

Lesothan youth have unique needs and experiences than adults might not see. An integrated youth-centred approach to understanding the barriers to vaccine uptake.

*Author: Safouen Azouzi*

## #PhelaVaccinate Campaign in Lesotho

### INTRO AND OBJECTIVE

- During the COVID-19 pandemic, UNICEF found that although 65% of respondents showing willingness to vaccinate, many were still hesitant.
- With the aim of improving COVID-19 and HPV vaccination uptake among adolescents and young people, MAGENTA developed an evidence-based SBC Communication strategy and a hybrid offline/online campaign. The intervention also built the capacity of local actors on SBC, effective communication, and the importance of adopting a multi-stakeholder approach, empowering them to craft their own strategies for future campaigns.

### METHODS

- Desk review
- U-report online survey
- Conducted 426 Face-to-Face surveys and 18 FGDs
- Behavioural Drivers Model analytical framework
- Two Campaign material testing sessions (FGDs)
- Participatory strategy co-design workshop
- One in person capacity building workshop

### RESULTS

- 1 TV and 6 Radio Adverts: Adapted for different target audiences with subtitles and sign language interpretation
- Social Media Posts & posters
- 1 Billboard: Installed in 8 key traffic areas across the country estimated reach of over 100,000 commuters
- 5 extended campaign Plans: CONCLUSIONS
- The capacity building and co-design approach brought together diverse groups united by a common goal. By sharing the project's direct outputs with various stakeholders in Lesotho, the initiative enabled more effective pooling of resources for dissemination. This collaborative effort not only enhanced the program's scalability and impact but also ensured its sustainability through local initiatives, leveraging local movements and champions of change for long-term community benefits.

- The project's direct outputs were communication materials and additional campaign plans developed by empowered individuals
- The capacity building workshop was for frontline health workers, program design teams from different INGOs, media, and private sector workshop participant

