

# Applying the caregiver's journey to vaccination



# Aarya, 23

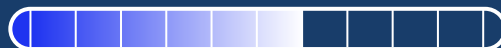
- 📍 Sudan
- 💰 Mother
- 👫 Married
- 👤 x1 Child

Aarya is a 23-year-old day mother of one child. She is married and lives with her husbands two brothers, their wives and children and his parents.



Let's assume you've conducted some primary research and you've landed on the following persona. This persona is a composition of several people you observed and interacted with.

VAX APPROVAL LEVEL: 6



## PASSIVE SUPPORTER:

Aarya thinks vaccination is a good idea, but will not go out of her way to do it. In order to get her child vaccinated, her husband must approve the vaccination and travel with Aarya. If a health worker comes to the home, the health worker may not enter the home unless she is a female. Aarya thinks vaccination is good, but needs her husband to be present.

## IMMUNIZATION NEEDS:

- Convenient access to vaccination
- Vaccinators and mobilizers she can trust
- Her husband's approval and presence

## 🗨️ FRUSTRATIONS

- Only 6 hours of power in her village per day
- Her husband has Inconsistent employment
- Lack of Health Services
- Feeling isolated

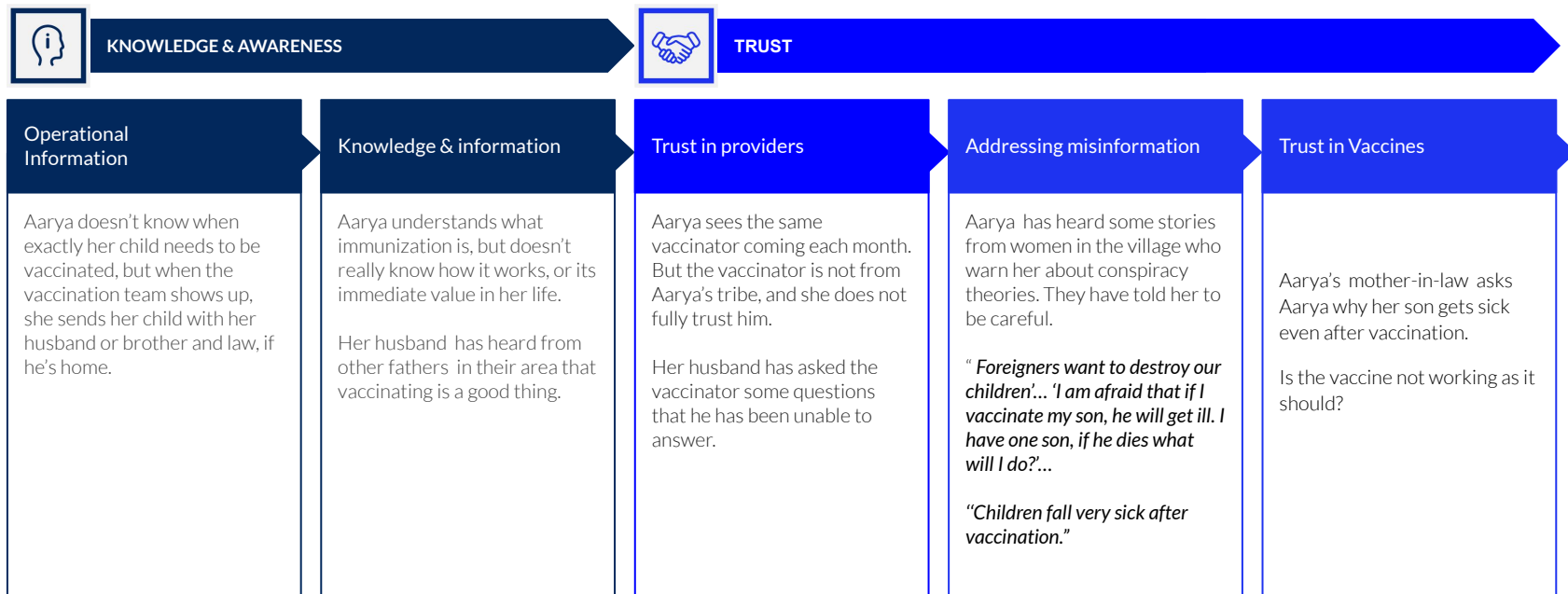
## 👍 DELIGHTS

- Family

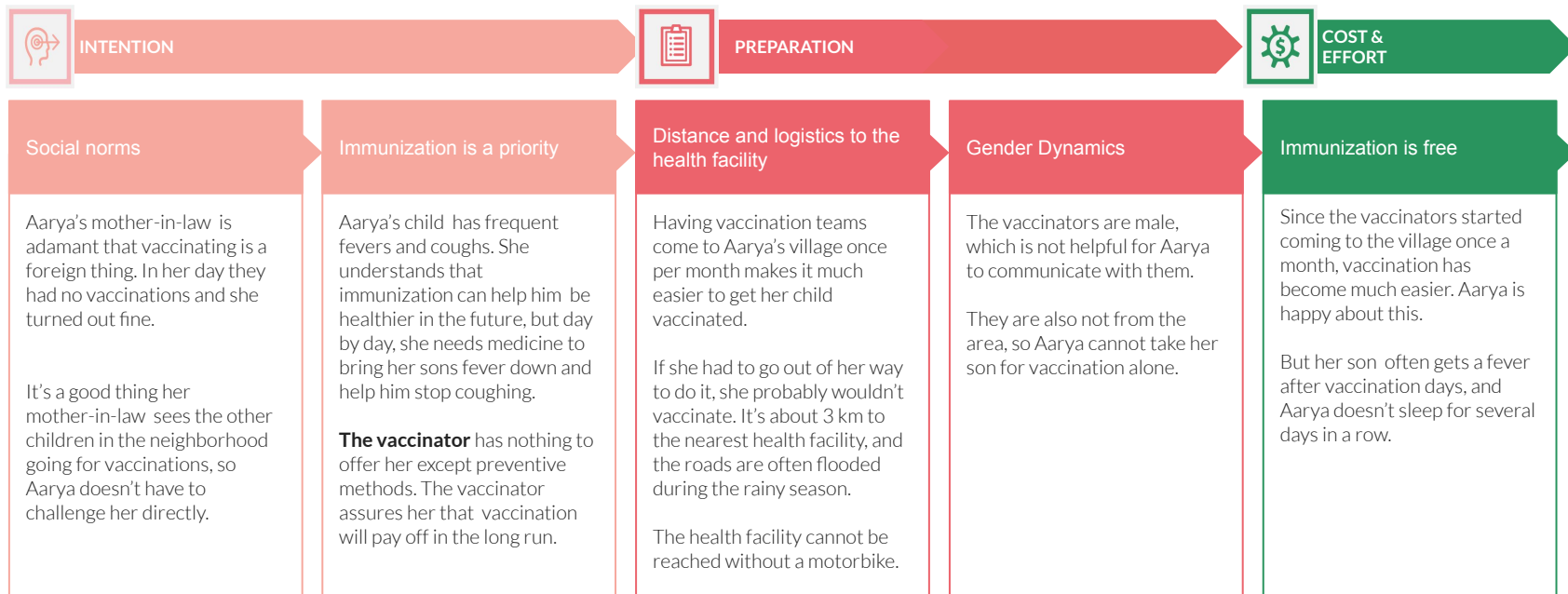
## 🎯 GOALS

- To take care of her family and raise her child well
- To give her child opportunities she missed, including being able to attend school

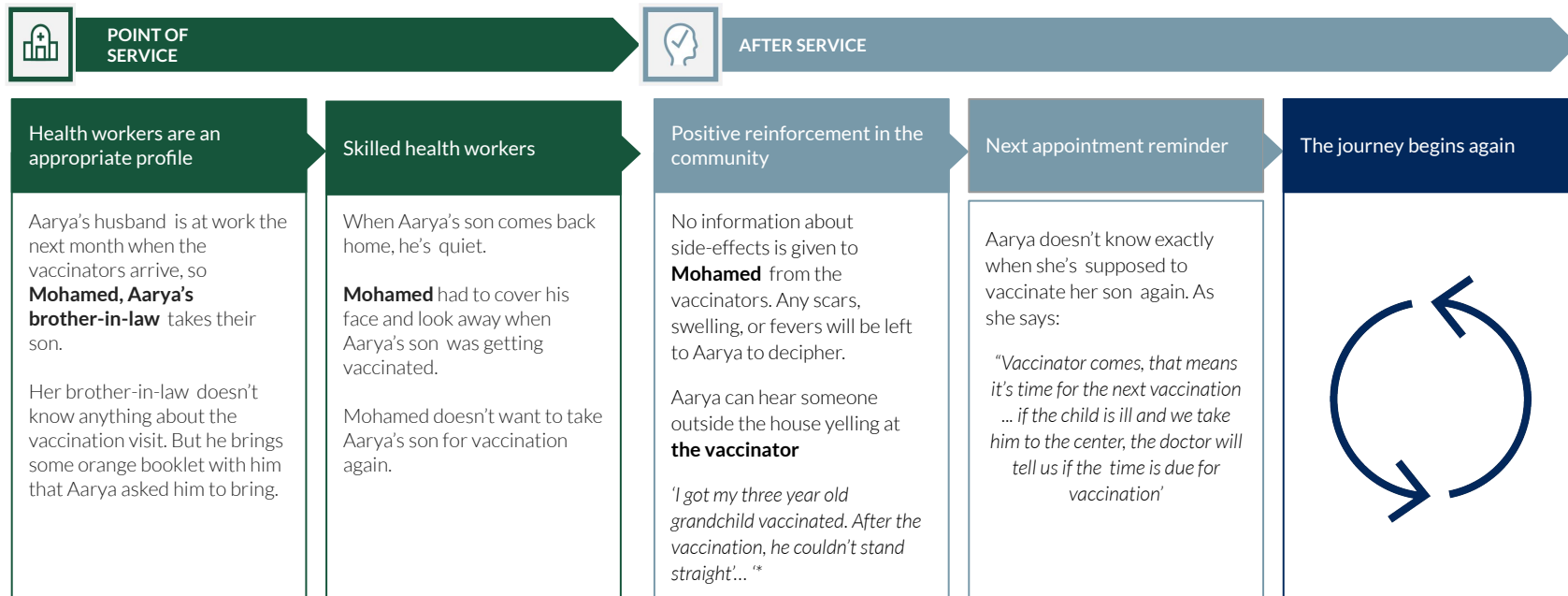
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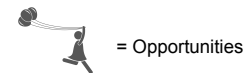


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# Aarya's journey to vaccination



## Knowledge & Awareness

AWARE OF THE VALUE OF  
IMMUNIZATION & THE SERVICE



- Vaccination timing (and location) is unpredictable
- Vaccination does not have immediate value for child's life
- Health workers are not equipped to answer basic questions
- Need for repeated doses is not understood
- She does not know about potential AEFI



## After Service

PERCEIVE VACCINATION  
EXPERIENCE POSITIVELY &  
PLAN ON RETURNING

No clarity about next visit.  
Neighbours discuss AEFI  
after vaccinators leave,  
with nobody to correct  
misunderstandings

## Trust

TRUST VACCINE &  
PROVIDER



- Vaccinator is male
- Vaccinator is not local. Aarya is not allowed to communicate with the vaccinator.
- Disease and vaccination exist together so she doesn't trust vaccines - complete protection not understood
- AEFI misunderstandings contribute to rumours and distrust of vaccines
- Vaccine is free and always available

Lack of medicine  
to address AEFI  
means  
vaccination is  
more costly for  
her family.



## Point of Service

RECEIVE VACCINATION  
FROM HEALTH WORKER AT  
FACILITY

## Intention

PERCEIVE VACCINATION POSITIVELY &  
INTEND ON GETTING VACCINATED



- Immunization is not a priority
- Ease of outreach vaccination helps increase likelihood of vaccination
- Visible vaccination in the community helps strengthen social norms and intention
- Painful vaccination experience for her son reduces intent

Effort to go to outreach is  
minimal - but male workers  
only mean Aarya cannot  
interact directly with them..

## Preparation

MAKE PLANS TO MOVE FORWARD  
WITH GETTING VACCINATED



No predictable vaccination  
timings or understanding of  
RI cards means Aarya has  
no plan for vaccination.  
She is reactive.



## Cost & Effort

TAKE TIME TO TRANSPORT TO  
HEALTH FACILITY