Introduction

In Côte d’Ivoire, a public-private partnership called M-Vaccin planned to use mobile technology to improve vaccine coverage in 50 health districts across the country. The French telecommunications company Orange, in collaboration with Gavi, the Ministry of Health and VillageReach, customized an application that uses text and voice messaging to inform caregivers about the importance of vaccination and send appointment reminders in local languages. The application also enables health workers to capture data from the communities they serve—allowing them to create personalized immunization schedules for each family to reduce the number of dropouts.

Problem

A 2016 review conducted by the EPI team in Côte d’Ivoire revealed that the lack of information among families on the importance of routine vaccination, vaccine schedules or the services available to them is one of the highest contributors to incomplete or non-vaccination. These results were backed by the baseline study conducted by VillageReach in early 2019, which validated the low levels of awareness on vaccine schedules.
Project objectives

*Over the course of five years, M-Vaccin aims to:*

- Improve health equity by connecting caregivers that are harder to reach with information and services
- Increase demand for vaccination services
- Contribute to improved data for better quality of care in health facilities
- Support communication between health professionals and parents
- Reduce time health workers spend on administrative tasks to allow for more time spent with patients
- Improve immunization coverage in the 50 targeted health districts by 2023

Looking ahead

The transition of M-Vaccin to government after 2023 was taken into consideration since the initiation and planning phase. VillageReach is supporting the government in taking key steps towards having full ownership of the solution after the project duration ends. To ensure sustainability, the team has also developed costing models to forecast the financing needs to run the solution after the project ends, to ascertain its affordability to the government. At this stage, the country used the M-Vaccin solution costing to develop an operational budget for the period 2019 – 2021.