

Key Findings from VARN2023: People-Centered Communication and Tools

Prioritize communities in immunization service delivery through people-centered approaches and tools

Narratives around immunization are historically top-down communication, affecting how people perceive vaccines and immunization services. Meaningful change requires listening to community concerns, elevating their needs to those with the power to make decisions, and co-creating local, people-centered solutions.

Behavioral science and design approaches – such as human-centered design and motivational interviewing – can help us elicit and understand community needs to improve vaccine equity and immunization service experiences.

Community perceptions and lived experiences of immunization need to be heard by the health sector and policymakers to build trust and combat misinformation.

Communities have diverse, specific, and context-dependent needs.



Misinformation circulating online and offline contributes to low vaccine acceptance, demand, and uptake.

Social listening is a powerful tool to hear community concerns and experiences.



Journalists and media play a powerful role in amplifying community voices.

Improving the immunization service experience is critical to strengthening trust in health systems and increasing vaccine demand and uptake.

The immunization service experience includes factors within and beyond the interactions between a health worker and an immunization client.

Behavioral science plays an important role in optimizing the immunization service experience, ensuring it is people-centered and designed with the community in mind.



There are a diverse range of approaches which can be used to empower communities and health workers to co-develop strategies to improve vaccination confidence and demand, such as:

Leveraging vaccine champions – including community youth change-makers – improves vaccine confidence and demand;



Empowering communities and health workers through educational outreach to address misinformation and build vaccine confidence; and



Using innovative strategies at the intersection of the arts and science to communicate the value of vaccination for communities and other stakeholders.