

Global Immunization Action Network Team (GIANT)

DATA FOCUS

In looking at the circumstances in any region with regards to vaccine use and the public health needs that are presented, one must first gather data points, indicators, disease information and any behavioral information including vaccine hesitancy survey data if available. Public Health agencies will have data on vaccine use that they monitor in their clinics but also health insurance entities will have claims data on vaccine use they have paid for. In developing educational materials, radio, TV public service announcements, posters and live speaking forums at schools, birthing, prenatal care and family planning activities, levels of literacy, these details are essential in providing the right messaging. Here are examples of the questions the data yields that is useful: This is not a complete list and other indicators, measures, assessments, and information can be extrapolated to provide a real analysis.

Personal Views

- A) Breakdown of age, gender in a demographic.
- B) When surveying finding out who is favorable to vaccines and who has fears or hesitancy to vaccines.
- C) Who has strong views against vaccines?
- D) What or who people are influenced by?
- E) What degree social media has on their health and wellness decisions?
- F) Why people make lifestyle decisions about their eating, activities, and recreation.
- G) How people perceive their mental health status.
- H) Is a person self-determined or a follower?
- I) What attributes to people perceive and acknowledge as an “authority” or “opinion leader”?
- J) Does one’s religious or spiritual beliefs influence their health and wellness decisions?
- K) Do they think more about the health of their family than their own health?
- L) Do they see a doctor regularly, seldom, only in an emergency or almost never?
- M) What is the status of their physical health?
- N) Do they have one or more chronic conditions?
- O) What are their views about death, suffering and pain?
- P) Do they have a fear of doctors or medicine?

- Q) Do they have transportation challenges?
- R) Do they have economic barriers to accessing healthcare?
- S) Do they have other beliefs or practices as an alternative to modern medicine?
- T) Are they illiterate or uninformed about pathways to wellness?
- U) Is there a lack of education or information resources?
- V) Do they have access to TV, Radio, Newspapers, or internet?
- W) Are they disabled?
- X) Are they too busy?
- Y) Do they lack motivation or are they depressed?
- Z) Are they afraid of stigma?

Comparative Studies

- 1) Has the rate of chronic disease increased in recent years?
- 2) Has the rate of immunizations increased or declined in the region in recent years?
- 3) What impact did Covid-19 have on common immunizations in the region?
- 4) How is public health information conveyed to the public in the region? Word of mouth, posters, radio, TV, Internet, Newspapers, public meetings, clubs, doctor, schools?
- 5) Is there a presence of information that relays a mindset of opposition to immunizations in general? If so, is there a direct correlation to a decline in immunizations in the region?
- 6) Is having a disease, being sick or not well discouraged or penalized?
- 7) Are there outbreaks of diseases that normally were prevented by vaccines in a region?
- 8) How are medical resources and health education delivered in a region?
Government, private doctors, NGO's, hospitals, clinics, public health resources, etc.?