



Government of Western Australia  
WA Country Health Service



# Reverse the trend in childhood immunisation coverage for country WA

13/11/2024

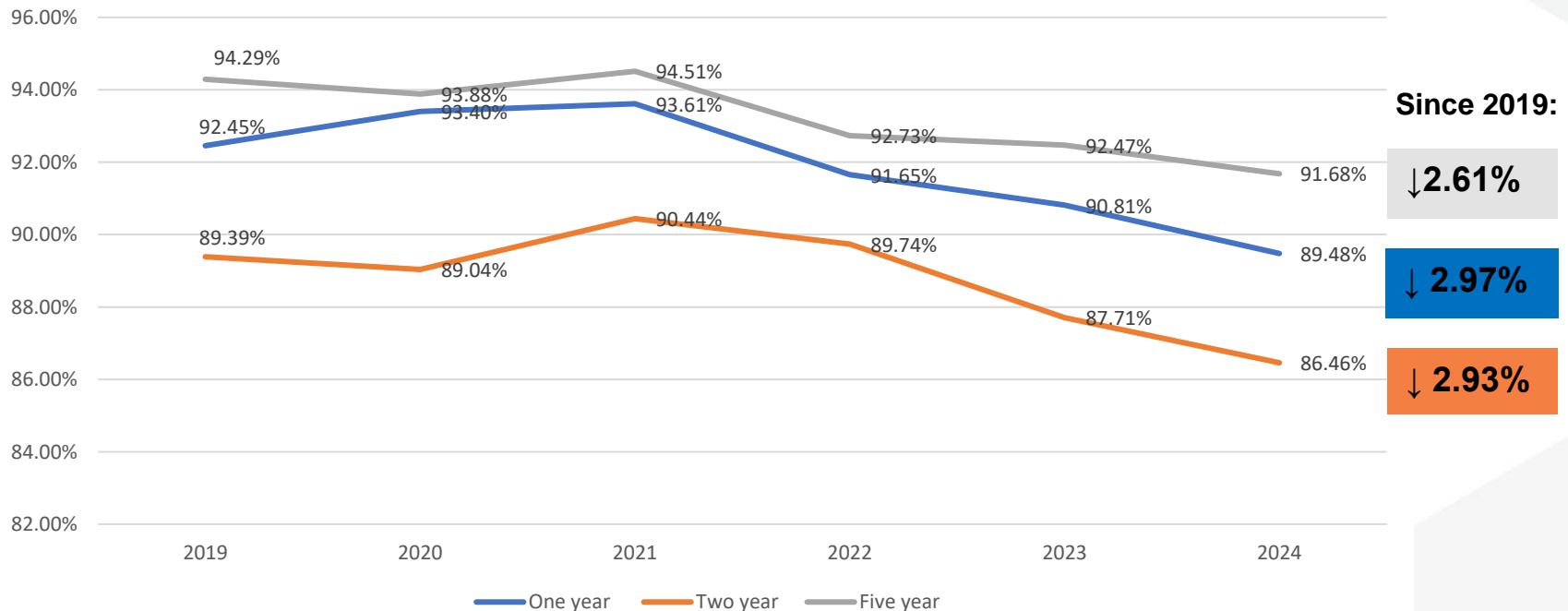
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# PROBLEM STATEMENT

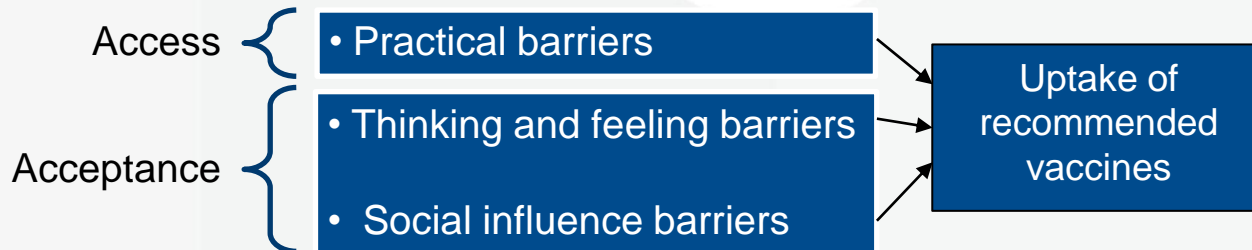
Childhood Immunisation coverage rates in country WA are consistently below the 95 per cent required for herd immunity.

Country WA Childhood Immunisation – all children





# WHAT'S CAUSING THIS?



Practical barriers impacting immunisation are often exacerbated for families living in Regional, Rural, Remote and Very Remote areas across Country WA

**Source:** J Kaufman et al. Development and validation of the Vaccine Barriers Assessment Tool for identifying drivers of under-vaccination in children under five years in Australia. *Hum Vaccin Immunother*; 2024



# HOW DO WE REVERSE THIS TREND?

1. **Engage country WA families** in messages that appeal to their core values by designing and disseminating Values-Based messages.
2. **Educate country WA families through conversations** with Immunisation providers skilled in Motivational Interviewing who apply the SKAI principles.
3. **Ease access by sending country WA families text reminders** when their child is due and overdue for immunisations and link them to their local service provider.



1



2



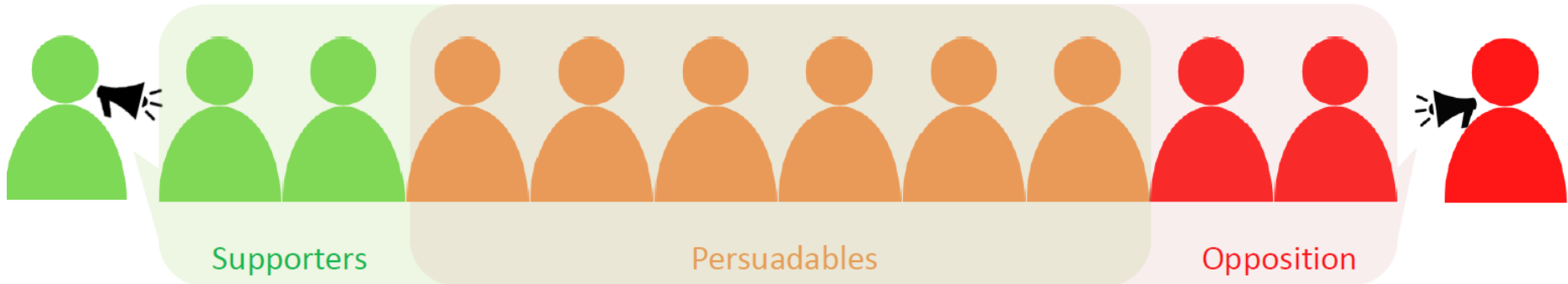
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# 1. ENGAGE IN VALUES-BASED MESSAGES

ADVOCATES (that's us)

OPPONENTS



A framing contest. Over time, persuadables tend to believe what they hear the most frequently and most persuasively.



# 1. ENGAGE IN VALUES-BASED MESSAGES

## Vision

### **Benevolence:**

- Care and protection of a child

### **Universalism:**

- Healthy Country Kids
- Maintain culture for future generations

### **Self-direction:**

- *"I'm choosing to follow the schedule"*

## Barrier

- Access / timeliness
- Forgetting to immunise / book appointments
- Seeking to alter the schedule
- Lack of awareness of the WA immunisation schedule

*Example: 'Every Immunisation Matters'*

## Action

- Follow the WA Immunisation Schedule
- Access your local clinic
- Book an appointment
- **Include:** QR code, website, phone number

*Example: 'Find out why' 'Find out where'*





Imagery / Value Statement / Action  
to be customised per region  
and target audience

**Nina, 22**

Karratha Local

**To protect my  
child from illness,  
every  
immunisation  
matters.**

Background would be  
region specific landscapes

Vision

Barrier

Action

Find out  
why:



Draft  
Concept

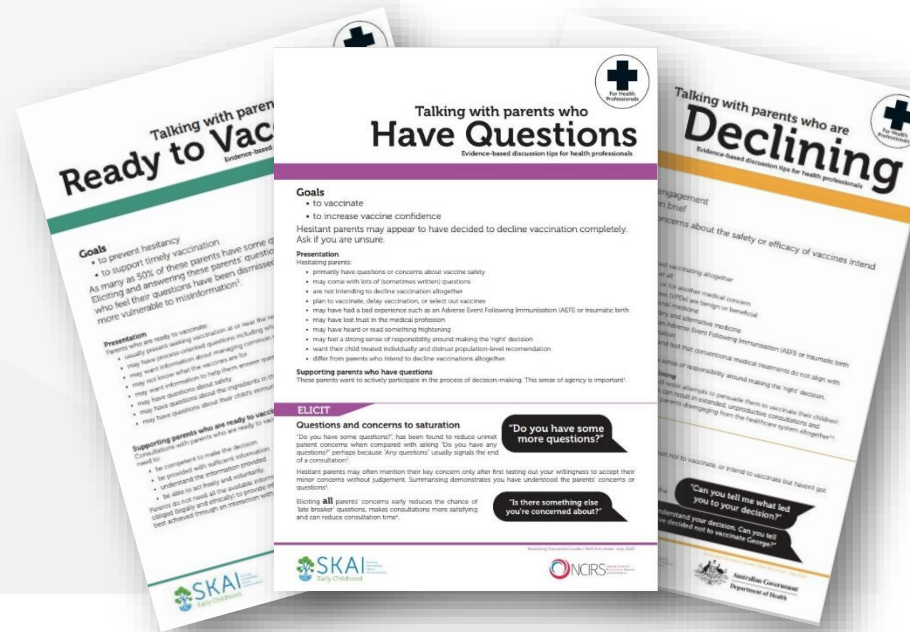
**EVERY  
IMMUNISATION  
MATTERS**



## 2. EDUCATE THROUGH CONVERSATIONS

- Upskill WACHS Immunisation providers in Motivational Interviewing so they can confidently follow the **Sharing Knowledge About Immunisation (SKAI)** guides for families who:

- are **Ready to Vaccinate**
- Have **Questions**
- are **Declining**

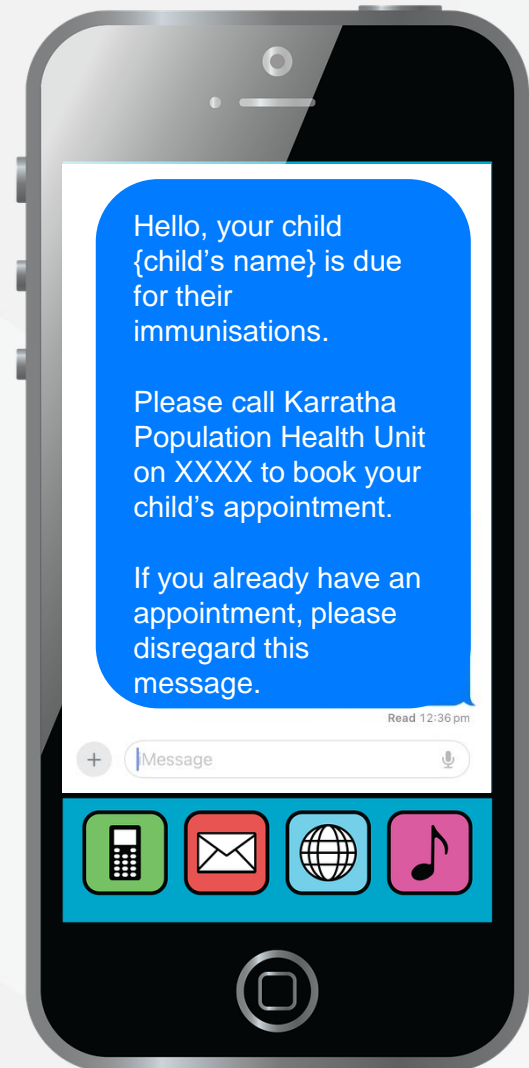






## 3. EASE ACCESS BY SENDING TEXT REMINDERS

- Reinforce ease of access and minimise perceived cost of time and money.
- Through automated pre-call recall systems, we will:
  1. Let families know when their child is due for immunisation.
  2. Remind families when their child is overdue for immunisation.
  3. Connect families to their local immunisation provider.





1

# ENGAGE



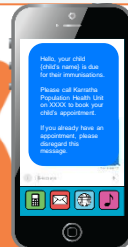
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# EDUCATE



3

# EASE







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A photograph of a young child with blonde hair, wearing a dark blue jacket and blue boots, crouching on a dirt path in a field of tall yellow flowers. The path is made of reddish-brown soil and leads into the distance. The sky is clear and blue.

**DO YOU HAVE SOME QUESTIONS?**