



Ang September 26 - 30, 2022 ay

# BAKUNAHANG BAYAN!

PinasLakas  
Special Vaccination Days!



Sa Bakunahang Bayan, bawat Pilipino, mas PinasLakas ang proteksyon.

# Executive Summary

This report presents an **evaluation of advocacy tools** used to promote demand generation for **COVID-19 primary and booster vaccines among vulnerable populations** in the Philippines. The study assessed the effectiveness of the **Sa Boosters: PinasLakas campaign** by examining communication materials, public awareness, message recall, and behavioral drivers influencing vaccine uptake. The findings highlight **barriers to vaccine adoption, gaps in communication strategies, and recommendations for improving future health campaigns.**

## Objectives of the Study

This study aimed to:

- 1. Assess the effectiveness** of communication and advocacy materials in influencing vaccine confidence and uptake.
- 2. Evaluate public awareness and recall** of key messages in the PinasLakas campaign.
- 3. Identify behavioral and social factors** that impact booster vaccine hesitancy.
- 4. Recommend strategies** for improving demand generation and advocacy tools.



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## This way to the Vaccination Site



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## Methodology

This study utilized a **mixed-method approach**, integrating both **quantitative and qualitative research methods**:

• **Surveys (UAI - Usage, Attitude, and Image framework)**: Conducted with **302 respondents** from Caloocan City, Paracale, Barili, and Malapatan to assess awareness and adoption intent.

• **Focus Group Discussions (FGDs) & In-Depth Interviews (IDIs)**: Conducted with **28 participants** from vulnerable populations, including:

- Senior citizens
- Pregnant women
- Persons with disabilities (PWDs)
- Indigenous communities

• **Document Reviews & Media Analysis**: Evaluated communication channels, message reach, and public perception of campaign materials.

## Limitations

• **Limited sample group**: The study only included individuals who had not received a booster shot, making direct comparisons with vaccinated individuals difficult.

• **Regional variations**: Differences in campaign exposure across locations may have affected the generalizability of findings.

• **Lack of implementation assessment**: The study focused on advocacy tools but did not evaluate on-the-ground execution of the campaign.



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### Key Findings

#### 1) Awareness & Message Recall

- **Low campaign awareness:** 68% of respondents were unaware of the PinasLakas campaign.
- **Limited message recall:** Among those aware, only 32% could recall specific campaign messages.
- **TV and health workers** were the most effective sources of information, while **social media and print materials had lower impact.**
- **Vulnerable populations** (e.g., elderly, PWDs, indigenous groups) had the **lowest recall rates.**

#### 2) Influence of Advocacy Materials

- **Low engagement with campaign materials:** Many respondents found them **unappealing or irrelevant.**
- **Bakunahang Bayan** was the most liked campaign material (51%), while **social media graphics and LED displays had lower approval (30-40%).**
- **Weak correlation between material engagement and vaccine uptake,** indicating that messaging alone was insufficient to drive behavior change.

#### 3) Behavioral & Social Barriers to Booster Adoption

- **Declining risk perception:** Many respondents **no longer saw COVID-19 as a major health threat,** reducing urgency for boosters.
- **Misinformation & social norms:** Low vaccine uptake was linked to **negative peer influence, misinformation, and perceived vaccine side effects.**
- **Logistical barriers:** Transportation issues, **limited access to vaccination sites, and fear of side effects** were commonly cited as deterrents.



# Executive Summary

## Health System Challenges

### 1) Leadership & Governance Issues

- No clear follow-up strategy after the initial COVID-19 vaccine rollout.
- Lack of policy alignment for booster implementation at the national and local levels.

### 2) Health Workforce Limitations

- Insufficient trained personnel to conduct localized advocacy and outreach efforts for vulnerable populations.
- Burnout and staffing shortages in local vaccination teams.

### 3) Service Delivery Gaps

- Limited access to booster sites, especially for remote and underserved populations.
- Inefficiencies in vaccination scheduling and outreach strategies.

### 4) Health Information System Challenges

- No systematic tracking of individuals due for boosters, leading to weak follow-up mechanisms.
- Lack of integrated digital records, making it difficult to monitor vaccination progress across regions.

### 5) Weak Community Engagement Strategies

- Inconsistent involvement of local leaders and community health workers, limiting trust-building efforts.
- Absence of tailored messaging for specific cultural and socio-economic groups.



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## Recommendations

### 1) Strengthen Demand Generation & Communication

- **Redesign advocacy materials** using **Human-Centered Design (HCD)** to align with community values.
- **Integrate storytelling & personal testimonials** to increase emotional connection with target audiences.
- **Enhance TV and health worker involvement**, as they were the most trusted information sources.
- **Localize messaging** for specific cultural and linguistic groups.

### 2) Improve Campaign Execution

- **Expand pre-campaign engagement** to build familiarity and trust.
- **Use targeted microplanning** to identify and reach low-uptake areas more effectively.
- **Align message delivery with trusted figures** (e.g., religious leaders, barangay officials) to increase credibility.

### 3) Address Practical & Logistical Barriers

- Establish **community-based vaccination points** to improve accessibility.
- Deploy **mobile vaccine units** to reach geographically isolated areas.
- Implement **flexible vaccination hours** to accommodate working individuals.

### 4) Enhance Monitoring & Evaluation

- **Develop a digital tracking system** to remind individuals of booster eligibility.
- **Conduct periodic reassessments** of advocacy tools using WHO evaluation protocols.
- **Establish real-time feedback mechanisms** to gather community insights and improve campaign strategies.

## Conclusion

The **PinasLakas** campaign faced **significant challenges** in increasing booster uptake, primarily due to **low awareness, ineffective advocacy materials, and shifting public perception of COVID-19 risks**. While some communication strategies had **moderate impact**, more **targeted, culturally appropriate, and trust-based** approaches are needed. Addressing logistical challenges, improving message design, and strengthening community engagement will be essential for future **vaccine demand generation efforts**.