

Stop TB Partnership



**WORKING GROUP ON
NEW TB VACCINES**

Community preparedness: From port to arm for rapid introduction and scale-up of new TB vaccines

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Agenda

- **Introduction**
- **The imperative of community engagement**
- **Role of Gavi CSOs and communities**
- **Understanding community problems and expectations**
- **Advance strategies to help increase vaccine confidence & uptake**

Introduction

The first malaria vaccine received **major regulatory approval in 2015** but didn't become **part of vaccination programs in Africa in 2024**

A cautionary tale?

The system is ill equipped to deliver critical tools to the people who need them most, taking decades and at least a billion dollars. Even now, only a fraction of the children at risk will get the vaccine in the years to come.

Will urgently needed TB vaccines face the same problems?

The Imperative of Community Engagement

Why community engagement is non-negotiable for TB vaccine success

Evidence-based advocacy

Community perspectives, grounded in lived experience, shape research priorities and ensure vaccines address real-world needs.

TB CAB involvement in TB research, ensuring that research is needs-driven and informed by community.

Informed decisionmaking

Engaged communities are better equipped to understand vaccination benefits and risks, leading to **established trust**, informed consent and increased uptake.

Proactive risk mitigation

Early community engagement helps identify barriers to vaccine acceptance, including sociocultural factors, misinformation, and access challenges.

Health equity and social justice

Meaningful engagement ensures that vaccine programs are inclusive and equitable, reaching marginalized and vulnerable populations.

Role of Gavi CSOs and communities

1. Gavi Civil Society Steering Committee should carry out its mandate to help ensure that **civil society is prepared to play a critical role** in fulfilling commitments to global health security
2. Gavi **initiates collaborative approaches** with governments, UNICEF, Global Fund, World Bank to improve equitable and sustainable access to new vaccines
3. The Global Forum presented an important and timely opportunity to **galvanize CSO engagement**, leverage **collective expertise** and drive **impactful strategies** for advancing preparedness
4. **Mobilize remote and hard to reach communities** to meet the Immunization Agenda 2030
5. Support a **holistic and integrated CSO response between different instruments** like UNICEF, the Council, and networks such as the Global TB CAB etc.

Understanding community problems and expectations – the community need

Please refer to the Community Declaration of the 7th Global Forum for more detail

1. A vaccine that gives **lifelong protection** for all populations and all ages
2. A vaccine that is **accessible, available, acceptable** and easy to administer at the nearest point of contact at day zero
3. A vaccine that has **minimal or no side effects**
4. A vaccine that is possibly **single dose**

Advance strategies to help increase vaccine confidence & uptake

Global activities

Community vaccine ambassadors

- Train community members to disseminate important health information in their communities
- Ambassadors should be trusted community members who share similar beliefs and characteristics with their peers
- Build extensive networks with CSOs/communities, especially hard to reach areas, to mobilize grassroots support

Allow flexible eligibility

- The vaccine may prioritize a specific category of people as target groups but there may be some interested persons who may demand to be vaccinated
- There should be flexibility to provide those who request on demand if they are at risk

Address rumors, myths & misconceptions

- Community engagement and outreach are critical to overcoming vaccine hesitancy in vaccine rollout campaigns
- By explaining the benefits of vaccination, countries can combat misinformation and improve vaccination uptake

Advance strategies to help increase vaccine confidence & uptake

Global activities

Manage social media communication

- Creation of contextualized and targeted communication materials to raise awareness of new vaccine and counter myths and misinformation

Engage scientific community

- Disseminating factual and easy to understand information combats mis- and dis-information. This can be done in a variety of ways, including:
- Identifying and training social media micro-influencers in the medical field in a respective country
- Scientists can use their own social media account to promote accurate information about new vaccines

Engage print & electronic media

- Civil society, healthcare providers, and governments can hold a joint press conference with the electronic and print media for accurate information and to hold a Q&A session with the press
- Behavioral scientists can partner with communities to address their concerns ahead of rollout

Conclusion

Community engagement: A corner stone of TB vaccine success

Key takeaways:

- Community engagement is a **strategic necessity** for successful TB vaccine introduction
- Communities play a **critical role** in shaping research, reviewing protocols, and ensuring vaccines reach those in need
- **Strategic communication and inclusion** are essential for building trust, promoting informed decision-making, and maximizing vaccine uptake

Call to Action:

- **Foster collaboration** among health organizations, governments, and community groups to ensure equitable distribution and uptake of new TB vaccines
- **Building the capacity** of community representatives to engage in TB (vaccine) research is crucial

THE END

Thank you for your attention!