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COVID-19 VACCINE ROLL OUT

The COVID-19 Vaccine Roll-out activity is a one-year, \$1,950,000 project that aims to increase COVID-19 vaccine uptake among key target populations in Serbia. It utilizes evidenced-based risk communications and community engagement interventions in order to do so. Efforts are taken to listen to, engage with, and motivate health workers and other relevant actors to become stronger advocates in convincing vaccine hesitant people why they should get vaccinated.

ACTIVITIES

- Conduct quantitative and qualitative studies regarding vaccine hesitancy among the general population and specific population groups, such as health care workers and vulnerable individuals.
- Map community structures and stakeholders for meaningful community mobilization in vaccination efforts.
- Develop and implement a targeted vaccination communications campaign, in collaboration with the Government of Serbia.
- Establish an information management hub at the Medical Faculty in Belgrade to develop scientific-based responses to false or misleading health narratives being spread in Serbia, with a focus on COVID-19 vaccination.
- Strengthen the capacity of professional associations, including chambers of medical experts and journalists to better inform their patients and audiences about the benefits of vaccination.
- Strengthen the engagement of civil society and faith-based organizations in interventions targeting vulnerable groups.

RESULTS

- Completed research to identify root-causes of vaccine hesitancy in Serbia.
- Launched a nation-wide vaccination communications campaign to save lives and help reduce pressure on the country's health care system.

- Pilot community outreach resulted in an increase of 8% in vaccine uptake in municipalities where vaccine acceptance was lowest in Serbia.
- Infodemic management hub established for systematic use of risk- and evidence-based approaches, reducing the risk-taking behaviors among people in Serbia.
- Increased community outreach to 45 municipalities, with the aim of increasing vaccination uptake at the community level.

ADDITIONAL INFORMATION

PROJECT FUNDING

U.S. Agency for International Development
(USAID/Serbia)

PROJECT IMPLEMENTATION

World Health Organization (WHO) in Serbia
in coordination with the Government of
Serbia.

KEY COUNTERPARTS

Ministry of Health, Public Health Institute “Dr
Milan Jovanovic Batut”, Cabinet of the Prime
Minister.

WHERE WE WORK

Nationwide

PROJECT DURATION

October 2021 – September 2022

TOTAL FUNDING

\$ 1,950,000

CONTACT

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