

Integrated Child Health Days (IChDs) Campaign – 30th March to April to 1st May 2022

Overview:

In Uganda, April and October are months dedicated to reaching out to every child and woman with critical health care services like catch-up vaccinations, deworming and vitamin A supplementation – in addition to family planning services and general health education. These special days are commonly known as Integrated Child Health Days.

As part of UNICEF and MOH efforts to raise community awareness about these services, key informational messages were developed and sent out to registered U-Reporters. The first initial question was meant to gain consent of those interested in receiving more information during the month of April. Those who consented to participate were assigned to one group (IChDs participants April 2022) and subsequent awareness messages were sent throughout the month of 1st to 23rd April 2022. To conclude this exercise, an evaluation poll was sent out on 1st May 2022 purposely to collect feedback from U-Reporters on the campaign, what kind of services offered, if they participated in the exercise and how they heard about it.

U-Report:

U-Report is a messaging platform that allows Ugandans to report on issues affecting them and their communities. Users also get real-time information and feedback on new initiatives or campaigns. U-Report offers young Ugandans and the public a chance to voice out their opinions on pertinent issues such as health, education, youth unemployment among others.

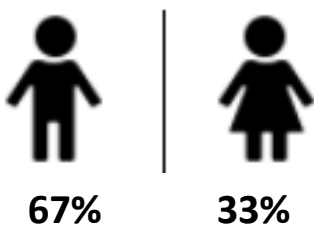
It allows citizens to speak out on what is happening in their communities and provides a forum to amplify their voices through media, alerts to key stakeholders, and feeds back useful information to the U-Reporters.

U-REPORTERS IN UGANDA TODAY

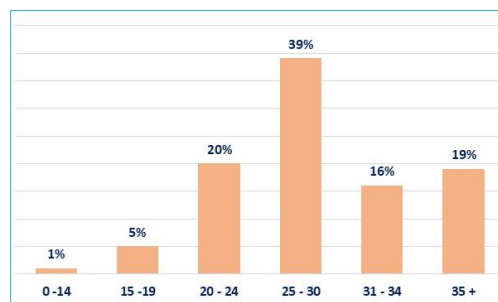
553,000 PARTNERING WITH **22,280,746** U-REPORTERS

IN **93** COUNTRIES WORLDWIDE

U-Reporters by Gender



U-Reporters by Age Groups



ICHDs informational messages/polls summary

Msg Flow	Date	Poll	Responses
Flow 1	30 th March	Dear U-Reporter: April is the month of Integrated Child Health Days (ICHDs), a govt program 2 provide free health services 2 children under 5 & families. Want 2 know more. YES or NO	35,426
With No		That's ok. Take all children under 5 yrs in yo family 4 ICHDs services. For questions call Ministry of Health Toll Free on 0800100066 or send a free SMS to 8500	546
		Thanks 4 ur interest in free health services 4 children & families. ICHDs services include immunisation, Vitamin A, deworming, malnutrition screening & other services	3,691
		A child whose mid-upper arm circumference (MUAC) is RED needs immediate medical attention! Take your children aged 6 to 59 months to the nearest health facility or community outreach centre to find out if they are healthy!	6,941
Flow 2	2nd April	Integrated Child Health Days are taking place where health services are offered in your community. These r health facilities, immunisation or outreach posts, places of worship (churches/mosques) & strategic/appropriate community venues for health workers & communities.	2,988
		Plz take all children below 15 in yo family for ICHDs services. If u have questions call Ministry of Health Toll Free on 0800100066 or send a free SMS to 8500	
Flow 3	5 th April	Did you know that children who lack Vitamin A are at increased risk of getting diarrhoea, Measles and Blindness? YES or NO	15,572
		Giving your children aged 6 to 59 months vitamin A twice a year makes them grow stronger and healthier. Take them for vitamin A supplementation at the nearest facility or outreach TODAY.	
		Feed your children with orange fleshed sweet potato, carrots, mangoes, pumpkin, pawpaw, green leafy vegetables, liver, and meat to increase their intake of vitamin A. Give children foods that have vitamin A including vegetable cooking oil, and margarine. Look out for cooking oil with F label to ensure it has vitamin A.	
Flow 4	7th April	FREE immunisation svcs provided during ICHDs will protect your children against killer diseases like Measles, Rubella, Polio & Pneumonia. All vaccines are SAFE!	1,918
Flow 5	12th April	"Plz follow the COVID-19 prevention guidelines when you go for ICHDs: A) Wear a mask properly when in public B). Wash hands with soap & water or use a sanitiser C). Keep a distance of at least 2 metres between yourself & another person D). Avoid handshaking & hugging E). Cover your nose & mouth when sneezing & coughing F). Avoid contact with anyone with flu-like symptoms G). Avoid touching your eyes, nose & mouth with unwashed hands "	1,953
Flow 6	16th April	Integrated Child Health Days r taking place this April. Take all children below 15 for ICHDs svcs including immunisation. All vaccines r SAFE, EFFECTIVE & FREE!	1,282
Flow 7	20th April	"During ICHDs this April remember that all 10-year-old girls should receive the HPV vaccine to be protected against cancer of the cervix. Girls and women aged 15 to 49 years will also receive TD vaccine to protect them against Tetanus & Diphtheria."	1,294
Flow 8	23 rd April	Did you know that worms in children cause weakness, nausea, diarrhoea, abdominal pain, lack of iron and loss of appetite? Yes or NO	11,392
		Did you know that worms in children and adolescents causes them to be tired, not able to concentrate, learn and attend school? Yes or No	9,533
		Thanks. All children aged 12 to 59 months should get deworming treatment every six months. Dear U-Reporter, reach out to parents/caregivers to bring their children aged 6 to 59 months for Vitamin A supplementation and deworming at the nearest health facilities	2,539
Flow 9	1st May	Did you hear about Integrated Child Health Days During the month of April 2022? Reply Yes or No.	23,077
		"How did u hear about it? A) Radio B) VHT or Health worker C) Social media D) U-Report E) Community leader F) Other (Please specify)"	12,302
		Did you or anyone u know go to receive ICHD services during the month of April? Reply Yes or NO	19,092
		Which services were being offered?	7,405
		Thanks very much for yo participation this month. We will be using yo responses 2 work with Gov't 2 make services better for u for the next round in October 2022	6,044

Key Highlights/Poll Summary

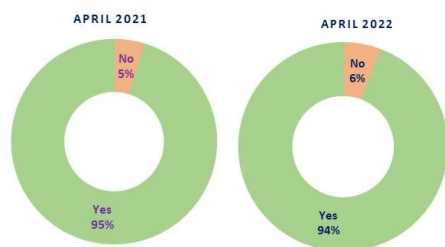
- ❖ The awareness campaigns commenced with an introductory message on 30th March to get consent from U-Reporters who would like to receive ICHD messages during the month of April. This was followed by specific messages spread through the month of April (2nd, 5th, 7th, 12th, 16th, 20th and 23rd April). An evaluation poll was sent from 1st to 7th May to gauge feedback from U-Reporters on how the entire campaign went through
- ❖ A total of **35,426** U-Reporters nationally consented to participate and receiving more ICHDs informational messages from U-Report during the month of April.
- ❖ A series of **14** Informational messages, **08** feedback questions were sent out to U-Reporters during the entire campaign at different intervals spread through nine days

- ❖ Overall, **163,626** responses received including the feedback and comments as a result of polls and messages sent out
- ❖ Participation: The majority **95%** of the U-Reporters who responded to the initial consent message were interested in participating and receiving more ICHDs information during the April 2022 campaign.
- ❖ **58%** of U-Reporters heard about ICHDs exercise during the month April and the majority of these 36% heard it over the Radio, and 33% heard it through U-Report.
- ❖ Overall, **51%** of U-Reporters at least received or knew someone who received ICHD services during the month of April
- ❖ When asked about services that were being offered, the majority 51% indicated “Routine vaccination & immunization services” followed by deworming, Vitamin A supplement, HPV and Polio vaccine among others as some of the services that were being offered

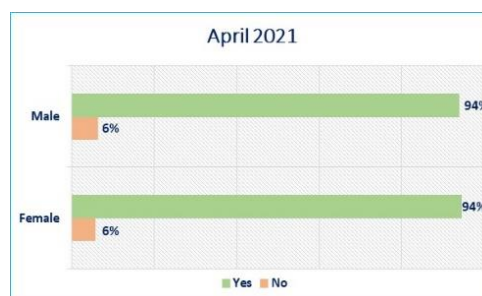
Comparison of findings in April 2021 versus April 2022

QN 1: Intro and Consent to participate: “Dear U-Reporter: April is the month of Integrated Child Health Days (ICHDs), a govt program 2 provide free health services 2 children under 5 & families. Want 2 know more. YES or NO”

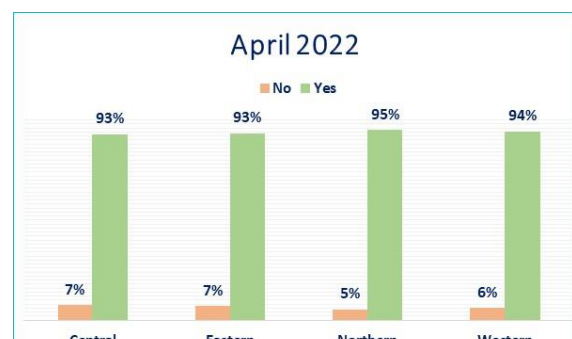
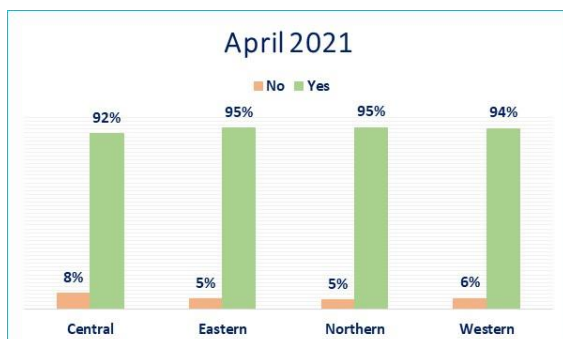
General Perspective



Gender Comparison



Regional Comparison



35,426 Total Participants

General Perspective: 94% of U-Reporters who responded to the initial introduction message consented to participate and receive the ICHD messages during the month of April 2022 registering a decline in participation by 1% compared to April 2021.

Gender Comparison: There is general consensus in participation between male and female U-Reporters 94% for all. The same consensus was also registered in 2021 for both genders.

Regional Comparison: In April 2022, interest for ICHD services was high in Northern Uganda 95% compared to other regions. Central region recorded the lowest rate 93%, this is the same trend even in April 2021

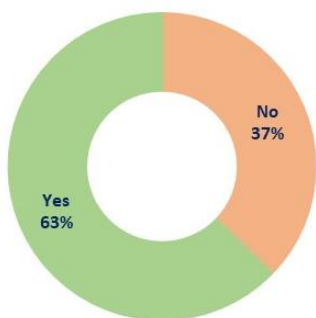
Did you know that children who lack Vitamin A are at increased risk of getting diarrhoea, Measles and Blindness? YES or NO

15,572 Total Participants

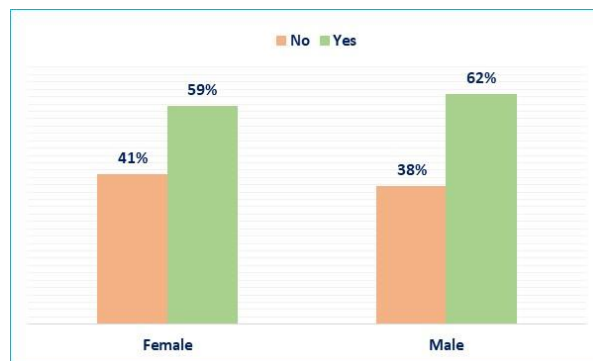
64% of U-Reporters were aware of the consequences of lack of Vitamin A as it exposes the children to increased risks of diarrhoea, Measles and Blindness. This poll was only conducted in April 2022, results for April 2021 not available for comparison

Gender Comparison: Awareness levels registered were higher in male U-Reporters 62% as compared to the females 59%

General Perspective



Gender Comparison



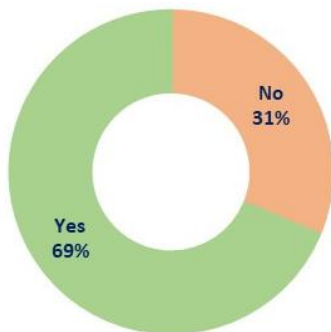
Did you know that worms in children and adolescents causes them to be tired, not able to concentrate, learn and attend school? Yes or No

11,392 Total Participants

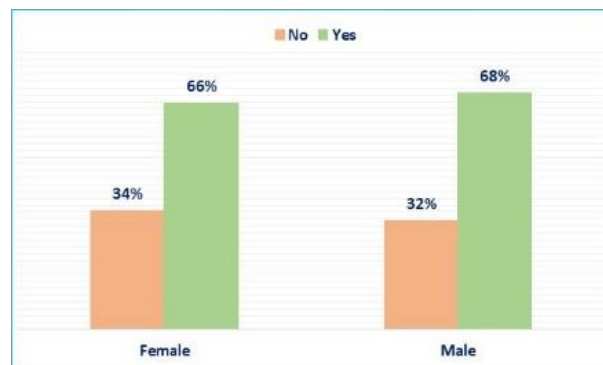
69% of U-Reporters were aware of the consequences of worms in children and adolescents that it causes them to be tired, not able to concentrate, learn and attend school. 31% were not aware of it. This poll was only conducted in April 2022, results for April 2021 not available for comparison

Gender Comparison: Awareness levels registered were higher in male U-Reporters 68% as compared to the females 66%

General Perspective



Gender Comparison



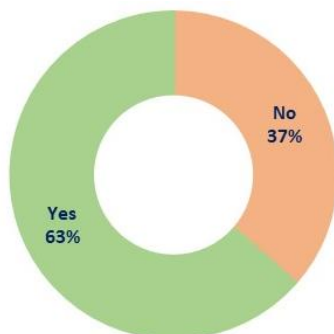
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11,392 Total Participants

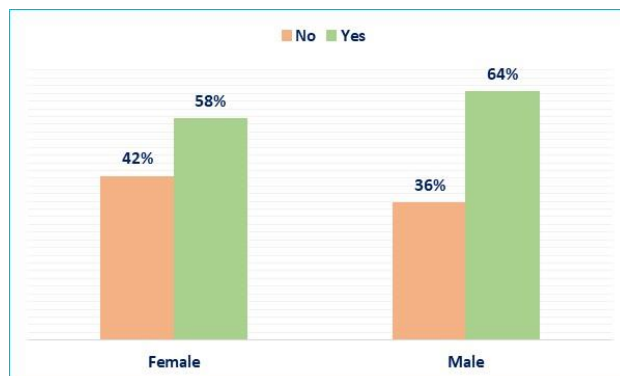
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General Perspective



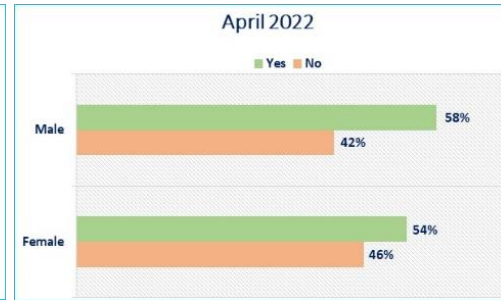
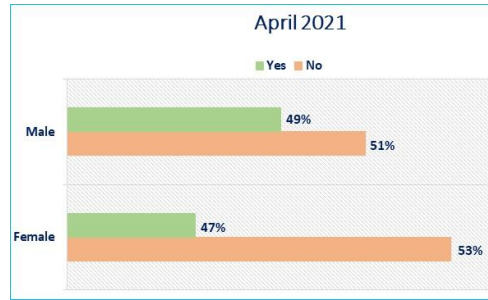
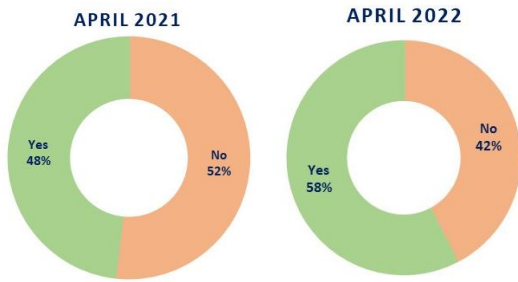
Gender Comparison



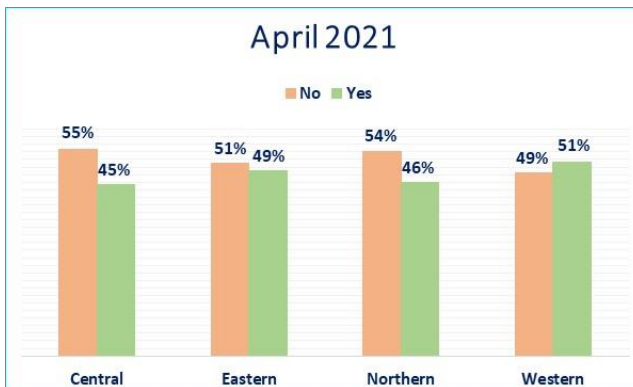
Did you hear about Integrated Child Health Days During the month of April 2022? Reply Yes or No.

General Perspective

Gender Comparison



Regional Comparison



23,077 Total Participants

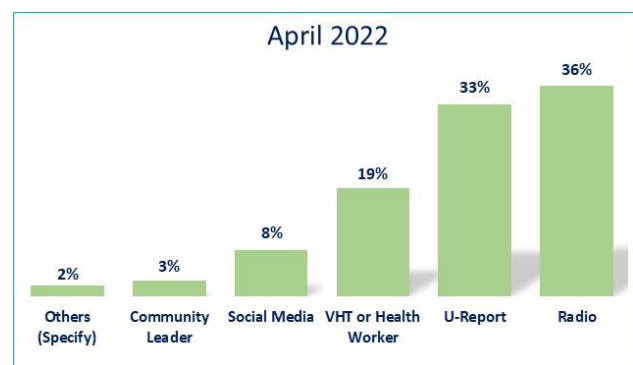
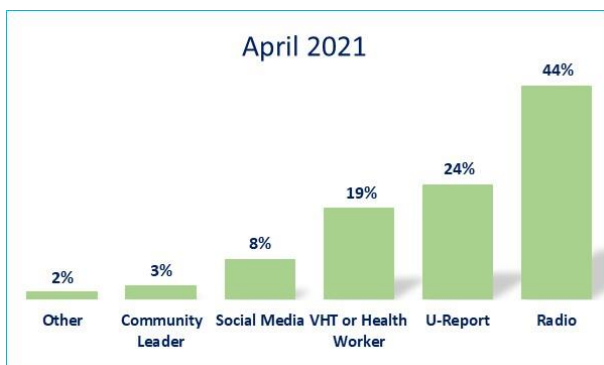
This was one of the evaluation polls sent out to U-Reporters to get feedback about the ICHD exercise. This first question was asking if they heard about ICHDs in the month of April and the findings from the feedback received indicate that 58% of U-Reporters polled had heard about ICHDs during the month of April 2022. This indicates the awareness levels of the ICHD campaigns have greatly improved by 10% as compared to last year April 2021

Gender Comparison: Awareness levels have increased in both males and females in April 2022 as compared to April 2021. However, the males registered a greater increase by 9% as compared to females 7%. This is mainly because there are more U-reporters compared to females registered in the platform

Regional Comparison: In April 2022, awareness levels for ICHDs campaign were greater in Western and Eastern Uganda 59% respectively as compared to other regions. Despite improvement across all regions, Eastern Uganda registered a significant increase by 10% in April 2022 as compared to April 2021

How did u hear about it?

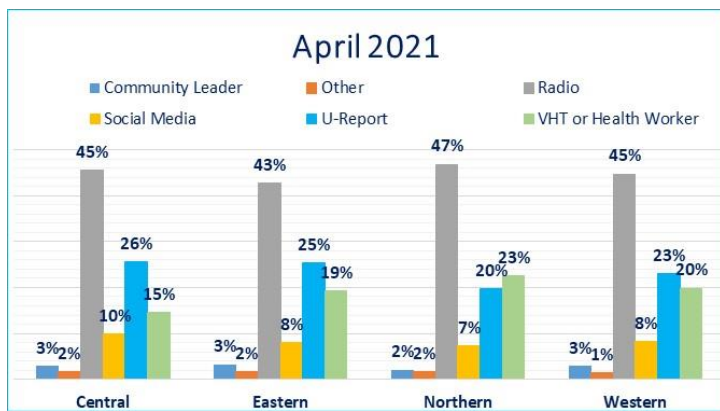
General Perspective



Gender Comparison



Regional Comparison



12,302 Total Participants

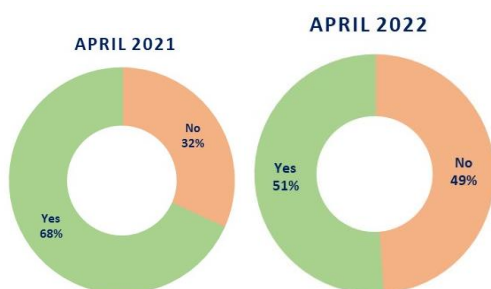
A follow up question to get feedback on how they heard about the ICHDs and the findings indicated that the majority 36% heard it through "Radio" and 33% through U-Report. Meaning that there is a decline in Radio campaigns by 8% and a significant improvement on the U-Report awareness campaigns by 9% during April 2022 campaign compared to April 2021.

Gender Comparison: In April 2022, most females 38% heard about the ICHD services over the Radio registering a decline in Radio and an improvement in U-Report by 9% in April 2022 compared to April 2021.

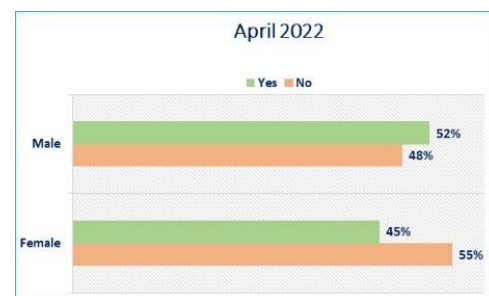
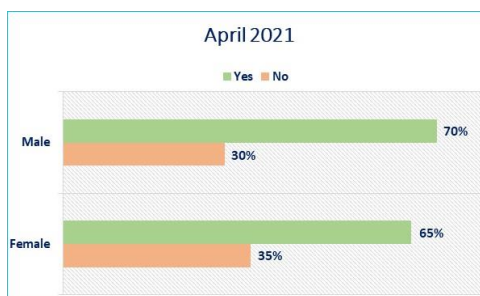
Regional Comparison: In April 2022, However much Radio was still the most preferred channel of communication, the findings from the poll results indicate that it had declined while U-Report channel was gaining significantly in both regions. U-Report channel of communication has greatly gained ground in Eastern region by 12% in April 2022 compared to other regions.

Did you or anyone you know go to receive ICHD services during the month of April? Reply Yes or NO

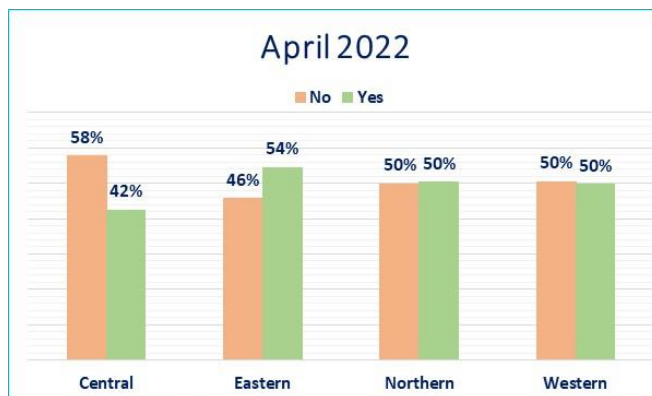
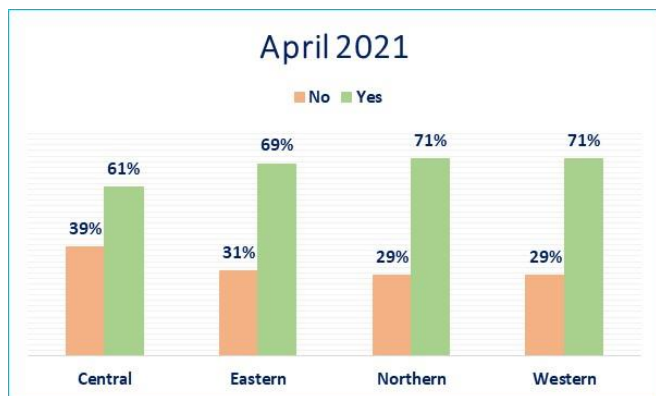
General Perspective



Gender Comparison



Regional Comparison



19,092 Total Participants

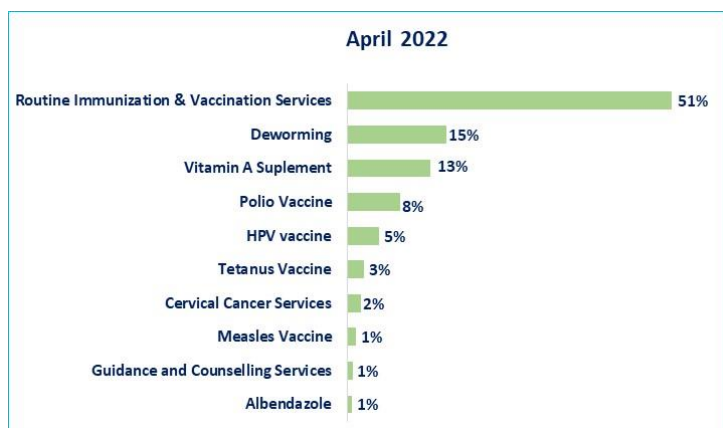
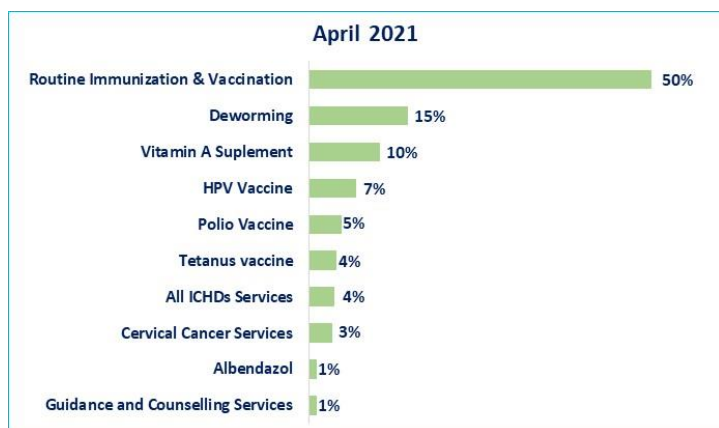
The 3rd evaluation poll to get feedback and on the rate at which U-Reporters participated in the ICHDs exercise in April 2022. The findings from the feedback received indicate that the majority 51% of U-Reporters polled had received or at least knew someone who received the ICHD services in April 2022. Compared to April 2021, there has been a significant decline in the promotion of ICHDs services by 17% in April 2022 meaning that most people were not aware this exercise was ongoing.

Gender Comparison: Generally a decline in participation is recorded in both females and male U-reporters. However, participation or knowledge of those who received these ICHDs services have greatly reduced in females by 20% in April 2022 compared to the males.

Regional Comparison: The majority of U-Reporters who reportedly received/knew someone who received the ICHDs services were from the eastern region 54%, Central was the least with 42% in April 2022. A significant decline in all regions however, Northern Region has greatly declined by 21% in April 2022 compared to April 2021.

Which services were being offered?

Gender Comparison



7,405 Total Participants

A follow up question was sent to those who indicated to have participated or at least knew someone who received the ICHD services about what kind of services that were offered.

Overall the majority of the responders 51% indicated Routine Immunization and Vaccination Services, followed by deworming, Vitamin A supplement, HPV and Polio vaccine as the top 5 services offered during the ICHD exercise in April 2022