



# Executive Summary

The MR-OPV SIA campaign, a public health initiative by the Department of Health in partnership with UNICEF and WHO, aimed to bridge the immunization gap for measles-rubella and oral polio vaccines (MR-OPV) that widened due to the COVID-19 pandemic. This report presents a quantitative evaluation of the campaign, detailing its achievements and challenges and offering recommendations for future health communication efforts.

## Objectives

1. To analyze the knowledge, attitudes, practices, and confidence levels regarding routine vaccines among parents and caregivers of children aged 0-59 months.
2. To gauge the intent of these parents and caregivers to vaccinate their children and complete routine vaccines.
3. To gather feedback on their experiences throughout the vaccination process.
4. To derive insights and recommendations to improve communication, mobilization, and advocacy strategies for vaccinations, thus supporting the Department of Health's (DOH) efforts to enhance vaccination campaigns.

## Methodology

The methodology for assessing the MR-OPV SIA 2023 campaign's impact employed the Usage, Attitude, and Image (UAI) Survey tool, utilizing probability sampling informed by 2020 demographic data. A multi-stage cluster technique was applied to ensure a comprehensive and representative sample. The study had margins of error at 5% with a 95% confidence interval. Statistical power was estimated at 89% for comparisons between barangays and 99% for analyses across demographic groups. A total of 1,536 respondents were surveyed through face-to-face interviews.



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## Respondents Profile

- Region: NCR, R1, R4A, R7, R8, CARAGA, and BARMM
- Urban: 62.5%, Rural: 37.5%
- GIDA: 37.5% GIDA, Non-GIDA: 62.5%
- Women: 90.63%, Men: 9.11%
- Age: 76.67% were between 21-40 years old
- Education: 76% high school or below
- Occupation: 50%+ housewives, 26% self-employed

## Key Findings

1. The campaign achieved a high awareness rate of 95% among respondents, 93% of which had top-of-mind awareness. The LGUs emerged as the primary sources of information, with health workers (40%) and health centers (39%) leading the pack. Key messages about the campaign details reached 75% of respondents. Among those who were aware, 1,342 (92%) proceeded to have their children vaccinated, while 120 (8%) did not. Key significant factors contributing to the exits were late exposure to the campaign, less reliance on trusted sources of information, and lower recall of the campaign details.

2. Community Opinions and Health Professional Advice were factors strongly linked to shaping perceptions and correlated with a heightened probability of making pro-vaccination decisions. Shared stories and experiences positively impact perception formation and have a substantial predictive power on actions influenced by these perceptions. Influencing further were the positive thoughts (84%) and emotions (92%) stirred by the respondents who proceeded with the vaccination. Individuals who did not proceed were often found in the initial stages of contemplation, seeking more detailed information to make an informed decision.



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3. High awareness of disease risks significantly influences vaccination decisions, with a majority recognizing polio's paralysis risk (86%). This is validated by the risk perception that unvaccinated children are susceptible to polio (95%). Attitudes towards vaccines are overwhelmingly positive, with 97% valuing their pivotal role in healthcare. Trust and confidence in vaccine efficacy and health authorities have also increased post-campaign. However, statistical analysis reveals that while risk perception and positive attitudes towards vaccines are significant predictors of vaccination decisions, specific knowledge areas about disease risks do not statistically influence the decision to vaccinate directly.

4. There is a strong correlation between those who had high pre-vaccination agreement levels (83%-94%) on various preparedness aspects and the likelihood of vaccination. Respondents who experienced no significant difficulties (67.96%) showed a higher likelihood of vaccinating their children. However, the child's fear of vaccination shows a significant correlation to vaccination decisions that could either further increase vaccination rates if managed or prevent vaccination if not mitigated. The intent to complete vaccination was strong, with 96% expressing positive intentions. Satisfaction levels were also high, with 97% satisfied with the campaign implementation.

## Conclusion

The study shows the impact of the MR-OPV SIA campaign in addressing vaccine hesitancy and improving vaccination rates through strategic health communication and advocacy. It underscores the critical role of early campaign exposure, trusted information sources, positive campaign images, and the influence of risk perception and attitudes toward vaccines in driving vaccination decisions. Despite challenges, a significant majority expressed intent to complete vaccination schedules, reflecting confidence in the process. The study also points to the need for nuanced communication strategies to address diverse attitudes and practices towards vaccination, emphasizing the importance of targeted messaging to overcome barriers and misconceptions, ultimately enhancing campaign effectiveness and community health outcomes.