

# PRACTICAL EXERCISE

Congratulations on completing the online learning section of Module 1. To continue your learning journey you have been placed into a team with your country colleagues. You can freely discuss and post ideas with your team on the discussion board. The exercise you and your team will complete here will be presented to your peers in the third part of this module.

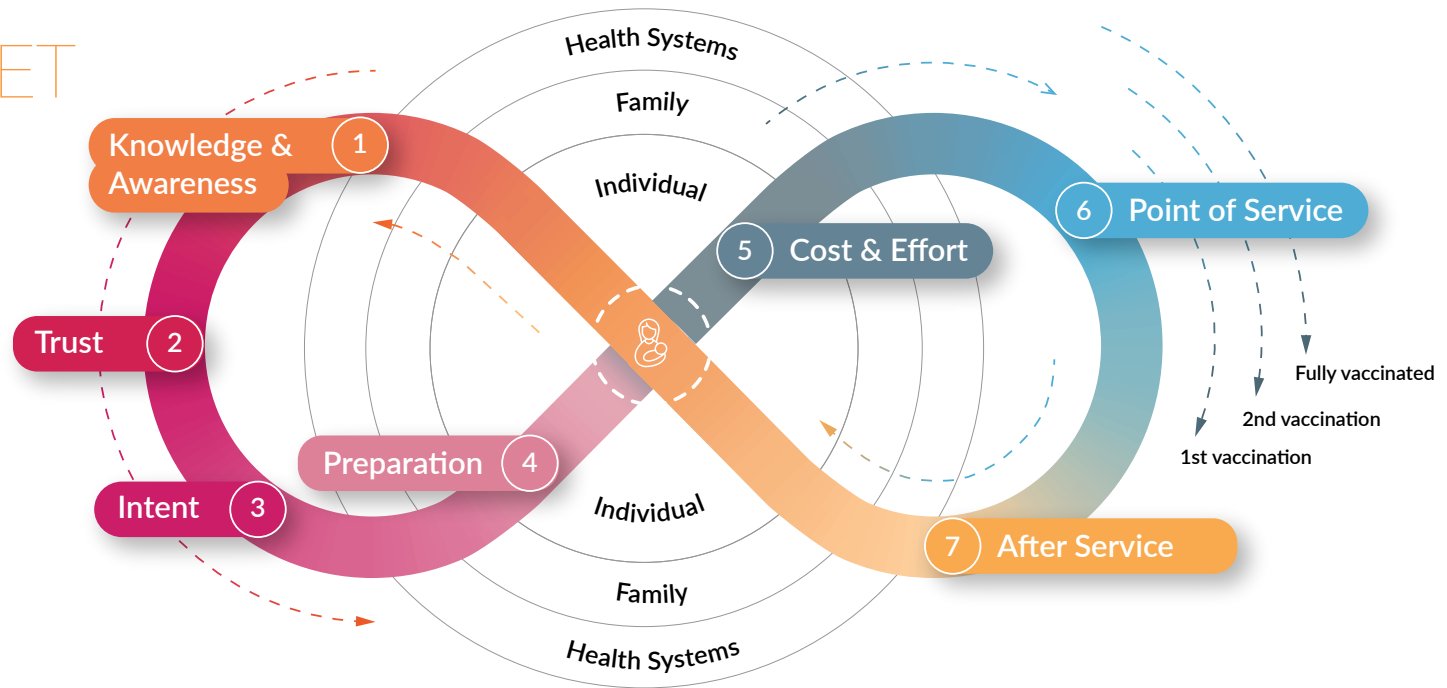
## Exercise 1:

Imagine that your team has been tasked with creating a demand generation strategy for immunization during COVID-19. With your team, complete the following activities:

Using the attached worksheet:

- 1 Identify a population group that has been particularly affected by rumors and decreased demand for immunization due to COVID-19.
  - What data do you have about this population?
  - What do you know about this population's coverage rates?
  - Were there hesitancy issues among this population before COVID?
- 2 Map out this population's Journey to Immunization using the Caregivers' Journey framework. Consider how COVID is impacting their journey (e.g. rumors and reduced transportation), but also consider the factors that impacted their Journey before COVID started, and may still be playing a role now (e.g. mistrust of health workers from outside the community, or lack of communications in the local language).
- 3 Based on your map, identify 5 places you might intervene to increase the likelihood that this population will get vaccinated.
  - Prioritize the interventions you identified above. Is there any "low-hanging fruit" that can be enacted quickly to help mediate the current crisis?

# PRACTICAL EXERCISE WORKSHEET

[illegible]