



Getting Vaccines into arms

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Challenges of vaccination in Lao PDR

1. Hard to reach –
 - Diverse landscape - Difficult access
 - Elderly and handicapped people are not vaccinated because they could not mobilize to vaccination sites





2. Vaccine hesitancy

- Fear of side effect:
 - Elderly and people with underlying health conditions are hesitating because the fear of side effect
 - Ethnic minorities in Lao refuse to get the second dose of vaccines because the fear of minor side effects from the 1st dose
- Low risk perception
 - Some elderly says there is no need to vaccinate because they only stay home and will not get infected by COVID



Strategies deployed

- Focus on micro-planning for hard-to-reach areas
- House to house vaccination to ensure all elderly and handicapped population are covered
- Community engagement at the local level.
- Enhance communication and tailored messages for elderly, and hesitant group



Logos of various organizations including the Ministry of Health, Lao PDR, and the World Health Organization Representative Office for Lao PDR.

Why People with Underlying Health Conditions Should Get Vaccinated Against COVID-19

Hospitalisations and deaths are significantly higher among COVID-19 patients with underlying health conditions

What does the COVID-19 vaccine do?

- Helps prevent COVID-19 by triggering immune response
- Lowers the risk of transmitting the virus to others once you are infected
- The approved vaccines are safe and highly effective against severe illness and death caused by COVID-19, including Delta variant



COVID-19 Vaccine Communications



Risk Communication and Community Engagement (RCCE)

- CCEH, NIP and LFND, in partnership with UNICEF and in close collaboration with WHO, facilitated RCCE briefings with central, provincial and district level representatives of CCEH and LFND for strengthening and streamlining existing RCCE activities across Lao PDR.
- CCEH, in collaboration with UNICEF and WHO has developed an online community engagement repository for convenience of leveraging the COVID-19 efforts on-ground.

Media Engagement

- Conducted media briefings for sharing COVID-19 vaccination updates and key messages with key national and regional media outlets.
- Conducted panel discussion between health/ vaccination experts and key media representatives.
- More briefings and panel discussions are being planned in 2022.



COVID-19 Vaccine Communications



Content and Materials

- Launched #VaccinateLaos campaign with support from UNICEF and WHO for online and offline community engagement.
- Various interactive and engagement communication materials aimed at social and behavior change communication (SBCC) have been developed and are being developed.
- Communication is aimed at addressing vaccine hesitancy, reiterating CABs, increasing COVID-19 vaccination uptake and building trust in safety and effectiveness in COVID-19 vaccines.
- Lao versions of flipcharts are being dispatched to all provinces. Job aids to support facilitators have also been developed. Posters around various aspects of COVID-19 have also been developed.
- Audio and video of the COVID-19 song produced with Lao National singer Ms. Aluna. Produced videos under #VaccinateLaos campaign using mix of graphics and human stories. Produced audio spots in local languages.
- More materials such as animation videos, posters, danglers, audio jingles are under production currently.

