

Evaluating an immunization communication campaign for NIDs

	Question and possible answers	Indicator to be measured
1	Have you heard about the national campaigns for vaccines? Yes No I do not remember	The percentage of families that have heard of the national campaigns for immunization
	If answers are i do not remember or No , then the researcher informs the respondent about the campaigns	
2	What are the diseases targeted by the campaign? Measles Polio Typhoid Chicken pox Tetanus Tuberculosis I do not know	The percentages of families that have the correct information about the diseases targeted in national campaigns
3	What age group is targeted through this campaign? Less than 5 years All pre-school children Children less than one year Children less than 15 years I do not know Other (to be mentioned)	The percentage of families that have correct information about the targeted age group
4	What is the benefit of national immunization campaigns? Child Health Immunity Diseases prevention Give the place and date of the campaign To remain polio free To avoid diseases I do not know Other (remember)	The percentage of families that have correct information about the importance of national campaigns
5	Did you encounter or exposed to any of the following activities during the campaign: A television announcement of the campaign TV programme / interview on the campaign A radio program about the campaign Poster ad campaign Light's announcement of the campaign Eeducational leaflet Banner campaign Lecture about the campaign at the health center Lecture about the campaign at school Lecture about the campaign by the community Field health teams / speakers In telephone messages about the campaign From the mosque /church	Percentage of families that was exposed to at least one of the activities of health education during or before the campaign
6	Did you vaccinate your child during the campaign Yes No Don't know	Percentage of families that have vaccinated their children during the campaign

7	<p>If the answer to question 6 was No , why?</p> <p>the vaccination team did not visit us The health center is far from my house Vaccine is not important My child was vaccinated before I do not have time Vaccines cause complications My child is sick I don't trust the service Others (to be mentioned)</p>	<p>Reasons for not vaccinating the children (All these reasons require awareness through national campaigns and the existence of any defect reflects the need to strengthen these messages during future campaigns)</p>
8	<p>If the answer to question 6 was Yes ,</p> <p>Where was the child vaccinated? At home Health center Center Mobile team in neighborhood</p>	<p>Percentage of families that responded to the campaign and took their children for vaccination</p>
9	<p>Will you vaccinate your child in next campaign? Yes No Don't know</p>	<p>Percentage of families with positive attitude towards the campaign</p>
10	<p>If the answer to question 9 was No, what are the reasons?</p> <p>Health center is far Vaccine is not necessary My child vaccinated previously and does not require additional vaccine I do not have time Vaccines cause complications My child is sick The security situation does not allow me I do not know what is the next vaccine I have no information on when the campaign I have no information about where vaccination I have no information about the children involved Others (to be mentioned)</p>	<p>Reasons to be addressed in next campaign</p>
11	<p>How were the TV campaigns?</p> <p><u>In terms of comprehensiveness</u> (provide sufficient information on campaigns, do not cover all the information for the targeted group , acceptable, needs more activities) <u>In terms of repetition</u> (good, acceptable, weak, I do not know)</p> <p><u>In terms of simplicity and understanding of the media message</u> (clear and understandable acceptable, complex and unclear, and there are conflicting messages, I do not know)</p> <p><u>In terms of the motivating</u> (stimulate the audience to make the vaccination decision, stimulate community dialogue , acceptable, normal and does not raise any stimulus, I do not know) <u>In terms of their attractiveness</u> (messages are attractive and beautiful, acceptable, weak)</p>	<p>Percentage of families that positively assess the effectiveness of TV campaign in terms of integration, redundancy, simplicity and understanding, motivation and attractiveness.</p>
12	<p>Mention one message from the messages you saw through TV</p>	<p>Percentage of families that retain at least one TV message of those</p>

	(Must include all the messages that have been shown on television, where the researcher checked the message which was recalled by the respondent)	displayed through the campaign
13	<p>How were the Radio campaigns?</p> <p><u>In terms of comprehensiveness</u> (provide sufficient information on campaigns, do not cover all the information for the targeted group , acceptable, needs more activities)</p> <p><u>In terms of repetition</u> (good, acceptable, weak, I do not know)</p> <p><u>In terms of simplicity and understanding of the media message</u> (clear and understandable acceptable, complex and unclear, and there are conflicting messages, I do not know)</p> <p><u>In terms of the motivating</u> (stimulate the audience to make the vaccination decision, stimulate community dialogue , acceptable, normal and does not raise any stimulus, I do not know)</p> <p><u>In terms of their attractiveness</u> (messages are attractive and beautiful, acceptable, weak)</p>	Percentage of families that positively assess the effectiveness of radio campaign in terms of integration, redundancy, simplicity and understanding, motivation and attractiveness.
14	Mention one message from the messages you saw through Radio	Percentage of families that retain at least one Radio message of those displayed through the campaign
15	<p>Have you seen one of these posters before?</p> <p>(researchers displays posters that were used in the campaign to the respondent)</p> <p>Yes</p> <p>No</p> <p>I do not remember</p>	Percentage of families that have seen at least one educational poster during the campaign
16	<p>How do you assess the poster?</p> <p><u>In terms of comprehensiveness</u> (provide sufficient information on campaigns, do not cover all the information for the targeted group , acceptable)</p> <p><u>In terms of simplicity and understanding of the message</u> (clear and understandable acceptable, complex and unclear, and there are conflicting messages, I do not know)</p> <p><u>In terms of the motivating</u> (stimulate the audience to make the vaccination decision, stimulate community dialogue , acceptable, normal and does not raise any stimulus, I do not know)</p> <p><u>In terms of their attractiveness</u> (messages are attractive and beautiful, acceptable, weak)</p>	Percentage of families that positively assess the effectiveness of posters in terms of integration, simplicity, understanding, motivation and attractiveness.
17	<p>Have you seen one of these educational leaflets before?</p> <p>(researchers displays leaflets that were used in the campaign to the respondent)</p> <p>Yes</p> <p>No</p> <p>I do not remember</p>	Percentage of families that have seen at least one educational leaflet during the campaign

18	<p>How do you assess the leaflet ?</p> <p><u>In terms of comprehensiveness</u> (provide sufficient information on campaigns, do not cover all the information for the targeted group , acceptable)</p> <p><u>In terms of simplicity and understanding of the message</u> (clear and understandable acceptable, complex and unclear, and there are conflicting messages, I do not know)</p> <p><u>In terms of the motivating</u> (stimulate the audience to make the vaccination decision, stimulate community dialogue , acceptable, normal and does not raise any stimulus, I do not know)</p> <p><u>In terms of their attractiveness</u> (messages are attractive and beautiful, acceptable, weak)</p>	Percentage of families that positively assess the effectiveness of leaflets in terms of integration, simplicity ,understanding, motivation and attractiveness.
19	<p>Have you seen any flex banner (digital print) of the campaign before?</p> <p>(researchers displays banners that were used in the campaign to the respondent)</p> <p>Yes No I do not remember</p>	Percentage of families that have seen a flex banner during the campaign
20	<p>How do you assess the flex banner?</p> <p><u>In terms of comprehensiveness</u> (provide sufficient information on campaigns, do not cover all the information for the targeted group , acceptable)</p> <p><u>In terms of simplicity and understanding of the message</u> (clear and understandable acceptable, complex and unclear, and there are conflicting messages, I do not know)</p> <p><u>In terms of the motivating</u> (stimulate the audience to make the vaccination decision, stimulate community dialogue , acceptable, normal and does not raise any stimulus, I do not know)</p> <p><u>In terms of their attractiveness</u> (messages are attractive and beautiful, acceptable, weak)</p>	Percentage of families that positively assess the effectiveness of flex banners in terms of integration, simplicity ,understanding, motivation and attractiveness.
22	<p>Have you attended at least one educational lecture on the campaign at the health center?</p> <p>Yes No There was no educational activity in the health center I do not remember</p>	The percentage of families who attended at least one educational lecture in the health center
23	<p>If the answer is yes to question 22, how do you evaluate the educational lecture at the health center? (good , stimulating , acceptable, weak , needs to be developed)</p>	Percentage of families that positively assess the effectiveness of educational sessions at the health center
24	<p>Who carried out the lecture?</p> <p>Doctor health communication Vaccinator</p>	Responsible persons on communication

	Nurse	
25	Do you remember the key message of the lecture? Yes, what is it? No I do not remember	Percentage of families that recall the key message of educational lecture within the health center
26	Have you attended at least one educational lecture on the campaign at the school? Yes No There was no educational activity in the nearby school I do not remember	The percentage of families who attended at least one educational lecture at the school
	If the answer is yes to question 26, how do you evaluate the educational lecture at the school? (good , stimulating , acceptable, weak , needs to be developed)	Percentage of families that positively assess the effectiveness of educational sessions at the school
	Who carried out the lecture? Doctor health communication Vaccinator School health official Nurse Teacher /volunteer	Responsible persons on communication
	Do you remember the key message of the lecture? Yes, what is it? No I do not remember	Percentage of families that recall the key message of educational lecture within the school
30	Have you attended at least one educational lecture on the campaign at the local community ? Yes No There was no educational activity in the nearby community I do not remember	The percentage of families who attended at least one educational lecture at the local community
31	If the answer is yes to question 30, how do you evaluate the educational lecture at the community ? (good , stimulating , acceptable, weak , needs to be developed)	Percentage of families that positively assess the effectiveness of educational sessions at the community
	Who carried out the lecture? Health center School Volunteers from women's groups and youth Youth center mosque /church Traditional midwife Civil society organizations Municipal Council Other (to be mentioned)	Responsible persons on communication
	Do you remember the key message of the lecture? Yes, what is it? No I do not remember	Percentage of families that recall the key message of educational lecture within the community
34	Have you seen mobile health education teams informing about campaign in your area? Yes	The percentage of families exposed to education message about the campaigns by mobile

	Yes, but of by community organizations No I do not remember	health teams
34	If the answer to question34 was yes , How do you evaluate the effectiveness of these mobile teams? Very helpful in guidance and awareness Good in informing about the campaign only Hasty and was not useful loud speaker was annoying and unclear Weak Other (to be mentioned)I do not know	The percentage of families that positively evaluated the work of mobile health teams during the campaigns
35	Have you seen a banner for national immunization campaigns? Yes , where (health center , school , mosque, market, street) No I do not remember	Percentage of families exposed to banners
	Do you think that banners are useful for the communication campaign ? Yes useful Somehow helpful Limited benefit Not helpful I do not know	Percentage of families who think positively of the banners
	Have you received a message about the campaign through the mobile phone (SMS)? Yes No I do not remember I do not know	Percentage of families who received SMS message
	Do you think that SMS messages are useful for the communication campaign? Yes useful Somehow helpful Limited benefit Not helpful I do not know	Percentage of families who think positively of the SMS messages
	Have you received a message about the campaign through a social media channel? Yes No I don't know about social media I don't have computer I don't have internet I do not remember I do not know	Percentage of families who received messages through social media
	Do you think that social media is a good channel for the communication campaign? Yes useful Somehow helpful Limited benefit Not helpful Not all people can access I do not know	Percentage of families who support using social media as a channel