



DRIVE Demand Tanzania: Accelerating Vaccination Demand Planning and Generation with Digital Tools

The COVID-19 pandemic has challenged immunization programs around the world. Recent data indicate that both structural and behavioral challenges to generating vaccine demand will continue to hinder vaccination uptake among many populations. To help accelerate COVID-19 vaccination campaigns, catch young children up on missed routine immunizations, and vaccinate “zero-dose babies” born during the pandemic, many governments have introduced or expanded the use of digital health tools in their immunization and health systems. Digital tools and approaches can provide critical data to aid public health authorities in their overall immunization microplanning and response. Global support for the use of standardized digital tools to generate vaccine demand and promote equitable vaccine delivery, for both COVID-19 vaccines and routine immunizations, demonstrates the buy-in and momentum behind this approach. Digital tools are not the singular answer, but they are a critical part of a broader solution for real health impact to save lives.

About the DRIVE Demand project

Digital Square and The Rockefeller Foundation launched the **Digital Results Improve Vaccine Equity and Demand** (DRIVE Demand) project in June 2022, with the ultimate goal to increase vaccine demand and acceptance rates in six countries. By driving demand for COVID-19 vaccination awareness, acceptance, and activation, the project aims to increase overall vaccine uptake while strengthening broader routine immunization programs for long-term sustainability. DRIVE Demand is guided by The Rockefeller Foundation’s Global Vaccine Initiative’s approach to supporting iterative, country-driven efforts to increase demand for vaccination. This approach simultaneously addresses barriers to vaccination—such as access, trust, and information—that have been consistently underestimated and misunderstood, while leveraging digital and data tools to drive more effective and proactive vaccine interventions.

As a global project, DRIVE Demand has three key objectives:

1. Strengthen country adaptations of globally recognized, standards-based digital systems to increase COVID-19 vaccine demand, delivery, and uptake, while also targeting routine immunization more broadly.
2. Foster social and behavior change by conducting research and related impact evaluation studies at the country level; synthesizing findings per country; and documenting and sharing cross-cutting findings to mitigate vaccine hesitancy and drive demand, both for COVID-19 and routine vaccinations.
3. Monitor, evaluate, and analyze the findings to develop an evidence base of hyperlocal best practices around COVID-19 vaccination awareness, acceptance, and activation to be shared to foster scale.

DRIVE Demand activities in Tanzania

With investment from The Rockefeller Foundation and in partnership with the Ministry of Health, Community Development, Gender, Elderly, and Children, Digital Square will support the integration and harmonization of existing immunization systems in Tanzania. Short message service (SMS) functionality in the Tanzania Immunization Registry is essential for national patient outreach. DRIVE Demand will facilitate conversations with telecommunication companies to establish a sustainable business model.

To accompany the enabled SMS messaging, DRIVE Demand will conduct social behavior change communication research to explore best practices for disseminating accurate, relevant, and timely messages. Lastly, in coordination with the German Agency for International Cooperation, DRIVE Demand will strengthen the vaccine supply chain system by supporting its software enhancement, testing, and documentation of implemented software changes to efficiently manage the country's vaccine inventory.



Digital Square's role

Digital Square is a multi-donor co-investment mechanism established by USAID and managed by PATH to coordinate funding of proven digital health solutions for global health impact. As the key implementer of the DRIVE Demand project, Digital Square will harness its experience in coordination, collaboration, and communication with partners—and experience working via country and regional offices—to increase visibility into how digital tools are being adapted to support COVID-19 vaccination efforts. DRIVE Demand will work closely with the United Nations Children's Fund, the World Health Organization, Gavi, and other health implementing donors and partners across project country geographies.

[1] Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ). <https://www.giz.de/en/html/index.html>.