Information ambassadors with mCCTs program to increase immunization rates in Sindh, Pakistan
Motivation

• Evidence suggests that individuals who have a wide network of friends or acquaintances within their community are effective at diffusing information across that community. (Banerjee et al., 2019).

• A study conducted in India tested 75 unique policy treatments to increase immunizations (Banerjee et al., 2019).
  • Information ambassadors combined with SMS reminders and incentives were the most effective - a 44% increase in immunizations.

• An effective way to identify ambassadors at the centre of a social network (information ambassadors) is to ask community members.
Research question(s)

Does a treatment using information ambassadors (combined with mCCT incentives) to spread vaccine-related information can lead to an increase in the number of immunizations compared to the mCCT incentives?
Objectives

- Test if information ambassadors combined with the mCCT program increase the number of immunizations.
  - Treatment group: information ambassadors + incentives + reminders.
  - Control group: no information ambassadors + incentives + reminders.
  - Clinic level randomization within the mCCT district (to be finalized).
Who are the information ambassadors?

- Information ambassadors are individuals who are identified as having:
  - Large social network.
  - Good at relaying information.
  - Nominated by the community.
How do we collect nominations?

- Find the cost-effective and scalable way to collect nominations.

- Piloted administering ambassador survey with:
  - Caregivers and other visitors at clinics (both who visit for vaccination or not).
  - Health staff, including doctors, vaccinators, and lady health workers.
  - Door-to-door household survey.

- Full-scale: ambassador nomination survey at clinic to identify ambassadors.
How will the RCT be put into action?

- Administer ambassador survey to collect nominations from the local community.
  - Collect information on name, gender, age, occupation, household head’s name, caste, address, and phone number for nominated individuals.

- Identify common nominations.

- Identify the nominated individual and get their consent to participate in the study.

- The ambassadors would receive roughly one message per month, which they would be asked to share with people in their community.
What would the messages look like?

- Some potential message will provide information on:
  - Clinic location and timings.
  - Information about mCCT program.
  - Outreach days and locations.
  - BCG days.
  - Other facilities available at the clinic.