlighting the role of first adopters of the vaccine as champions</p> <ol style="list-style-type: none"> <li>4. Social Media campaign specifically designed for refugee population.</li> </ol>		
<b>Theme: Addressing Misinformation</b>					
Target Audience	Message Content	Communication Approach	Communication Activity	Timeline	Responsibility
<b>General Public</b>	<ol style="list-style-type: none"> <li>1. Sharing incorrect information can sometimes be more dangerous than the situation at hand. It can cost you or someone close to you, their lives.</li> <li>2. Share responsibly, it's about the lives of your loved ones.</li> <li>3. Use of verse from Quran on spreading rumors: <i>"O you who have believed...verify the news, so that you do not harm people unknowingly, and become, over what you have done, regretful."</i> Al- Quran 49:6</li> </ol>	<ol style="list-style-type: none"> <li>1. Promote expert opinions on vaccine safety and efficacy</li> <li>2. Press Conferences/ Statements by key Spokespersons</li> <li>3. Engage religious leaders to promote vaccination.</li> <li>4. Use of mix media: mainstream, traditional and digital media</li> <li>5. Partnership with Facebook and other</li> </ol>	<ol style="list-style-type: none"> <li>1. Engage key medical experts and other influencers at public forums (Webinars, TV/Radio talk shows and dial in programs through social media platforms) to answer public queries/concerns around the vaccine/vaccination process.</li> <li>2. Government Spokespersons and Religious Leaders at federal and provincial level advocating for the vaccines and addressing misinformation/myths in the process through mainstream and digital media.</li> </ol>	<b>All Phases</b>	MoH, NCOC, EPI, health departments, Medical Associations, RCCE Task Force, UNICEF, WHO and partners

		digital partners to minimize the spread of myths/misinformation on social media	3. Promotion of customized messages/interactive content on social media to address myths/rumors 4. Video testimonials of key influencers, including religious leaders shared through digital media.		
Theme: Maintaining COVID-19 SOPs even after Vaccination					
Target Audience	Message Content	Communication Approach	Communication Activity	Timeline	Responsibility
General Public, HealthCare Workers, Citizens above 65 and for Refugee communities	4. A vaccine is the most important and vital tool for protection against a disease, in addition to following all the recommended SOPs. Until a majority is vaccinated, we need to continue practicing all SOPs to slow down the spread of corona virus and to continue enjoying a healthy life. Get vaccinated, wear a facemask, wash hands frequently with soap or sanitizer and maintain physical distance of at least 6 feet. 5. Please follow COVID-19 SOPs at the vaccination site and when you go out in public places 6. Self-isolate in case of any symptoms and get tested early. Timely treatment can help the illness from progressing to severity and is vital for lifesaving.	1. Positive messaging and role modeling from other citizens/HWs 2. Use of mix media: mainstream and digital media 3. Outdoor media placement of key messages at key public locations (Hospitals/health facilities, toll plaza, bridges, traffic signals, banks, malls, airports, bus and railway terminals) 4. Engaging local FLWs, CSOs, religious leaders and community influencers to continue promotion of COVID SOPs and preventive behaviors through interpersonal communication.	1. Engaging CSOs and local community networks for social mobilization and community engagement. 2. Mainstream and traditional media campaign along with outdoor placement of messages to promote positive sentiment around COVID vaccination and highlighting the role of first adopters of the vaccine as champions 3. Social/digital Media campaign by engaging bloggers and other influencers to spread the word	All Phases	MoH, NCOC, provincial health departments, EPI, Medical Associations, UNICEF, WHO and federal and provincial RCCE TFs