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Background

In 2020, the secondary effects of COVID-19 spread in Iraq had an alarming impact on immunization coverage of all antigens.

Regular immunization campaigns had been affected by (1) the imposed curfew and movement restrictions, and (2) community fears and perceptions in accessing the health care facilities due to COVID-19.

Objectives

To increase the lost demand for routine immunization by:

1. Designing a range of advertising products in Arabic and Kurdish to encourage uptake of the Covid-19 vaccine.
2. Implementing an evidence-driven behavioral change media campaign across Iraq.

Approach

MAGENTA used a 360-degree methodology:

- Secondary data review
- Development of campaign strategy and branding
- Campaign message pre-testing
- Content production
- Dissemination on traditional and digital media for 8 months
- Monitoring and Evaluation (M&E).

Campaign Materials

Campaign products were designed to reassure Iraqi citizens in three core areas:

Understanding of the importance of the COVID-19 vaccine

Conviction of the effectiveness of the COVID-19 vaccine

Conviction of the safety of the COVID-19 vaccine



Results

Media Used: TV, Radio and Online

- TV estimated reach: 12 million people
- Radio estimated reach: 5+ million listeners
- Number of daily vaccine intake increased to 90k per day
- By end of campaign, number of vaccinated people reached 8,5 million (covering both first and second shot).

Conclusions

Campaign effectiveness could be increased by:

- More time, repetition and, therefore, exposure to the message
- Shorter ad duration resulting in more airtime within the same resources

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