



DRIVE Demand Thailand: 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

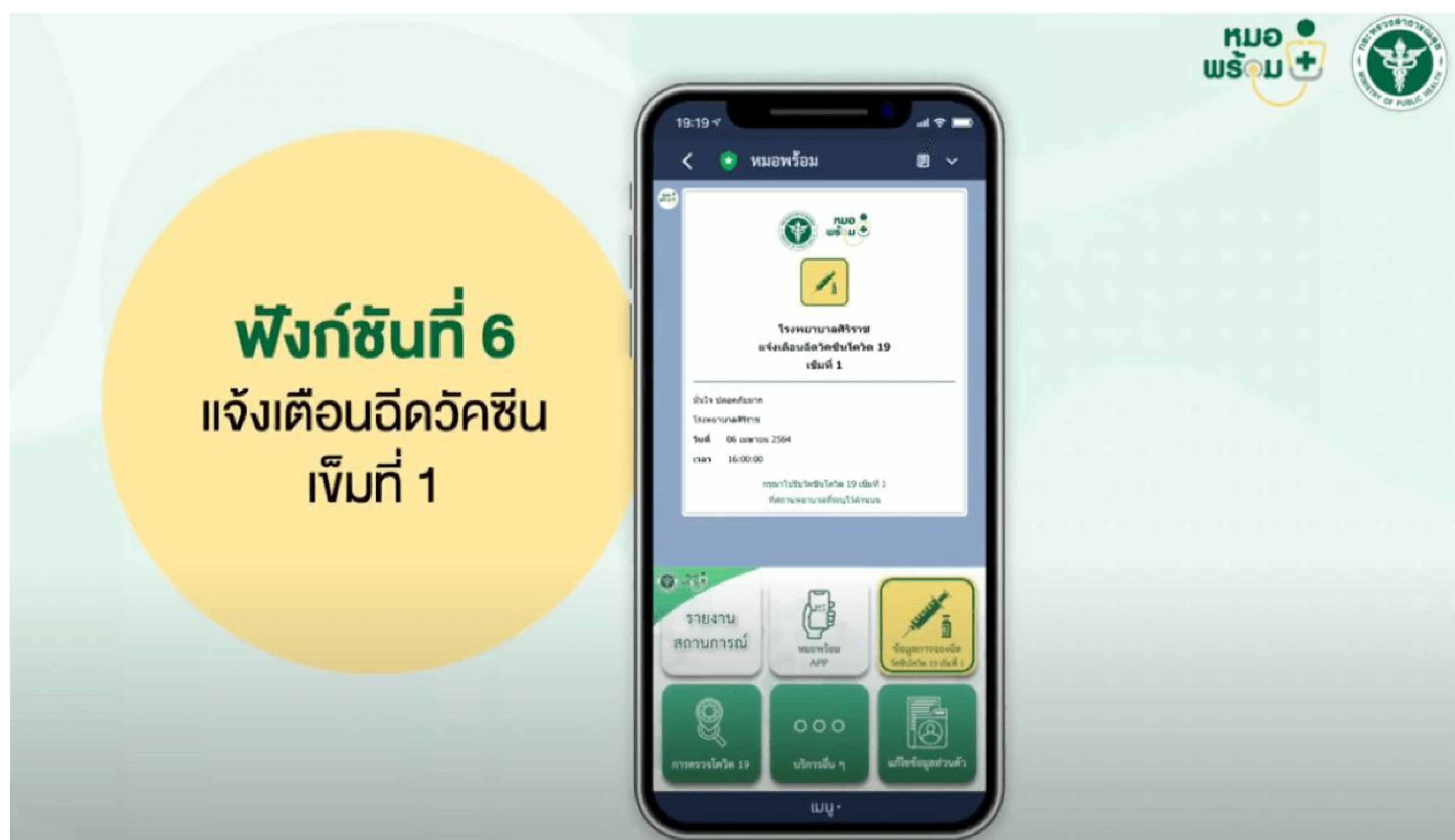
Digital Square and The Rockefeller Foundation launched the **Digital Results Improve Vaccine Equity and Demand** (DRIVE Demand) project in June 2022, with the ultimate goal to increase vaccine demand and acceptance rates in six countries. By driving demand for COVID-19 vaccination awareness, acceptance, 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 Thailand

Digital Square will work collaboratively with the Department of Disease Control at Thailand's Ministry of Public Health through investment by The Rockefeller Foundation to support expanded outreach to underserved communities in Thailand's Narathiwat Province through hyper-local messages to improve routine immunization. Key activities proposed include a mapping and assessment of regional-specific digital health tools and social behavior change communications; testing and validation of message mock ups to drive increased vaccination; development of social behavior change messaging strategy for immunization, and associated monitoring, evaluation, and analysis. Findings from this work will be shared locally, regionally, and via global dissemination through case studies, webinars, and global conferences.



Thailand's Mor Prom, a mobile application for COVID-19 vaccine certification and data

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.