



Course 7

Empowering Community Health Champions

WHO-Aligned Strategies for Advancing
IA2030 Immunization Goals

Module 1: Introduction to Vaccination and CHWs

This module comprehensively covers vaccination fundamentals, including the basics of vaccine science, herd immunity concepts, and the public health impact. You will learn about CHW roles and responsibilities, community mapping techniques, household registration, identifying vulnerable populations, and the Community-based Health Planning and Services (CHPS) system structure. The content introduces essential immunization principles, CHW service delivery frameworks, timed home visits, integrated case management, and support systems needed to effectively implement community-based vaccination programs and achieve optimal coverage in diverse community settings.

Module 2: Strategic Communication and Community Engagement for Immunization

This module integrates evidence-based communication frameworks into immunization programs, encompassing interpersonal communication skills, community engagement principles, and strategies for managing vaccine hesitancy. It examines the Greet, Ask, Tell, Help, Explain, and Return or Repeat (GATHER) approach, misinformation control strategies, digital platform challenges, and stakeholder mobilization techniques. Participants will learn about behavioral determinants of vaccination decisions, crisis communication protocols, community mobilization strategies, and building sustainable trust. Content emphasizes culturally appropriate messaging, participatory approaches, and systematic community engagement for enhanced vaccination acceptance and program sustainability.

Module 3: Pregnancy and Vaccination

This advanced module covers maternal immunization strategies, including pregnancy-specific vaccination recommendations, safety considerations, and evidence-based counseling approaches. Learn about pregnancy-induced immune changes, WHO-recommended vaccines (tetanus, influenza, and COVID-19), dual protection mechanisms, and barrier identification. Apply communication frameworks specifically designed for pregnant women, address pregnancy-specific hesitancy, and implement integrated antenatal care approaches. The module's content emphasizes the scientific rationale, timing considerations, family engagement strategies, and systematic approaches to maternal vaccination that protect both mothers and infants, while building confidence in pregnancy vaccination programs.

Module 4: Equitable Access and Reaching Underserved Populations

This module focuses on equity-driven immunization programming, covering the identification of vulnerable populations, the development of tailored outreach strategies, and the implementation of community-based monitoring systems. It examines mobile vaccination approaches, the Reaching Every District (RED) strategy implementation, and systematic approaches to closing coverage gaps. Participants will learn about the utilization of geospatial data, participatory monitoring tools, advocacy strategies, and sustainable community engagement mechanisms. The module's content highlights population mapping techniques, barrier analysis, evidence-based program adaptation, and institutional change processes necessary to achieve equitable vaccination coverage and effectively reach zero-dose children.

Module 5: Monitoring, Vaccine Safety, and Crisis Communication

This comprehensive module covers the recognition and management of Adverse Events Following Immunization (AEFI), crisis communication protocols, and systematic safety monitoring approaches. Learn about vaccine safety fundamentals, adverse event reporting systems, rumor control strategies, and digital surveillance tools. Apply investigation frameworks, develop rapid response capabilities, implement quality assurance systems, and effectively communicate with stakeholders during safety events. Content emphasizes evidence-based decision-making, public health response coordination, community trust preservation, and systematic approaches to maintaining vaccination program integrity during challenging situations and emerging safety concerns.

Time Requirements & Credit Info

Course Description:

'Empowering Community Health Champions: WHO-Aligned Strategies for Advancing IA2030 Immunization Goals' provides Community Health Workers with comprehensive training in evidence-based immunization program support, strategic communication, and equitable service delivery. This specialized course aligns with WHO's Immunization Agenda 2030, Gavi's Gender Strategy 2025, and national Expanded Program on Immunization (EPI) frameworks to build expertise in vaccine science, community engagement, maternal immunization, equity-focused outreach, and crisis management. Participants will acquire practical skills to enhance vaccination coverage, address vaccine hesitancy, implement community-based monitoring systems, and foster public confidence in immunization programs. Through systematic approaches to communication, community mobilization, identification of vulnerable populations, and safety monitoring, this course equips Community Health Workers with the knowledge and tools to contribute meaningfully to global immunization goals while enhancing local program effectiveness and fostering community trust.

Course Overview

This comprehensive course is designed to provide Community Health Workers with specialized knowledge and practical skills in the critical areas of immunization program support, strategic communication, and equitable service delivery. Divided into five progressive modules, the course begins with foundational vaccination concepts, advances through communication strategies and maternal immunization, progresses to equity-focused programming, and culminates with safety monitoring and crisis management techniques. Each module builds upon previous learning to develop your expertise in these essential community health functions. It focuses on real-world applications, case studies, and interactive exercises that enable learners to achieve their learning objectives.

Learning Objectives

By the end of this course, participants will be able to:

1. Apply fundamental vaccination principles and understand CHW roles within immunization systems according to WHO and national EPI frameworks.
2. Implement evidence-based communication strategies using the GATHER approach to address vaccine hesitancy and build community trust.
3. Integrate pregnancy-specific vaccination protocols into antenatal care services while addressing maternal safety concerns and barriers.
4. Design and implement equity-focused outreach strategies that identify and reach underserved populations, including zero-dose children and marginalized communities.
5. Establish community-based monitoring systems that empower communities to assess and improve the quality and accessibility of vaccination services.
6. Utilize geospatial and participatory data to identify coverage gaps and develop targeted intervention strategies for vulnerable populations.
7. Develop culturally appropriate messaging and mobilization strategies that respect community values while promoting vaccination acceptance.
8. Apply RED strategy principles and mobile vaccination approaches to strengthen district-level immunization planning and service delivery.
9. Recognize, report, and manage adverse events following immunization while maintaining community confidence in vaccination programs.
10. Implement crisis communication protocols and rumor control strategies that preserve public trust and program integrity during challenging situations.

Duration and Learning Hours

Module Title	Required Time
Module 1: Introduction to Vaccination and CHWs	575 mins
Module 2: Strategic Communication and Community Engagement	602 mins
Module 3: Pregnancy and Vaccination	588 mins
Module 4: Equitable Access and Reaching Underserved Populations	531 mins
Module 5: Monitoring, Vaccine Safety, and Crisis Communication	532 mins
Total time	47:08:00

Module Title and Short Description	Required Time
Module 1: Introduction to Vaccination and CHWs	575 mins
Brief description: This module comprehensively covers vaccination fundamentals, including vaccine science basics, herd immunity concepts, and public health impact. You'll learn about CHW roles and responsibilities, community mapping techniques, household registration, identifying vulnerable populations, and the CHPS system structure. The content introduces essential immunization principles, CHW service delivery frameworks, timed home visits, integrated case management, and support systems needed to effectively implement community-based vaccination programs.	Reading: 270 mins Presentation: 180 mins Video: 50 mins Quiz: 75 mins
Module 2: Strategic Communication and Community Engagement	602 mins
Brief description: This module integrates evidence-based communication frameworks into immunization programs, covering interpersonal communication skills, community engagement principles, and vaccine hesitancy management. Participants will learn about behavioral determinants, misinformation control strategies, digital platform challenges, and stakeholder mobilization techniques. Content emphasizes culturally appropriate messaging, participatory approaches, and systematic community engagement for enhanced vaccination acceptance and sustainable program implementation.	Reading: 290 mins Presentation: 185 mins Video: 52 mins Quiz: 75 mins
Module 3: Pregnancy and Vaccination	588 mins
Brief description: This advanced module covers maternal immunization strategies, including pregnancy-specific vaccination recommendations, safety considerations, and evidence-based counseling approaches. Learn about WHO-recommended vaccines, dual protection mechanisms, barrier identification, and family engagement strategies. Apply communication frameworks specifically designed for pregnant women and implement integrated antenatal care approaches that protect both mothers and infants while building vaccination confidence.	Reading: 270 mins Presentation: 190 mins Video: 53 mins Quiz: 75 mins
Module 4: Equitable Access and Reaching Underserved Populations	531 mins
Brief description: This module focuses on equity-immunization programming, covering vulnerable populations identification, tailored outreach strategies, and community-based monitoring systems. Learn about mobile vaccination approaches, RED strategy implementation, population mapping techniques, barrier analysis, and evidence-based program adaptation necessary to achieve equitable vaccination coverage and effectively reach zero-dose children and marginalized communities.	Reading: 260 mins Presentation: 170 mins Video: 26 mins Quiz: 75 mins
Module 5: Monitoring, Vaccine Safety, and Crisis Communication	532 mins
Brief description: This comprehensive module covers AEFI recognition and management, crisis communication protocols, and systematic safety monitoring approaches. Learn vaccine safety fundamentals, adverse event reporting, rumor control strategies, and digital surveillance tools. Apply investigation frameworks, develop rapid response capabilities, and master stakeholder communication during safety events while maintaining vaccination program integrity and community trust.	Reading: 270 mins Presentation: 165 mins Video: 22 mins Quiz: 75 mins

Rate Your Course Experience	00:03:00
Total time	47:11:00
CPD Credit	3.7 Credit

The Credit Assessment Considers

- **The concentrated nature of the course content:** The CHW curriculum delivers comprehensive coverage of immunization program support through five detailed modules, each building upon foundational knowledge. The content provides extensive practical information on communication strategies, equity programming, maternal vaccination, and safety monitoring aligned with WHO and GAVI frameworks.
- **The high-level, professional audience it targets:** The course is specifically designed for Community Health Workers, public health practitioners, and immunization program staff with existing community health backgrounds. The material assumes prior basic health knowledge while developing specialized expertise in immunization program support and community engagement.
- **The depth of technical content:** The course covers sophisticated topics, including evidence-based communication frameworks, community-based monitoring systems, maternal immunization protocols, equity programming methodologies, and crisis management strategies. Each module integrates complex behavioral concepts with systematic public health approaches.
- **The practical application requirements:** Participants must develop competency in communication techniques, community mapping tools, vulnerability assessment frameworks, and evidence-based outreach protocols. The course prepares professionals to implement these skills in real-world community health settings.
- **The assumption that learners will engage in additional self-study and reflection:** The curriculum design includes substantial independent review of WHO/GAVI protocols, community engagement practice, and learning application to local contexts beyond the direct instruction time.
- **Standard practices in continuing education for health professionals:** The credit allocation follows established CPD frameworks for specialized community health training, particularly for concentrated courses delivering technical competencies in immunization program support. This credit hour allocation aligns with typical professional development modules in community health and immunization programming. It provides a substantial learning experience while remaining manageable for Community Health Workers who need to integrate this specialized knowledge into their practice.

Target Audience

This course is designed for:

- Healthcare professionals working in vaccination programs
- Public health practitioners and immunization coordinators
- Healthcare administrators and decision-makers
- AI and digital health enthusiasts in medical settings
- Medical educators and trainers involved in healthcare innovation

Modality

The course is delivered through our online learning platform, offering an asynchronous learning experience. Course materials include:

- **Comprehensive reading materials:** Detailed content covering key concepts, evidence-based frameworks, and practical applications aligned with WHO and GAVI guidelines.
- **Interactive PowerPoint presentations:** Visual summaries of main concepts with graphics, case studies, and data visualization supporting community health practice.
- **Engaging video presentations:** Expert narration providing in-depth explanation of communication techniques, equity strategies, and safety protocols.
- **Knowledge-check quizzes:** Regular assessments with 25 multiple-choice questions per module to reinforce learning and check understanding of critical immunization concepts and practical applications

Participants are encouraged to follow the suggested study sequence to understand the course content comprehensively.

For more information click here: <https://www.cima.care/health-academy>