DRIVE Demand Uganda: 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 by individuals, particularly for marginalized 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 **D**igital **R**esults **I**mprove **V**accine **E**quity 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 misinformation—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 Uganda

With investment from The Rockefeller Foundation and in partnership with the Uganda MOH, Digital Square will evaluate existing digital health tools for COVID-19 (Smart Paper Tools [SPT] and District Health Information Software 2 [DHIS2]), conduct analysis, and provide recommendations to address identified gaps for improved utilization, visualization, prioritization, and synthesis. The project will also support the expansion of GIS to national- and district-level biostatisticians through training on data utilization and data analysis. Activities are also planned to strengthen immunization programs for young people and to empower teachers as health champions through social behavior change messaging. To accompany these activities, DRIVE Demand will develop and support the implementation of a monitoring and evaluation plan for COVID-19 and routine immunizations as well as provide human resources directly to the MOH. These activities were prioritized by the MOH to strengthen the enabling ecosystem and implementation of the Digital Health Strategy.

Figure 1. A rapid analysis of existing tools in Uganda, identified during research conducted at the start of the COVID-19 pandemic under the <u>Map & Match</u> project, will be expanded upon through this project to inform SBCC message delivery to priority populations. Source: PATH 2022

Health facility and provider administration

ART ACCESS Application	CommCare
Community Health Toolkit	Digital Community Scorecard App
iHRIS Manage	iHFMIS (DHIS2)
mHero	SQIS+
SmartHealth App (CHT, ODK)	Stre@mline (DHIS2)
UgandaEMR (OpenMRS)	

One Health

eIDSR (DHIS2)	ODK
Uganda HMIS (DHIS2 + Tracker)	

Vaccine delivery and planning

Uganda HMIS (DHIS2 + Tracker)	ART ACCESS Application
Community Health Toolkit	iHRIS Manage
ISS (ODK)	Journey Solution (OpenHIM)
MyChild Solution	ODK
Parsyl	UgandaEMR (OpenMRS)

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 surrounding 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.