

Strengthen MENA RCCE measurement, learning, and workforce resilience

Project Information

- ◆ **Department: Public Health Programs**
- ◆ **Unit: Polio and Immunization**

Objectives

The activity aims to strengthen regional capacity to measure and improve Risk Communication and Community Engagement (RCCE) for immunization, while enhancing health workforce capacity to effectively communicate about vaccines and respond to misinformation.

REGIONS OF WORK

Selected priority countries in the EMR/MENA region, to be determined based on identified needs and priorities.

BENEFICIARIES

National RCCE and immunization focal points, frontline health workers, public health stakeholders, and high-risk populations.

PROJECT PHASES

This project involves phases as following:

1. Regional TOT Workshop
2. Country-Level Support
3. Social Listening & Community Feedback
4. Tool Adaptation & Application
5. Recommendations & Knowledge Sharing

PROJECT DESCRIPTION

EMPHNET, in coordination with national immunization programs and relevant partners, will develop a practical regional RCCE measurement framework to support countries in monitoring vaccine demand and RCCE activities. The activity will combine a regional technical workshop with targeted formative assessments in 3–5 countries to identify barriers affecting health workers' communication and response to misinformation. Findings will inform standardized indicators, data collection approaches, practical tools, and recommendations for strengthening RCCE integration into immunization programs.

Expected Outcomes

- Standardized RCCE indicators and measurement framework developed.
- RCCE capacity and workforce barriers identified in 3–5 countries.
- Practical monitoring tools and implementation guidance developed.
- Recommendations generated to strengthen vaccine communication and demand monitoring.
- Improved integration of RCCE into national immunization programs.

Project Start and End Date	08/1/2026 – 07/31/2027
Funded by	Centers for Disease Control and Prevention (CDC)
Collaborators	MoHs

Currently . . .

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What is next . . .

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OUTCOMES BY NUMBERS

3100 samples collected from the east region including Torkham border

EMPHNET Information: Eastern Mediterranean Public Health Network (EMPHNET) works at achieving its mission by responding to public health needs with deliberate efforts that allow for health promotion and disease prevention.

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