

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.