

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.



COVID-19 Vaccination Risk Communication and Community Engagement

Gendered Barriers and Opportunities

Beverly Lorraine C. Ho, MD, MPH
Concurrent Director IV

Health Promotion Bureau and Disease Prevention & Control Bureau



(Speaker's Reference)

KEY MESSAGES

1. **PH is among countries with relatively high gender parity.** Despite this, continued gender-responsive interventions are needed to continue closing the gap, including in health outcomes and COVID vaccination.
2. **Gender norms present barriers and opportunities** to improve vaccine willingness. Making sure that RCCE plans account for these factors can drive the vaccination to be equitable.
3. Ensuring equitable coverage entails not only health protection, but also **social protection** for women to participate fully in the family and the economy.



Global Gender Gap Report 2021

Source: World Economic Forum

1	Iceland
2	Finland
3	Norway
4	New Zealand
5	Sweden
6	Namibia
7	Rwanda
8	Lithuania
9	Ireland
10	Switzerland
11	Germany
12	Nicaragua
13	Belgium
14	Spain
15	Costa Rica
16	France
17	Philippines
18	South Africa
19	Serbia
20	Latvia

The Philippines has achieved **greater gender parity** relative to other countries.

The 2021 Global Gender Gap Report ranks shows the Philippines occupies the following positions:

- ✓ **Top 17** in the overall global ranking
- ✓ **Top 2** in the overall ranking in the East and Asia Pacific region, behind New Zealand
- ✓ **Top 18** in Economic Participation and Opportunity
- ✓ **Top 33** in Political Empowerment
- ✓ **Top 34** in Health & Survival
- ✓ **Top 39** in Educational Attainment





However, the onset of the **COVID-19 pandemic** may have brought about specific gendered challenges that **pushed back the achievement of gender parity globally.**

The COVID-19 response needs to account for these challenges to result into equitable health outcomes.



At present, the Philippines has fully inoculated ___ million Filipinos.

Among those vaccinated [insert SADD].



Vaccine hesitancy does not exist in a vacuum, but is largely influenced by individual and social determinants, **including existing gender norms.**

What people think and feel

- Confidence in vaccine benefits
- Confidence in vaccine safety
- Perceived risk-self
- Perceived risk-patients
- Seeing negative information

Social processes

- Influential support vaccination
- Vaccination norms
- Workplace norms
- **Gender norms**
- Decision and travel autonomy
- Trust in vaccine providers
- Confidence in answering questions

Practical issues

- Know where vaccine is available
- Previous uptake of adult vaccination
- Ease of access
- Preferred site
- Availability of on-site vaccination

Motivation

- Intention to get a Covid-19 vaccine
- Willingness to recommend a Covid-19 vaccine

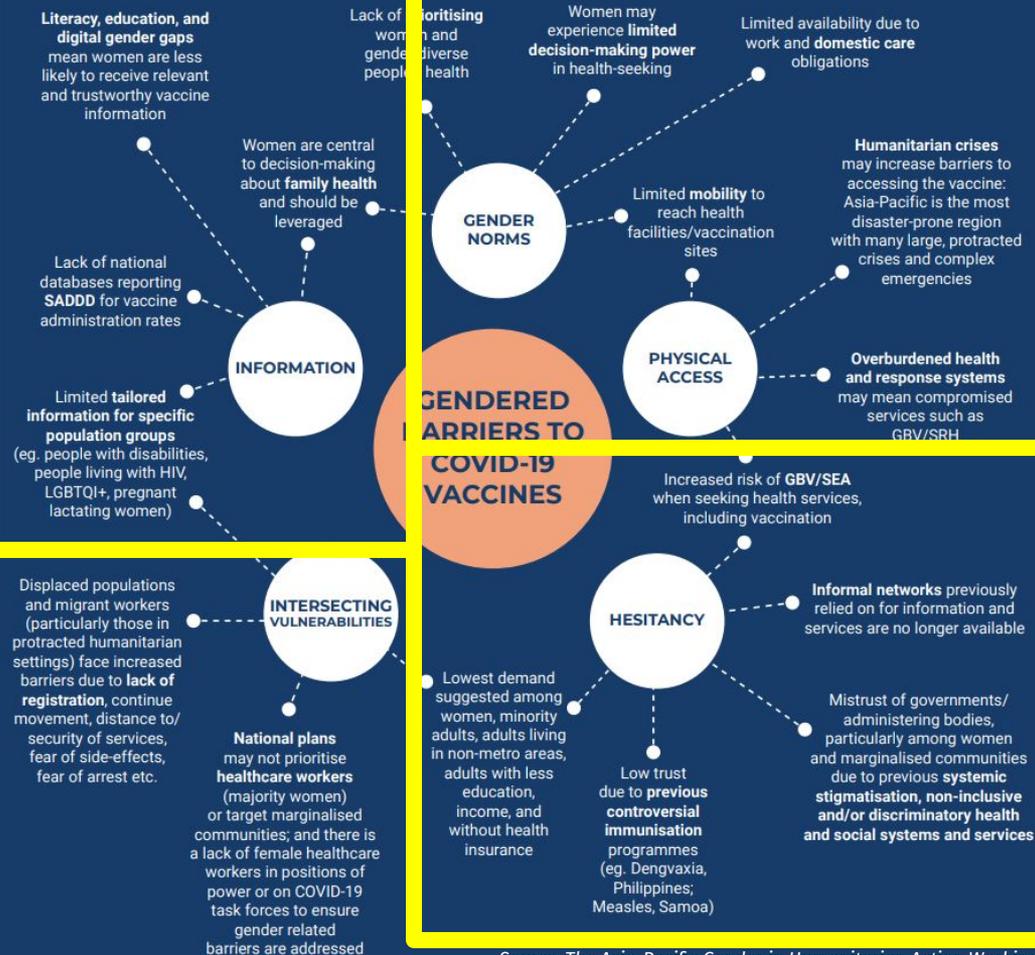
Vaccination

Receives recommended vaccines

A comprehensive RCCE plan requires **gender-responsive interventions** that account for the different needs of men and women to encourage them to choose to get vaccinated.

Gendered factors present barriers and opportunities that can impact the rollout and coverage of COVID-19 vaccines.

GENDERED BARRIERS TO COVID-19 VACCINES



Source: *The Asia-Pacific Gender in Humanitarian Action Working Group, Gender-Based Violence Area of Responsibility, and Voice*

Key Barriers and Opportunities for COVID-19 Vaccination



Barriers

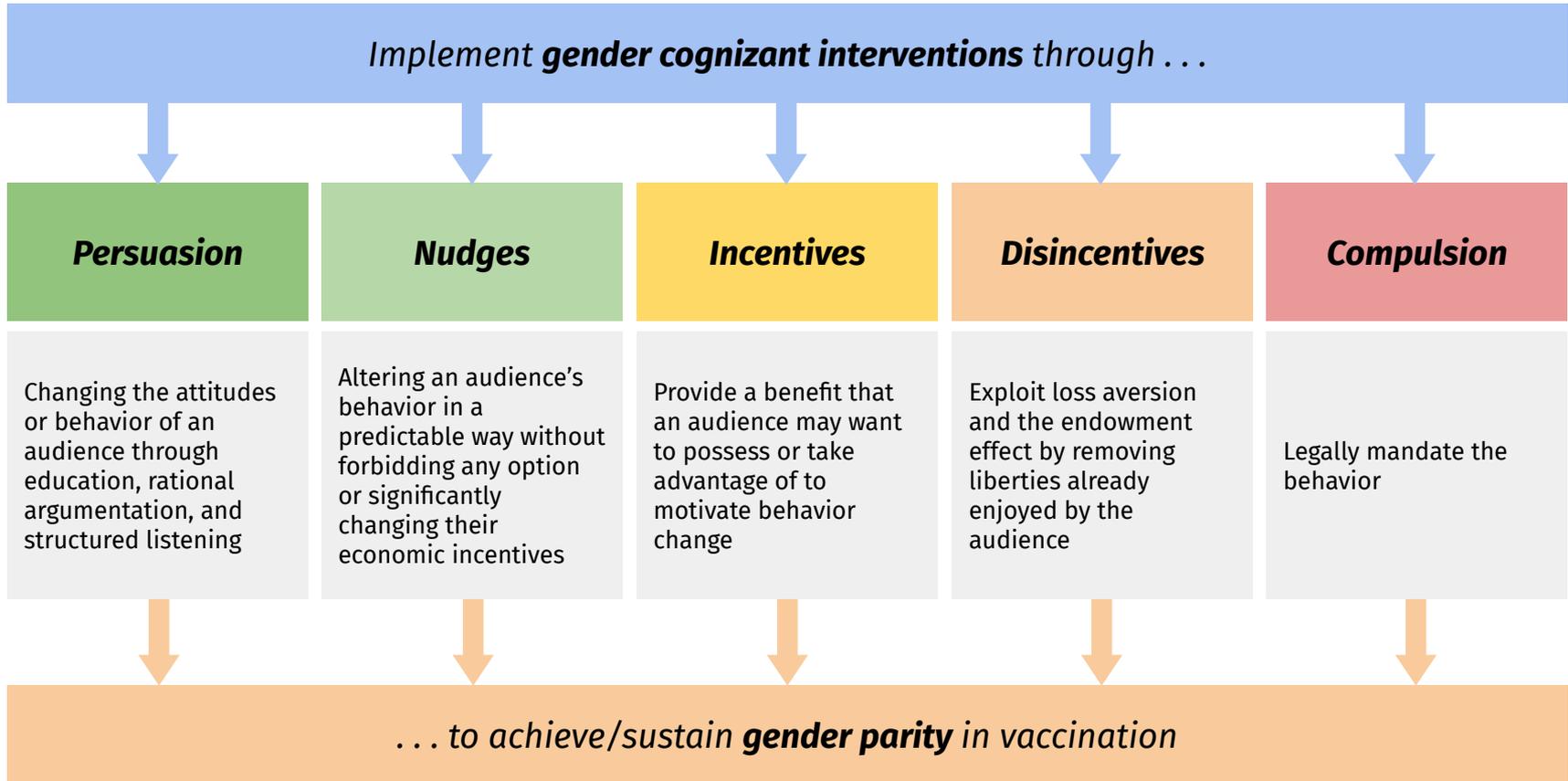
- ➔ Limited mobility due to domestic care obligations
- ➔ Low trust due to previous experiences with vaccination
- ➔ Lack of Sex, Age, and Disability Disaggregated Data (SADDD) for vaccination
- ➔ Limited tailored information



Opportunities

- ➔ Women are key decision makers in family health
- ➔ Women have informal community networks that can be used for advocacy
- ➔ Women are major drivers of the health sector, in the form of leadership and provision of health services

Intervention Ladder for Vaccine Demand Generation according to Restrictiveness



Focusing on
the role of
women can
help increase
vaccine
coverage for
households,
**including the
pediatric
population.**



Women are frequently the **caregivers of their children**, making them influential decision makers in the household regarding the vaccination of their child.



Information drives must **respond to specific information needs** of all genders to ensure that they receive their vaccines at the right time:

- ➔ **Pregnant and lactating women** may be worried about how vaccination can affect their pregnancy and child.
- ➔ Both men and women share worries about how vaccination can lead to **infertility**.

Promoting literacy on sexual and reproductive health is imperative to maintaining trust for the vaccines.

ALAMIN ANG TAMANG IMPORMASYON!

PUWEDE BANG MAGPABAKUNA ANG MGA BUNTIS?

Hindi kasama sa mga pinagbabawalang kumuha ng bakuna ang mga buntis. **Ang mga babaeng buntis ay maaaring kumuha ng bakuna nang may pag-iingat (precaution), bilang limitado ang datos sa mga buntis na kasama sa clinical studies.**

Kung ang isang babaeng buntis ay kabilang sa grupong inirekomendang magpabakuna (halimbawa, healthcare worker), dapat siyang bigyan ng pagkakataong magpabakuna.

Maaaring magpabakuna matapos ang unang tatlong buwan ng pagbubuntis.

TARA SA BIDA BAKUNATION!

RESBAKUNA KASANGGA NG BIDA

Para sa iba pang impormasyon, bumiliha sa: [/officialDOHgov](#) [@DOHgovph](#) [www.doh.gov.ph](#) [DOH Philippines](#)

Is it safe to administer the COVID-19 vaccine during pregnancy?

- ✓ COVID-19 vaccination is recommended for pregnant women.
- ✓ There is no evidence of adverse maternal or fetal effects from vaccinating pregnant individuals with the COVID-19 vaccine.
- ✓ Post-introduction surveillance data have not shown harmful effects in pregnancy.

1. Update on WHO interim recommendations on COVID-19 vaccination of pregnant women and lactating women, June 2, 2021
2. ACOG Practice Advisory (2020) "Prenatal Considerations for Obstetric Emergencies: Case, March 3, 2022"

zoom



COVID-19 vaccine information must come from trusted information sources.

ON THE ADMINISTRATION OF COVID-19 VACCINES TO PREGNANT WOMEN

“
Is it safe to administer the COVID-19 vaccine during pregnancy? COVID-19 vaccination is recommended for pregnant women. There is no evidence of adverse maternal or fetal effects from vaccinating pregnant individuals with the COVID-19 vaccine.

Post-introduction surveillance data have not shown harmful effects in pregnancy.”

DR. MARIA LORENA SANTOS
Fellow, Philippine Obstetrical and Gynecological Society

f OfficialDOHgov @DOHgovph doh.govph (02) 894-COVID / 1555



The presence of women as a majority of the health care workers in the country as well as key decision makers in the vaccine rollout presents **an opportunity** to provide sources of information that women can trust.





Women that bear the brunt of domestic work and elderly and bed-ridden women require tailored interventions.

Nudges that make vaccines accessible facilitate the vaccination of women.

Women with past experiences of gender-based violence must also be **given a safe space** for vaccination.

This is to address the fears of survivors of GBV of **potential discrimination** in vaccination sites.

UP helps consortium vaccinate the homeless

Anna Regidor – Diliman Information Office
December 17, 2021 | UPDate Online > Extension



Photo taken by Jefferson Villacruz of the UP Diliman Information Office

Some 600 individuals from at-risk populations such as the homeless and survivors of gender-based violence and sexual exploitation returned to the UP Diliman (UPD) College of Human Kinetics (CHK) vaccination site on Oct. 22 and 23 for their second dose of COVID-19 vaccine.



ABOVE THE LINE MATERIALS

INFORMATIONAL

PANALO ANG PROTEKSYON SA **GOOD VENTILATION!**



Alamin ang kahalagahan ng maayos na bentilasyon kontra COVID-19

RESBAKUNA
ALTERNATIBONG PARAAN

[/officialDOHgov](#) [@DOHgovph](#) [www.doh.gov.ph](#) [DOH Philippines](#)

EDUCATIONAL

RESBAKUNA
ALTERNATIBONG PARAAN

NALILITO SA PROTEKSYONG BIGAY NG BOOSTER SHOT KONTRA COVID-19?



Narito ang mga alternatibong paraan para mas madali itong maintindihan!

[/officialDOHgov](#) [@DOHgovph](#) [www.doh.gov.ph](#) [DOH Philippines](#)

MOTIVATIONAL



JESSICA VILLADIEGO
COLLEGE STUDENT
22 YEARS OLD

So, yung experience ko po ng COVID, very ano siya

KUWENTONG
RESBAKUNA

BELOW-THE-LINE PRODUCTS & ACTIVITIES

PLAYBOOKS

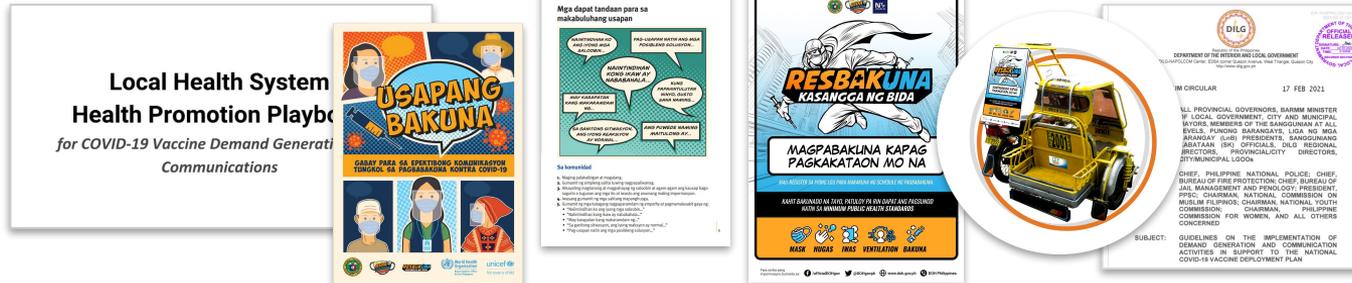
- DGC Playbook for LGUs
- Equity playbook for LGUs

CAPACITY BUILDING

- Media Practitioners
- Usapang Bakuna booklet for HEPOs
- Community-level communicators

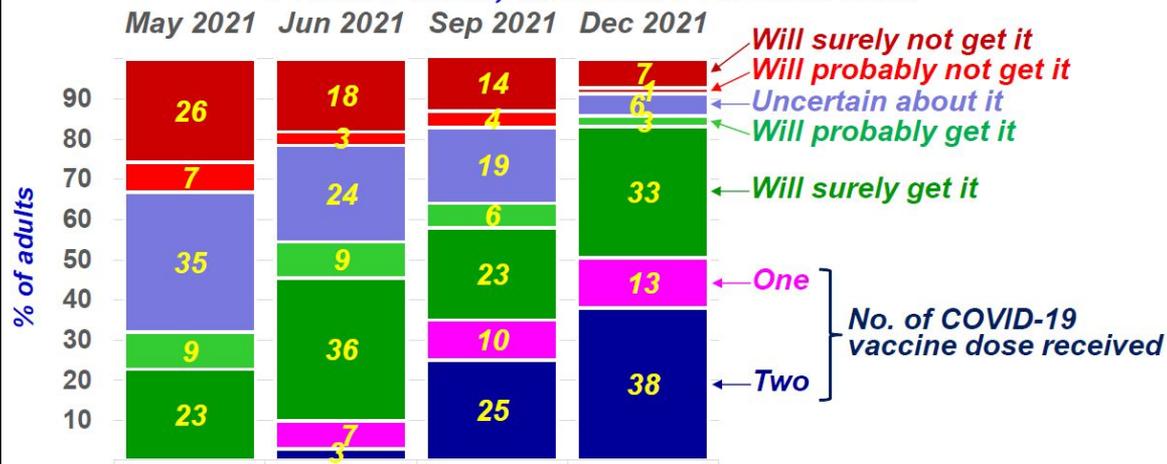
OOH & VAX SITE MATERIALS

- Forms, FAQs for vax sites
- National Vaccination Days
- Sector-specific mobilization thru partner agencies and CSOs



TRENDS ON WILLINGNESS TO RECEIVE COVID-19 VACCINE

ADULTS REPORTING TO HAVE RECEIVED COVID-19 VACCINE, AND WILLINGNESS TO BE VACCINATED: PHILIPPINES, MAY 2021 TO DEC 2021



Note: Figures may not add up due to rounding error. Blank spaces are non-responses.

Q: Kung may pagkakataon kayong bigyan ng libheng bakuna na makakapigil sa COVID-19 na aprubado ng Food and Drug Administration o FDA, kayo ba ay... (SHOWCARD: Siguradong magpapabakuna; Malamang na magpapabakuna; Hindi tiyak kung magpapabakuna o hindi; Malamang hindi magpapabakuna; Siguradong hindi magpapabakuna. VOLUNTEERED, NOT IN SHOWCARD: Nabakunahan na ng first dose; Nabakunahan na ng second dose)?



National COVID-19 Case Bulletin

March 28, 2022

Official DOHgov
@DOHgovph

Healthcare Utilization

(as of March 27, 2022)



16.7%

Non-ICU Bed Utilization

4,613 out of 27,547
non-ICU beds used



15.1%

ICU Bed Utilization

484 out of 3,204
ICU beds used



758

Severe and Critical Admissions

11.9% of total
COVID-19 admissions

Vaccination Accomplishment

(as of March 27, 2022)



% Coverage of
Target Population*

72.93%



% Coverage of
Target A2 Population**

75.56%

Fully Vaccinated Individuals

65,640,834

+833,088 vaccinated on Mar 21 to Mar 27

Individuals with Booster/Additional Dose

11,825,403

+294,675 vaccinated on Mar 21 to Mar 27

How can we move forward towards a gender equitable COVID-19 vaccination rollout?

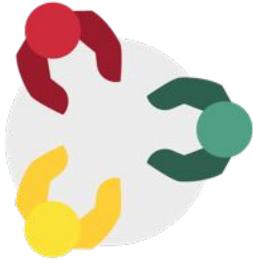


We must continue our efforts to **close the gap** between the vaccination of men and women

- ✓ Collect **sex and age disaggregated** data in the national and local level
- ✓ Identify and **address the sources of fears, hesitancies, and barriers** to access of persons of different genders
- ✓ **Allocate resources** for gender-responsive RCCE interventions
- ✓ **Capacitate communicators** to respond to gender-specific concerns
- ✓ **Mobilize partners** to reach women and elderly who cannot reach vax sites
- ✓ **Choose the right communicators and multiply champions** of women's health



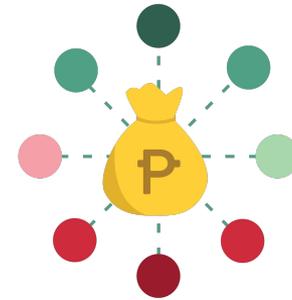
Closing the Gender Gap



Identify and **address the sources of fears, hesitations, and barriers** to access of persons of different genders



Collect **sex and age disaggregated data** in the national and local level



Allocate resources for gender-responsive demand generation & communications

Closing the Gender Gap



Capacitate communicators to respond to gender-specific concerns



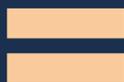
Mobilize partners to reach women and elderly who cannot reach vax sites



Choose the right communicators and multiply champions of women's health

Closing the Gender Gap

Protection of health
from COVID-19 vaccines



Social protection of all genders
from burdens of the pandemic

Closing the social, political, and economic gap between genders is predicated on **improving parity in health, including COVID-19 vaccination.**





**Our fight against COVID-19
is not over.**

*Let us continue to protect every
Filipino towards a Healthy Pilipinas.*



Department of Health