



POPCOM
Empowering Filipino Families



Bill & Melinda Gates Institute for
Population *and* Reproductive Health



Communications Planning

Quezon City CLT

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What is Communications?

- What do you think of when you hear the word “communications”?
- Go to [menti.com](https://www.menti.com) and input the code 65762492
- Communications involves the production and dissemination of content to target audiences to achieve desired behavioral change and project goals.



What are the types of information do you encounter while performing your jobs?



Communication Process

- Stakeholder & Audience Mapping
- Identification of Channels and Platforms
- Making Communications Plan

- Key Message Formulation
- Production of Materials using Key Messages
- Pre-testing of Messages on Selected Channels

- Sharing of Content to Public
- Monitoring and Recording of Impact and Outcomes via Social Listening



Group 2: Output 1 (Multisource Analysis)

How is the population:	Finding	Source & date	Context	Action needed
Feeling	Parents are hesitant to vaccinate their children against measles.	"Parents Concerned Over Recent Measles Outbreak in the Philippines", Philippine Monthly Inquirer, 2023	While majority of Filipinos believe in the high preventive health benefits of vaccination, parents of young children are less convinced and are skeptical to the safety of the MMR vaccine.	Dig deeper on the reasons of parents behind their skeptical and less belief in the MMR vaccine; Conduct focus group discussions; Debunk misinformed understanding on vaccines
Thinking	Filipino parents think that measles vaccines are unsafe; they are fearful of its harmful side effects.	Survey on Measles Vaccination for Children, 2022	Filipino parents with children ages 10 and below have hesitancy in vaccinating their children for measles vaccine believing these are unsafe and have harmful side effects.	Ramp up information drives on vaccine safety and efficacy, and address common misconceptions on vaccines; Frame the targets of health messages towards Filipino parents; Enable audience's trusted sources of information (may it be LCEs, local influencers, et.al);
Behaving	Limited uptake of measles vaccines; Filipino citizens only somewhat trusts information from Government, DOH, and Partners	Survey on Measles Vaccination for Children, 2022; 2023 Philippine Trust Index Trends	Filipino parents have not yet vaccinated their children against measles vaccines due to uncertainty of its safety and harmful side effects; Evident limited or low trust level towards the messages of the government and the DOH, including international partners	Collaborate with national and local offices, including CSOs, for information dissemination activities to raise public trust on vaccination safety; conduct townhall and related symposium across all available platforms on measles vaccination together with opening better access to MMR vaccines especially down the grass roots level



Group 2: Output 2 (Key Messages)

OVERARCHING MESSAGE:

We can fight disinformation and misinformation about the Measles vaccine and regain the trust of the Filipinos. With reliable and accurate information, we can end Measles outbreak.

3 Key Messages: What 3 things does your audience need to know?

Vaccine is proven safe and effective to protect your children from vaccine preventable diseases

Side effects from the vaccine are mild and will subside later, as these are just normal reaction of the body.

DOH and stakeholders' collaboration and partnership towards improving health literacy is the key to preventing measles outbreak

Proof points per message pillar: information that supports your key messages

- Vaccination is a critical public health tool that has proven to reduce the measles cases in the Philippines. Parents and guardians, get your children vaccinated! Protect your children from the highly contagious virus that can be transmitted airborne and halt the spread of the disease.
- Expanded immunization program was established way back in 1976. These vaccines including with the measles were being utilized for about 40 years and had been protecting numbers of children.

- Side effects are mild and manageable. These can be mild fever, transient rashes, pain and swelling of the injection site. Other symptoms arise may be caused by an underlying disease.
- Children may experience temporary side effects in exchange with lasting shield of immunity against Measles.
- Management of side effects: For mild fever, If needed, give paracetamol according to its right dosage as advised by the doctor. Apply cold compress to the injection site to reduce redness, pain or swelling.

- The Department of Education committed to highly encourage parents to acquire measles vaccine for their children.
- Regular updates on the Measles outbreak and vaccination campaigns or activities are disseminated in partnership with the PIA and the media partners.
- Information education campaigns in barangays have been initiated and the DOH is in continuous collaboration with the health leaders and experts to address this concern, as such we had conducted this town hall meeting.
- Mothers' class is regularly conducted in barangays to increase awareness to the availability of free vaccines in RHUs and for health literacy. Free vaccines are available in local health facilities and nearest health centers.
- The DOH is encouraging the public to practice MPHS when travelling and going to crowded places especially during the holidays to protect the vulnerable population.

Workshop: Key Message Development

Single Overarching Communication Outcome

Key Message 1 Audience: Channel:	Key Message 2 Audience: Channel:	Key Message 3 Audience: Channel:
Proof point:	Proof point:	Proof point:
Proof point:	Proof point:	Proof point:

