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JSI/MOMENTUM Routine Immunization Transformation and Equity Project

## Background

- By August 2022, only 28% of the total population in Addis Ababa, the capital city of Ethiopia, were fully vaccinated compared to a national average of 55%.
- The project's baseline assessment found perceived fear of side effects of the vaccine, misconceptions, rumors, and hesitancy as demand related barriers to COVID-19 vaccination in Addis Ababa.
- To increase COVID-19 vaccination uptake in the capital, MOMENTUM Routine Immunization Transformation and Equity project implemented community-based demand creation activities from September 2022 to June 2023, including community dialogue sessions.
- Community dialogue is a forum that draws participants from the community to exchange information, share experiences, clarify viewpoints, explore factors affecting their decisions, and address misconceptions to community concerns through a face-to-face and

## Results

- Nearly all participants (97% surveyed) reported that the community dialogue improved their knowledge about the importance of the COVID-19 vaccine.
- 84% of surveyed community dialogue participants reported having a positive attitude towards the COVID-19 vaccine after the community dialogue – a 36 percentage-point increase from the pre-dialogue survey.
- Negative intention towards the vaccine dropped from 46% to 21% after the community dialogue.
- 67% of those who participated in phone interviews two weeks after community dialogues (n=75) had received their first dose of the COVID-19 vaccination.
- The changes in attitude and intention to receive the COVID-19 vaccine before and after attending the community dialogue were statistically significant at <0.001.

## Specific Aims & Objectives

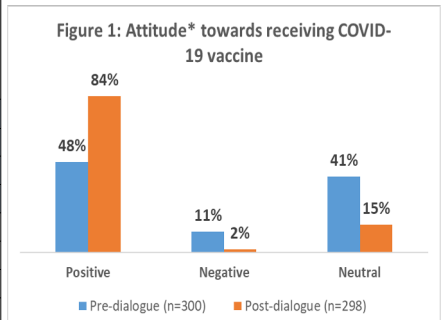
- To assess the effect of community dialogues on attitude and intention towards the use of COVID-19 vaccination in an urban context.
- To generate evidence on the role of community dialogue sessions in increasing the uptake of COVID-19 vaccination in previously unvaccinated populations.

## Methods

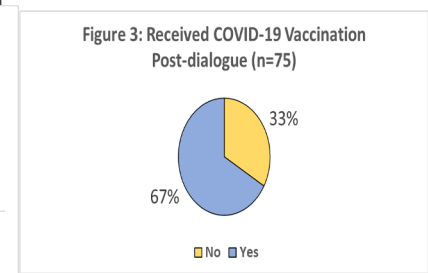
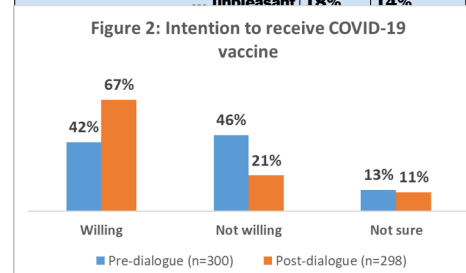
- The project supported 240 community dialogue sessions during nationwide COVID-19 vaccination campaigns. Vaccination was made available on-the-spot and after the sessions occurred.
- The dialogues were facilitated by health workers trained by the project and conducted within the community, Each session lasted 2-4 hours.
- Face-to-face interviews conducted immediately before and after 10 randomly-selected dialogue sessions.
- Study participants: 300 community members aged 18 and older that attended community dialogue sessions and had never received a COVID-19 vaccination. Majority (86%) were women.
- Phone interviews were conducted with 25% of participants two weeks after the dialogue to understand vaccination status.

Table 1: Survey responses on different measures related to attitudes towards the COVID-19 vaccine

Questions	Pre-dialogue (n=300)	Post-dialogue (n=298)
<b>1. Overall, I think COVID-19 vaccination is:</b>		
...good	61%	96%
...bad	9%	1%
...not sure	30%	3%
<b>2. For myself, COVID-19 vaccination is:</b>		
...beneficial	61%	96%
...harmful	5%	1%
...not sure	33%	2%
<b>3. I think getting the vaccine is:</b>		
...pleasant	40%	78%
...unpleasant	18%	14%



\* Attitude measured as an average of the three individual responses in Table 1



## Conclusions

Community dialogue improved attitude and intention towards of COVID-19 vaccination among adult people who had never received the vaccine before. It was also found to be an effective communication channel that contributed to increase the uptake of COVID-19 vaccination among the adult population.

## Acknowledgements

We would like to acknowledge: survey participants, data collectors, Addis Ababa city health bureau for facilitating the study, and USAID for financially supporting the study

## References

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