

Harinandrasana Domoina Ratovoanany,
Social & Behavior Change Officer,
UNICEF Madagascar

Background

Mid-September 2022: only 5.20% of the Malagasy population have been fully Covid-19 vaccinated.
→ Accelerating COVID-19 vaccination and children immunization in Madagascar is a high priority to ensure population's health, economic and touristic re-emergence.

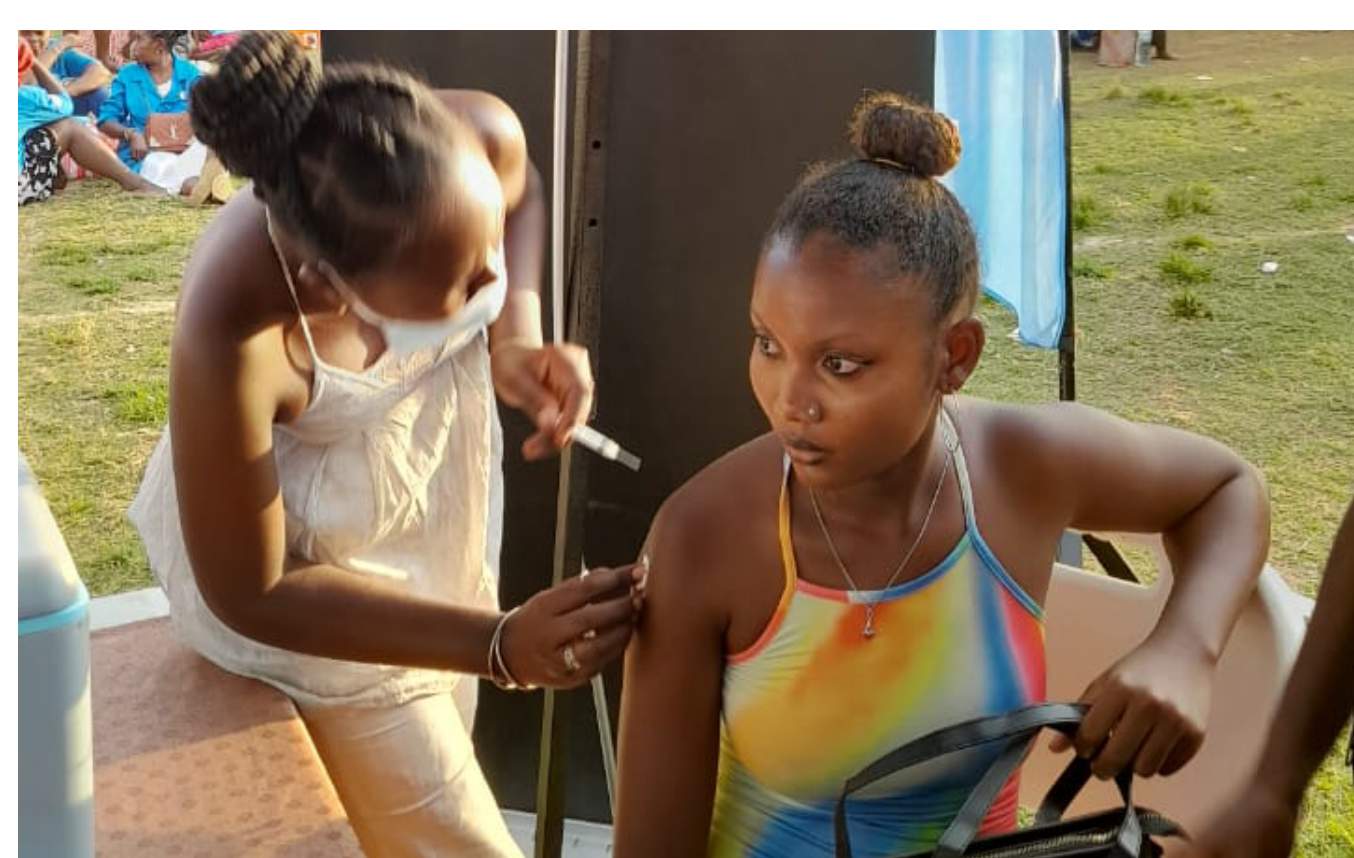
Specific Aims & Objectives

Vaccinate 1,500 people at each tourist event:

- Celebration of 2022 World Tourism Day in the rural tourist area of Ampefy in October 2022.
- "Marokintana" First whale shark Festival under the high patronage of the President of the Republic on the island of Nosy Be in November 2022.

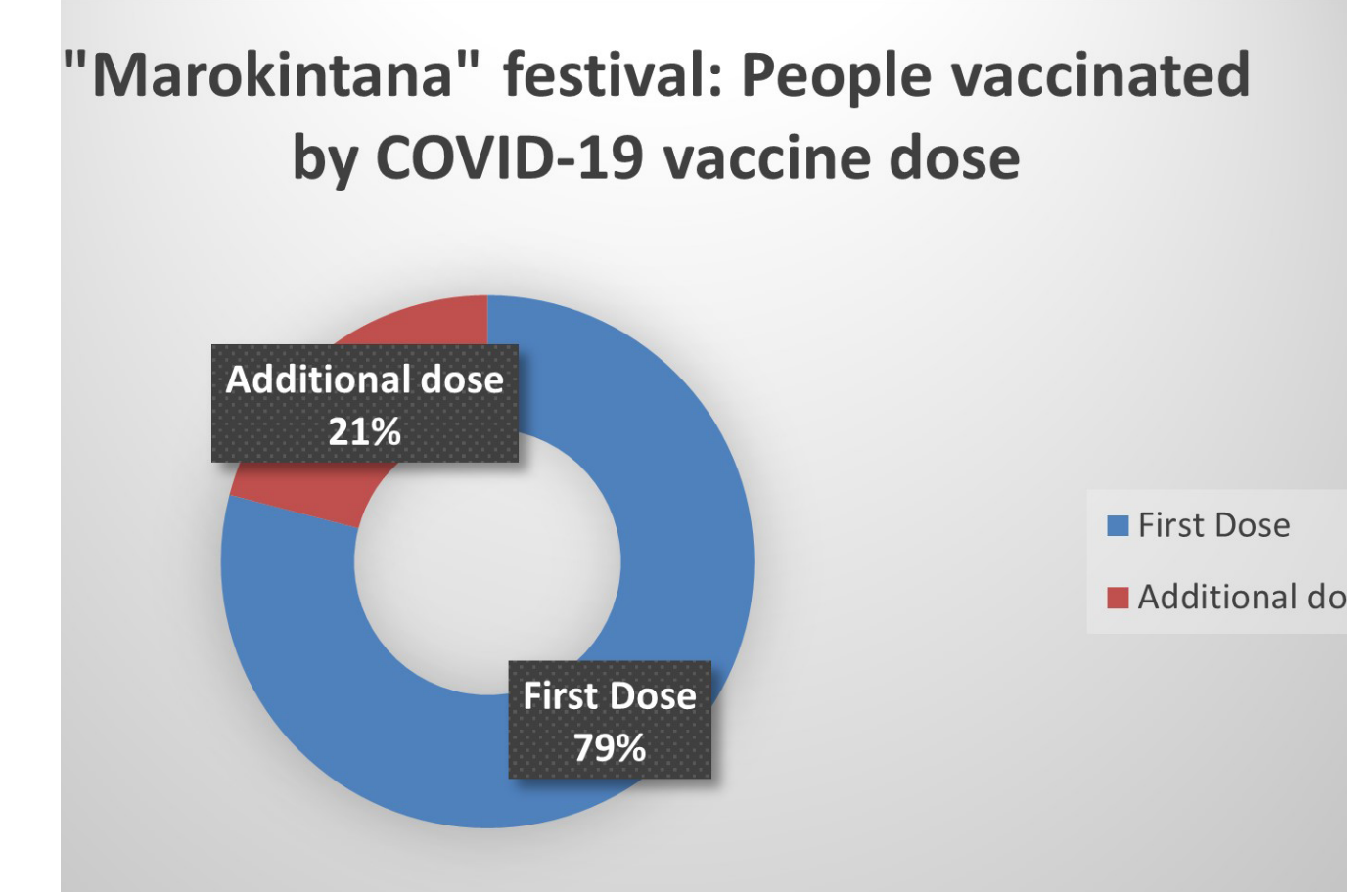
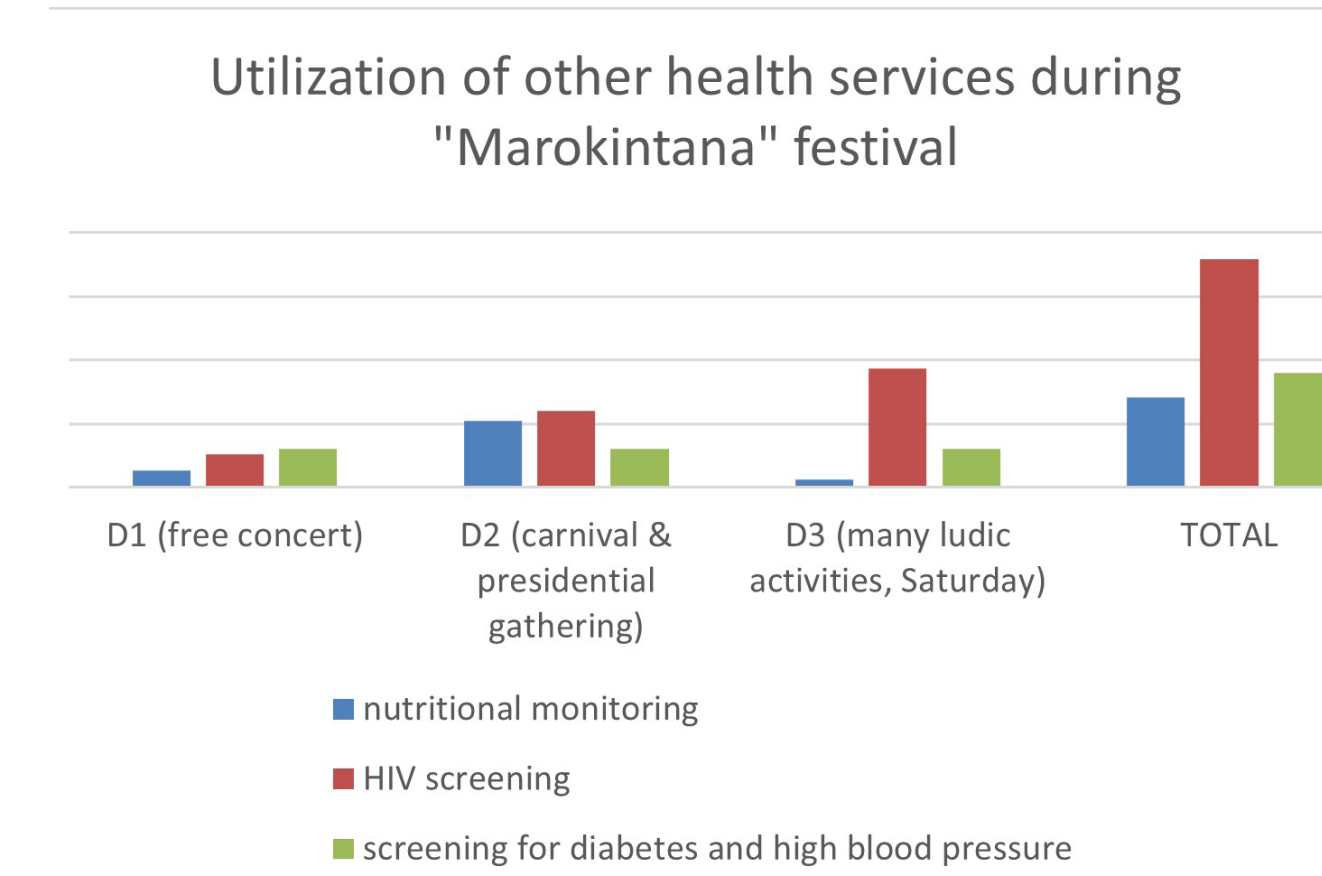
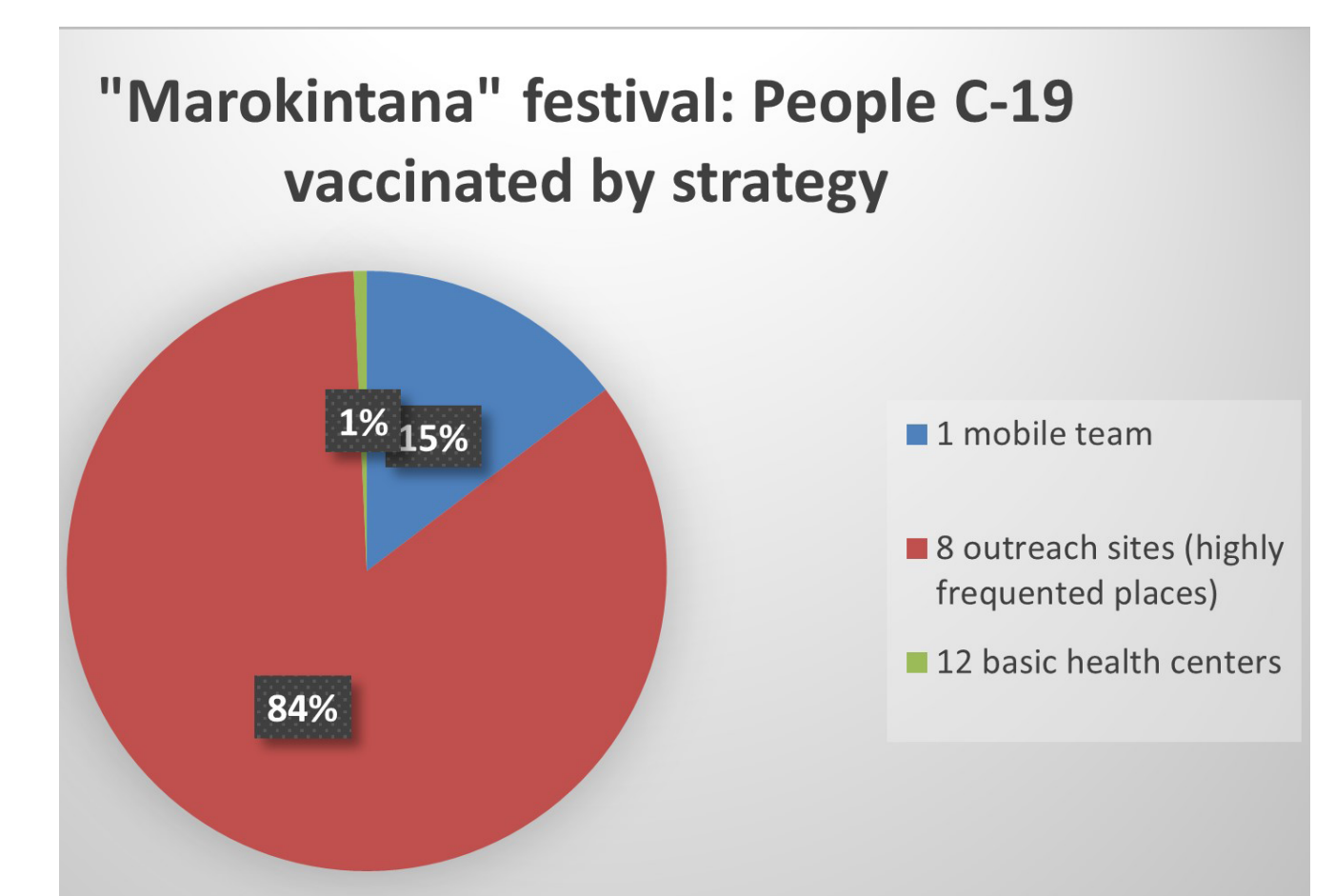
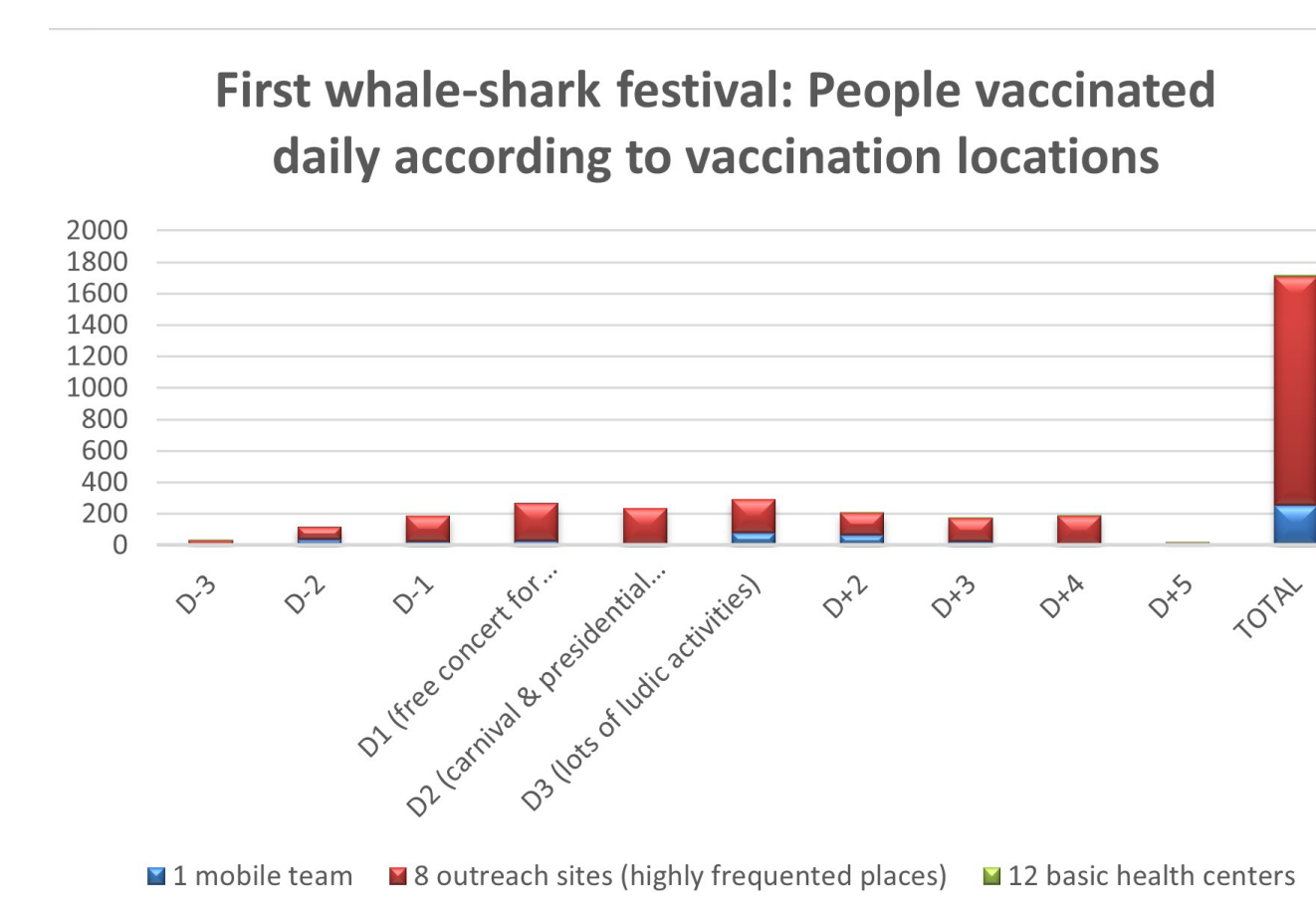
Methods: How we use SBC to avoid covid 19 spreading during a tourism event in Madagascar?

- Coordination among MoH and MoT to optimize communication around covid 19
- Co-created communication materials, tools and messages with stakeholders on the benefits of COVID-19 vaccination (economic and health) to promote COVID-19 vaccine uptake.
- Orientation of journalists, community leaders and awareness-raising actors around covid 19 vaccine acceptance and uptake.
- Use of famous vaccinated singers to motivate citizens for vaccine uptake during free shows, folklore events and carnival in front of the presidential couple.
- Set up a health information box for hesitant people in tourist celebration sites.

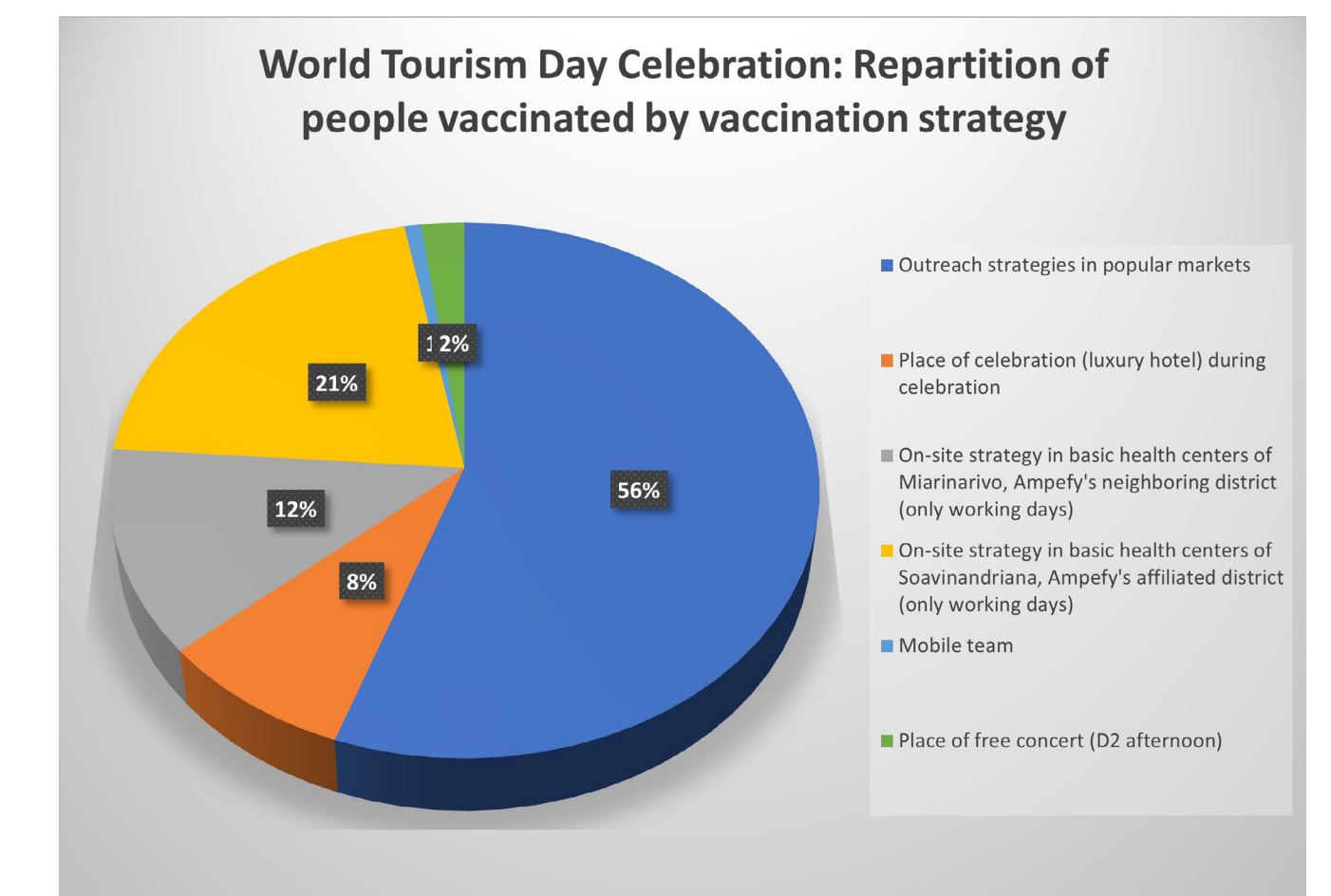
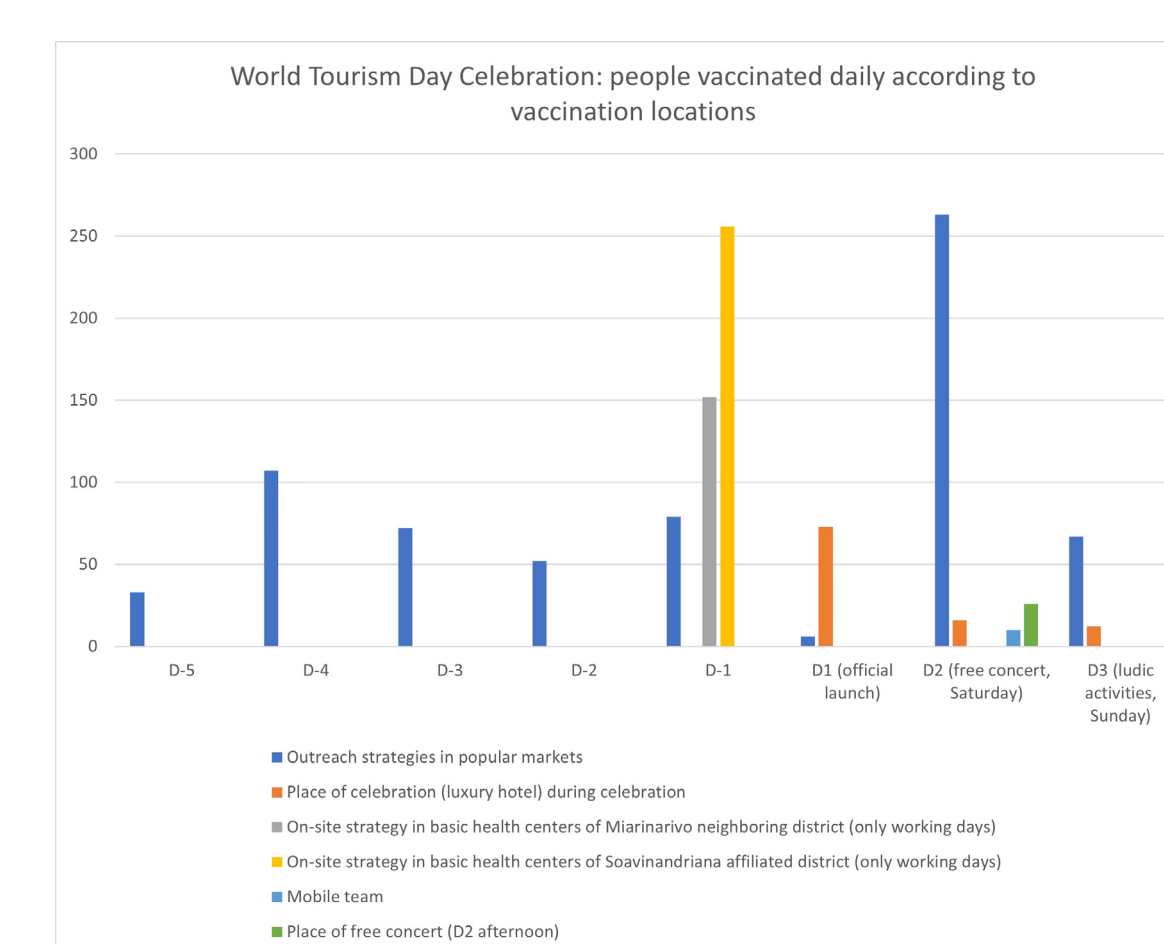


Results

1,718 people were vaccinated in the island of Nosy Be in early November 2022 as part of the "Marokintana" First whale shark Festival



"1224 people were vaccinated in Ampefy in October 2022 as part of the Celebration of 2022 World Tourism Day



Conclusions

The promotion of economic and tourism benefits of COVID-19 vaccination, supported by various incentives for vaccinated people, by integration with other health services made it possible to bring a part of the hesitant population to receive the COVID-19 vaccination during tourist events, with a peak on days of free shows & ludic activities.

Acknowledgements

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References

- [I am finally vaccinated; I can find stable work to improve our living conditions | UNICEF](#)
- [Affecté par la COVID-19, le secteur du tourisme à Madagascar promeut la vaccination | OMS | Bureau régional pour l'Afrique \(who.int\)](#)