

Develop and promote the MENA strategic measles–rubella communication demand generation toolkit

Project Information

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

Objectives

The activity aims to develop and operationalize a regional measles–rubella communication and demand generation toolkit to support countries in identifying underserved populations, addressing barriers to vaccination, and implementing targeted communication strategies.

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. Toolkit Development as a regional resource in both languages (EN and AR)
2. Field Guide Development
3. Country Adaptation & Application
4. Simulation / SIA Support
5. Knowledge Sharing & Scale-Up

PROJECT DESCRIPTION

EMPHNET, in coordination with relevant regional and national partners, will develop a practical measles–rubella communication and demand generation toolkit, including a field guide for EPI teams and healthcare workers. The toolkit will support the identification of hard-to-reach and under-immunized populations, assessment of demand barriers, and implementation of targeted communication approaches. It will be introduced and applied in 2–3 priority countries through outbreak simulation exercises, SIA planning, or targeted technical support.

Expected Outcomes

- Regional MR communication and demand generation toolkit developed.
- Practical field guide developed for EPI teams and healthcare workers.
- Toolkit adapted and applied in 2–3 priority countries.
- Demand barriers and underserved populations identified.
- Targeted communication strategies integrated into outbreak and immunization activities.

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



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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