

**Title of Intervention:** Second National Health Week (SNHW) in Mexico City

**Intervention Strategies Used:** Campaigns and Promotions, Individual Education, Environments and Policies, Group Education

**Purpose of the Intervention:** To increase immunization rates using communication and vaccine promotion activities

**Population:** Mothers with at least one child under five years old

**Setting:** Metropolitan Mexico City; community-based, health care facility-based, home-based

**Partners:** Mexican Ministry of Health (MOH), National Vaccination Council (CONAVA).

**Intervention Description:**

- Campaigns and Promotions: Mass media messages based on child songs or slogans promoted immunization activities by radio and television. TV messages used cartoons or animated clay figures. Posters, flyers, newspaper ads and announcements were also used.
- Individual Education: Nurses and volunteers went from house to house to inform and invite mothers to immunize their children.
- Environments and Policies: Small health posts were temporarily set up at central points in the community. Public health facilities provided 6 different vaccines for free during a one-week immunization campaign.
- Group Education: Healthcare workers and volunteers talked to the community about the importance of immunizing children.

**Theory:** None mentioned

**Resources Required:**

- Staff/Volunteers: Healthcare workers and volunteers, media developers
- Training: Interviewers were trained to administer standardized questionnaires to mothers
- Technology: Computer, printer
- Space: Space for immunization activities
- Budget: Not mentioned
- Intervention: Materials for posters and flyers, space for immunization activities, media time for announcements and promotions
- Evaluation: Questionnaires

**Evaluation:**

- Design: Cohort, post-test only
- Methods and Measures:
  - Mothers were interviewed to collect information on the effectiveness of the immunization campaign including knowledge, comprehension, awareness and motivation

**Outcomes:**

- Short Term Impact: There was an overall increase in knowledge among mothers. Older mothers were more aware about the need to immunize than younger mothers. Aware mothers had a favorable opinion of the messages that were delivered by the campaign.
- Long Term Impact: Aware mothers were more likely to have their child vaccinated. Infant immunization rates increased following the campaign.

**Maintenance:** Not mentioned

**Lessons Learned:** The design of health promotion messages must be effective and must be incorporated into local cultural patterns. Message design must be based on further formative research and focus-group type activities. These messages must also be tailored to continue the trend toward proactive approaches to

preventive health care. Messages should include full information and avoid creating a situation of over-expectations. In short, programs should create "active demand" for services.

**Citation(s):**

Perez-Cuevas, R., H. Reyes, et al. (1999). "Immunization promotion activities: are they effective in encouraging mothers to immunize their children?" *Soc Sci Med* 49(7): 921-32.