

# The WHO Tailoring Immunization Programmes approach.

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TIP review committee

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1. Laval University, Quebec, Canada, TIP Reviewer

2. Vaccine-preventable Diseases and Immunization programme  
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# Acknowledgements

## TIP development team

- **Robb Butler** WHO Regional Office for Europe
- **Katrine Bach Habersaat**, WHO Regional Office for Europe
- **Nathalie Likhite**, Independent Consultant



## TIP Evaluation Committee

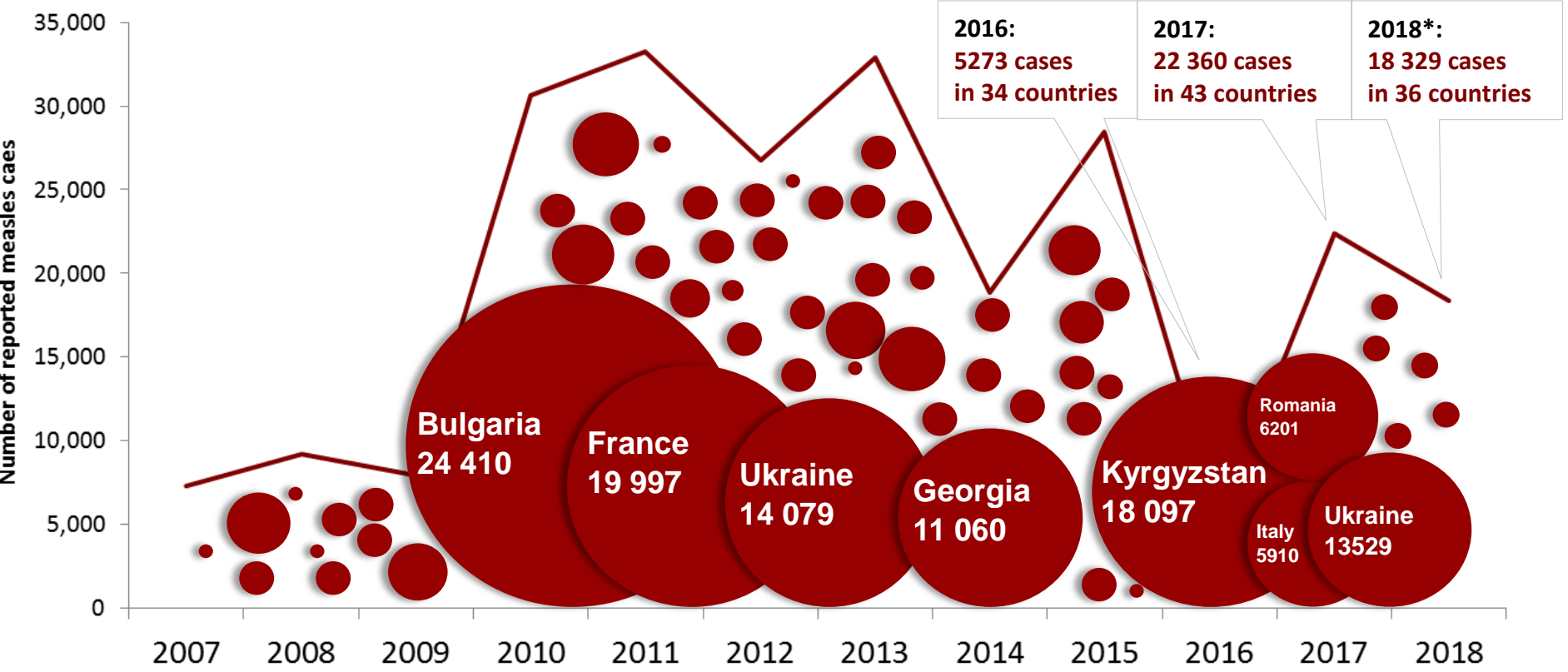
- **Victor Balaban**, US CDC
- **Eve Dubé**, Research Center of the CHU-Québec, Adjoint Professor, Université Laval
- **Benjamin Hickler**, UNICEF Programme Division
- **Everold Hosein**, New York University
- **Brent Wolff**, Global Immunization Division, US CDC



# Disclosure

- Consultancy payments from WHO European office for TIP review and subsequent work

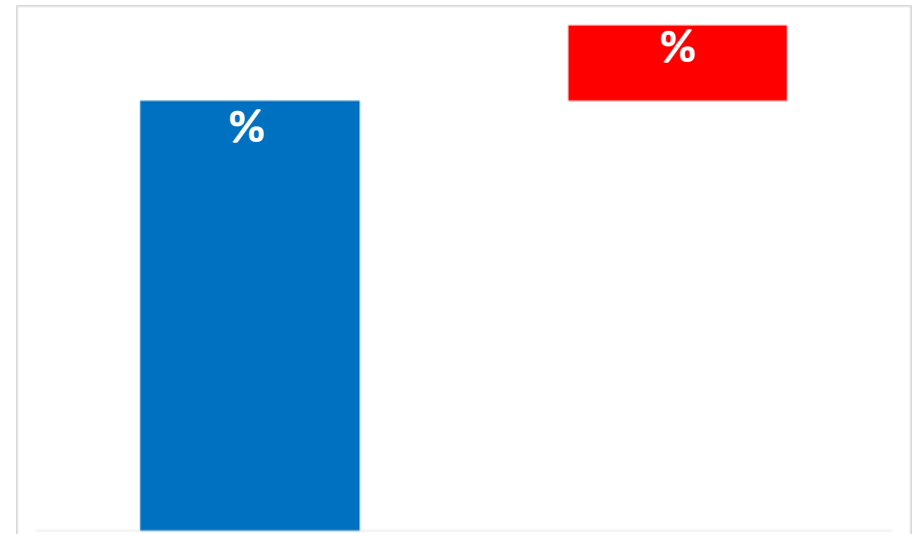
# Number of measles in the WHO European Region, 2007-2018\*



\* Preliminary data for Jan-Mar 2018

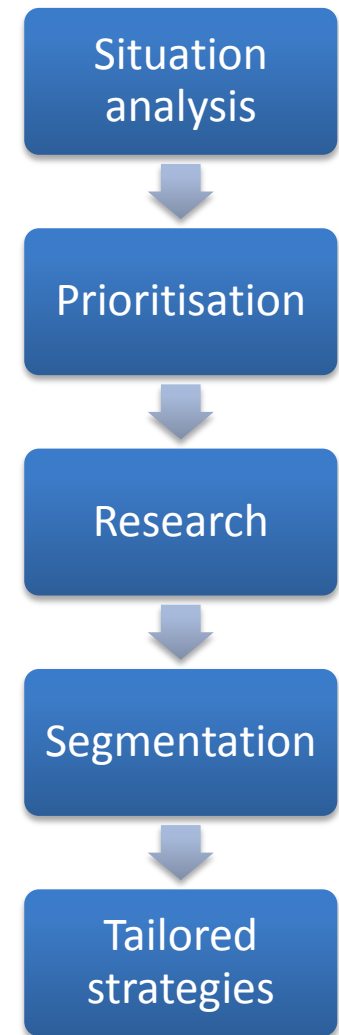
## The problem in Europe

- Coverage stalling or reducing
- Usual approaches were failing to reach the last 5-10-15%
- Success of behavioural insights in other areas



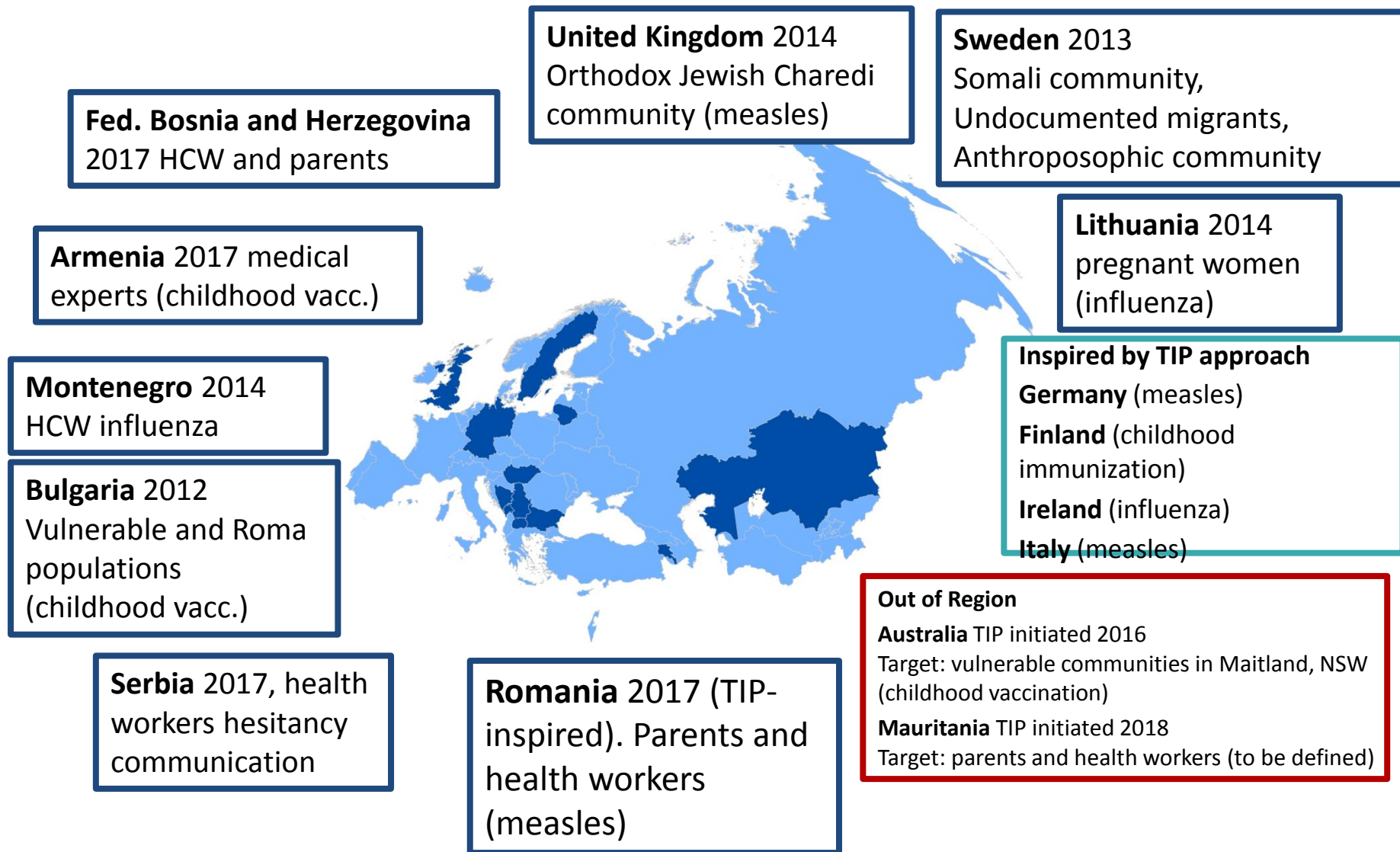
# The TIP process

- A structured process: quantitative and qualitative methods
- Informed by behavioural science  
Undertaken to understand barriers and enablers
- Intervention matches actual barrier - with local ownership





# TIP projects



# TIP Review

- 2016
- Committee
  - Victor Balaban, US CDC
  - Eve Dubé, Université Laval, Quebec
  - Benjamin Hickler, UNICEF
  - Everold Hosein, New York University
  - Brent Wolff, Global Immunization Division, US CDC
  - Julie Leask, USYD

Evaluation of the  
WHO Regional Office for Europe  
*Tailoring Immunization Programmes (TIP)*  
behavioural insights tool and approach

[Final report](#)



Contents lists available at [ScienceDirect](#)

Vaccine

journal homepage: [www.elsevier.com/locate/vaccine](http://www.elsevier.com/locate/vaccine)

The WHO Tailoring Immunization Programmes (TIP) approach:  
Review of implementation to date

[Eve Dubé<sup>a</sup>](#), [Julie Leask<sup>b</sup>](#), [Brent Wolff<sup>c</sup>](#), [Benjamin Hickler<sup>d</sup>](#), [Victor Balaban<sup>e</sup>](#), [Everold Hosein<sup>f</sup>](#),  
[Katrine Habersaat<sup>g,\\*</sup>](#)



# TIP review process



Detailed review of regional and national TIP **documents**



Regional **online survey** with 46 Member States



**Missions** to four Member States



Regular telephone meetings and evaluation committee **workshop**

# Country and issue

# Example of insights gained

## BULGARIA

Vulnerable (mainly Roma)  
populations -large measles outbreak

- Doctors assumed apathy of parents about child health. Health services were a barrier.

## LITHUANIA

Influenza vaccination for pregnant  
women

- Vaccination not integrated in routine care, nor recommended or supported by health workers.

## UK

Charedi Jewish community in NE  
London

- No resistance to vaccination, however, also no community support. Service barriers.

## SWEDEN

Childhood vaccination in  
anthroposophic parents, Somali  
community, undocumented migrants

- Next slides



# Sweden – Somali community



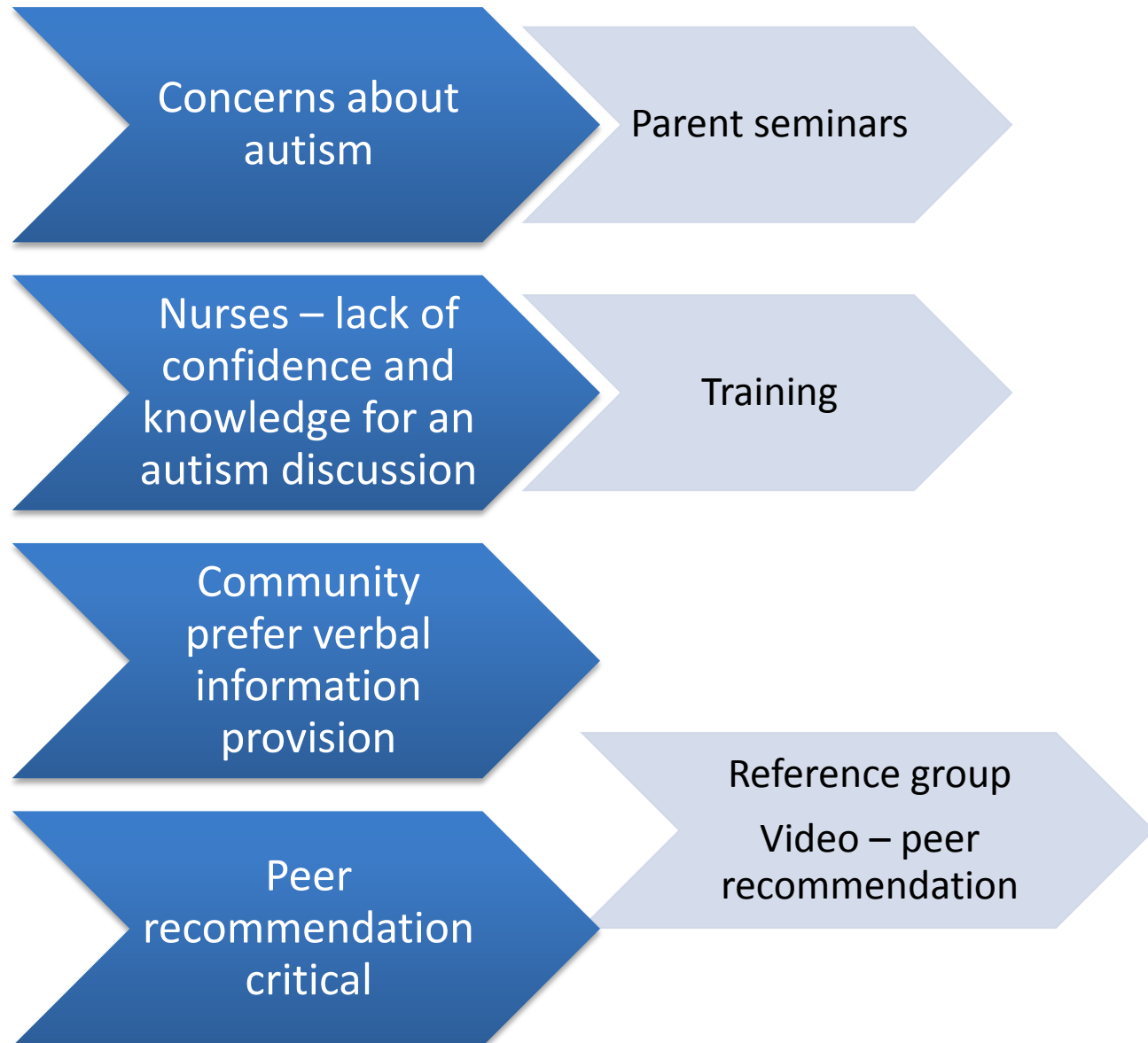
## Challenge:

MCV2 coverage 70% in  
three communities  
(est. Somali population in  
Sweden 65,000)

National coverage 98%

## Issue

## Response



# Sweden – TIP success underpinnings

1. Community involvement at all stages
2. Partnership between community, Ministry and academia
3. Leadership



A/Prof Asli Kulane,  
Karolinska Institutet



## TIP 2.0



- Retain participatory approach
- Accelerate to the change phase
- Behaviour Change Wheel - theoretical guidance
- A focus on evaluation, resources/tools
- Determining coverage changes
- Local ownership
- Capacity building – training and community of practice
- Expansion to other countries and awareness raising
- Tailoring Health Programs – generic