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Increasing Immunization in Low- and Middle-Income Countries

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For the public health sector, the rollout of COVID-19 vaccines presents new challenges—a rapid timeline, targeting of adults, and, given limited initial supply, prioritization of high-risk populations. It also presents well-known challenges in building acceptance and achieving high uptake. Research on these challenges in the context of childhood immunization has shed light on the barriers and enablers to vaccination, as well as effective demand-generation strategies to improve acceptance and uptake. While new information will emerge over time, evidence from decades of global efforts to immunize children offers important lessons to inform COVID-19 vaccination rollouts. In this brief, Innovations for Poverty Action's Path-to-Scale Research team has compiled evidence from demand-side interventions to increase vaccination in low and middle-income countries (LMICs) to help inform COVID-19 vaccination programming.

Based on the research, the following are key lessons to consider:

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|  | Mobile phone reminders may improve coverage and timeliness of vaccination.  |  | Financial incentives— <i>independent of other interventions</i> —have demonstrated mixed impacts on vaccination, while <i>in-kind</i> incentives may improve coverage and timeliness. |
|  | Vaccine promotion and education may improve the coverage of some vaccines.  |  | Social incentives that allow individuals to signal vaccination status may improve acceptance and uptake.  |
|  | Socially embedded education interventions may be particularly effective for introducing new vaccines and in contexts with misconceptions about vaccination. |  |   |

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