

# Planning, Innovation, and Partnerships Increase Vaccination Coverage

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Planificar, Innovar y Establecer Alianzas Aumenta la Cobertura Vacunal

## RESUMO

A imunização vem sendo nossa arma principal no combate a doenças imunopreveníveis. Com o objetivo de aumentar as coberturas vacinais no município de Santana do Garambéu localizado no estado de Minas Gerais, Brasil, foi realizado pela enfermeira referência técnica (RT) da sala de vacina juntamente com a gestão do município um planejamento para inovar a sala de vacinação e os trabalhos realizados, estabelecendo parcerias com escolas e entidades da comunidade para que a população retornasse à sala de vacinação. Para isso, houve um investimento financeiro na parte estrutural, transformando a sala de vacina em um local mais aconchegante, extensão dos horários e os dias de funcionamento da mesma, investimento em brindes personalizados para os vacinados e promoção de parcerias com toda a equipe de saúde, escolas do município, Centro de Referência da Assistência Social (CRAS), Estratégia de Saúde da Família (ESF) 2023/2024. O trabalho realizado demandou certo tempo e o apoio da gestão e as parcerias foram de suma importância. O resultado foi positivo aumentando as coberturas vacinais com maior envolvimento da população. Ficou comprovado que planejar, inovar e estabelecer parcerias, tendo apoio da gestão para investimento financeiro e apoio e participação da comunidade, aumentam as coberturas vacinais.

**DESCRIPTORES:** Planejamento. Inovação. Parcerias.

## ABSTRACT

Immunization has been our primary weapon in the fight against vaccine-preventable diseases. To increase vaccination coverage in the municipality of Santana do Garambéu, located in the state of Minas Gerais, Brazil, the technical reference nurse (RT) in the vaccination room, along with the municipal administration, developed a plan to innovate the vaccination room and the work carried out, establishing partnerships with schools and community organizations to encourage the population to return to the vaccination room. To achieve this, financial investment was made in the structural part, transforming the vaccination room into a more welcoming space, extending its hours and days of operation, investing in personalized gifts for those vaccinated, and fostering partnerships with the entire healthcare team, municipal schools, the Social Assistance Reference Center (CRAS), and the 2023/2024 Family Health Strategy (ESF). The work required some time, and management support and partnerships were crucial. The result was positive, increasing vaccination coverage with greater population engagement. It has been proven that planning, innovating, and establishing partnerships, with management support for financial investment and community support and participation, increase vaccination coverage.

**DESCRIPTORS:** Planning. Innovation. Partnerships.

## RESUMEN

La inmunización ha sido nuestra principal arma en la lucha contra las enfermedades prevenibles por vacunación. Para aumentar la cobertura de vacunación en el municipio de Santana do Garambéu, ubicado en el estado de Minas Gerais, Brasil, la enfermera técnica de referencia (RT) de la sala de vacunación, junto con la administración municipal, desarrolló un plan para innovar la sala de vacunación y el trabajo realizado, estableciendo alianzas con escuelas y organizaciones comunitarias para incentivar el regreso de la población a la sala de vacunación. Para lograrlo, se realizó una inversión financiera en la parte estructural, transformando la sala de vacunación en un espacio más acogedor, ampliando su horario y días de atención, invirtiendo en regalos personalizados para los vacunados y fomentando alianzas con todo el equipo de salud, las escuelas municipales, el Centro de Referencia de Asistencia Social (CRAS) y la Estrategia de Salud Familiar (ESF) 2023/2024. El trabajo requirió tiempo, y el apoyo de la administración y las alianzas fueron cruciales. El resultado fue positivo: se incrementó la cobertura de vacunación con una mayor participación de la población. Se ha demostrado que la planificación, la innovación y el establecimiento de alianzas, con el apoyo de la gestión para la inversión financiera y el apoyo y participación de la comunidad, aumentan la cobertura de vacunación.

**DESCRIPTORES:** Planificación. Innovación. Alianzas.

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## INTRODUCTION

The history of vaccines is known to many, beginning in the 18th century when the population was threatened by smallpox. Since then, much history has been made, with victories and challenges against vaccine-preventable diseases.

Today, the biggest challenge is to draw attention once again to the ben-

efits of vaccination and combat fake news. This requires the commitment of all those who believe in vaccination, through planning, innovation, and partnerships.

The municipality of Santana do Garambéu-MG is a vaccination partner and in 2023/2024 further supported this cause by helping to innovate and establish partnerships to increase vaccination coverage.

The team worked to combat fake news by providing reliable information through lectures and meetings, making effective use of funds, and reviewing and improving strategies.

Information and vaccine updates were provided to the entire health team through the Health Network Project, so that everyone could contribute to providing reliable information to the population!

## OBJECTIVES

### General objective:

Increase vaccination coverage through partnerships and innovations that seek to attract the attention of the population, bringing them to the vaccination room.

### Specific objectives:

- ✓ Develop a plan to increase vaccination coverage;
- ✓ Use vaccination room funds to renovate, with custom furniture and better use of the vaccination room space;
- ✓ Use vaccination room funds to purchase new equipment such as computers, printers, chairs, refrigeration chambers, coolers, and generators;
- ✓ Use vaccination room funds to make gifts to be given to children when they are vaccinated and on campaign days through raffles;
- ✓ Establish partnerships with the Family Health Program (ESF), schools, churches, the Social Assis-

tance Reference Center (CRAS), the Guardianship Council, and local government.

## METHOD

Planning was carried out to invest the funds allocated to the vaccination room: SES/MG Resolution No. 6985 of December 20, 2019, which included the purchase of a generator for the UBS, which helps when the municipality loses power by keeping the vaccination room with the immunizations safe and the entire UBS able to provide care. Gifts including a coloring book with cultural images of the city along with a box of colored pencils, personalized yo-yos that are given after vaccination, as well as the preparation of gift baskets on campaign days ( Figure3 ). The gifts greatly help to interest the children and calm them down after vaccination. An additional refrigeration chamber was purchased in case of any problems, ensuring the protection of immunological products; computer, printer, table, chair, and comfortable armchair. In addition, due to the small physical space of the vaccination room, the location was evaluated and custom furniture was built to make better use of the space and improve the appearance, enhancing the ambiance ( Figure2 ).

The room has Standard Operating Procedures (SOP), a contingency plan, mirror cards for the entire population, a notebook with daily vaccine records, a temperature chart, and a cold room inventory control form filled out at the beginning and end of each day.

The Electronic Patient Record (PEC) and the National Immunization Program Information System (SIPNI) are the systems used to record the vaccines administered. The Strategic Supplies Information System (SIES) is used for ordering and receiving immunobiologics.

They have coolers, gelox, all the

necessary supplies to work, a computer, a printer, and two cold rooms (one for vaccines and one for reserves).

Partnerships are very important, especially when it comes to vaccination, in order to carry out the work, disseminate information, combat fake news, and increase coverage.

There is a partnership with local management, with the production of requested reports, purchases of materials and equipment through bidding, dissemination through social networks, printed newspapers, and a multimedia team, which is a positive point, because without the participation of management, we cannot achieve our objectives.

Partnerships with schools: Municipal Cívico Militar Eunice Silva Moreira and Estadual José de Oliveira were extremely important, mainly to convey the correct information to a larger number of people and to reach the young audience aged 9 to 14, who are already more resistant to vaccination ( Figure4 ). We do not have a daycare center in the municipality; our school audience is children aged 4 to 15. Of these, 165 are young people aged 9 to 14, 89 are children aged 1 to 4, and 34 are aged 0 to 1.

The work is carried out in conjunction with the Family Health Team (ESF), providing information about vaccines to groups of pregnant women, checking cards at childcare centers, and searching for those who are missing, carried out by community health agents.

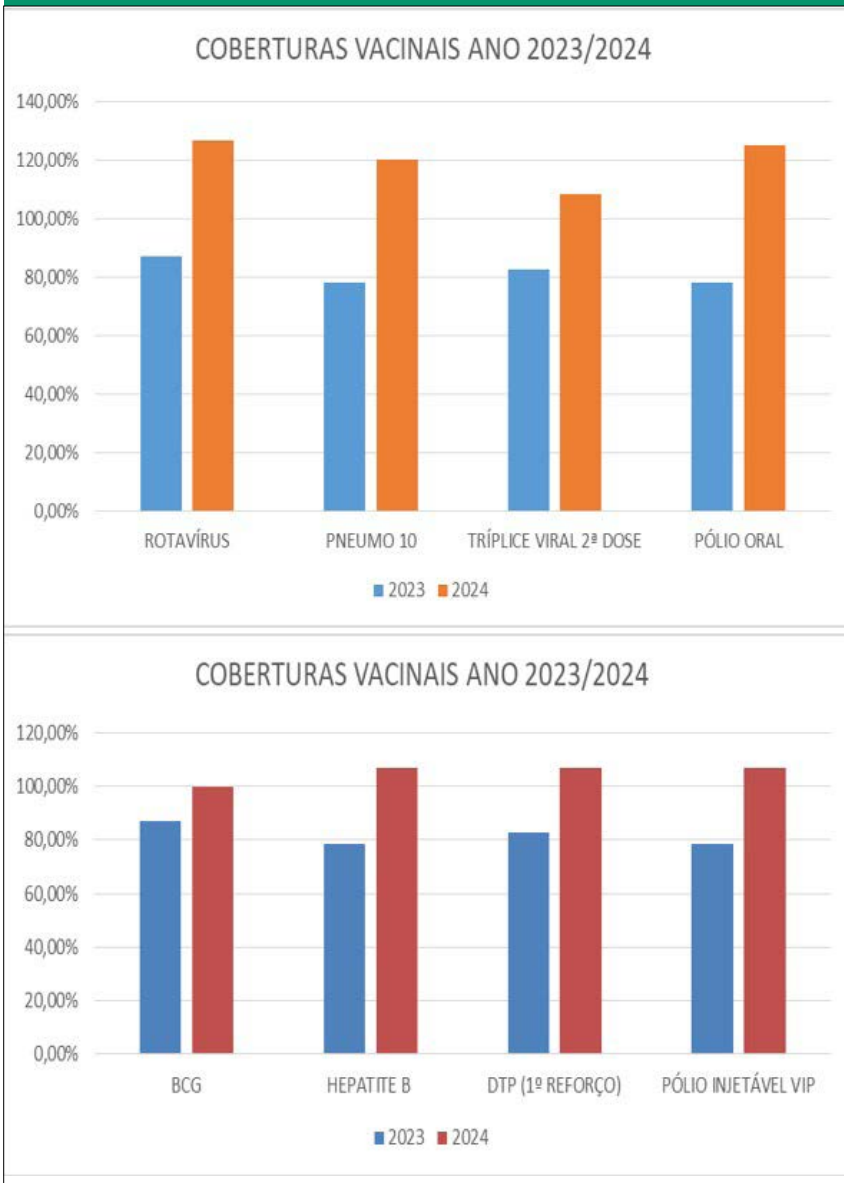
## RESULTS

Increased vaccination coverage.

With all the work being carried out with prior planning, innovating, and joining forces with other sectors, an increase in vaccination coverage was observed in Santana do Garambéu-MG.

The graph below ( Figure1 ) shows the increased coverage taken from the Ministry of Health website.

**Figure 1: Increased vaccination coverage, according to the Ministry of Health website**



Source: [https://infoms.saude.gov.br/extensions/SEIDIGI\\_DEMAS\\_VACINACAO\\_CALENDARIO\\_NACIONAL\\_COBERTURA\\_RESIDENCIA/SEIDIGI\\_DEMAS\\_VACINACAO\\_CALENDARIO\\_NACIONAL\\_COBERTURA\\_RESIDENCIA.htm](https://infoms.saude.gov.br/extensions/SEIDIGI_DEMAS_VACINACAO_CALENDARIO_NACIONAL_COBERTURA_RESIDENCIA/SEIDIGI_DEMAS_VACINACAO_CALENDARIO_NACIONAL_COBERTURA_RESIDENCIA.htm)

## DISCUSSION

One factor that hinders coverage is the information system, which is still being improved, with communication

difficulties between systems. The work of one system is interconnected with the work of another, such as the registration system used by community health workers, the SUS card system, PEC, and SI-PNI.

The strengthening of the Unified Health System (SUS), the National Immunization Program (PNI), Primary Health Care (APS), and Family Health

Teams (ESF) is necessary and promotes quality care.

## CONCLUSION

Vaccination coverage and vaccination actions in the municipality of Santana do Garambéu-MG were affected by false advertising, anti-vaccine movements, and the COVID period.

Another factor that hinders coverage is the information system, which is still being improved, communication difficulties between systems, and the fact that the work of one system is interconnected with the work of another, such as the registration system used by community agents, the SUS card system, PEC, and SIPNI.

Strengthening the Unified Health System (SUS), the National Immunization Program (PNI), Primary Health Care (APS), and Family Health Teams (ESF) is necessary and promotes comprehensive, quality care for users, families, and the community, in addition to contributing to the expansion of vaccination coverage.

Planning strategies, innovating, and establishing partnerships with community health agents, schools, management, CRAS, churches, and the entire community has proven to be very important for achieving goals.

The tireless search for those with incomplete vaccination cards is a task that cannot stop.

Santana do Garambéu is a vaccination partner municipality!

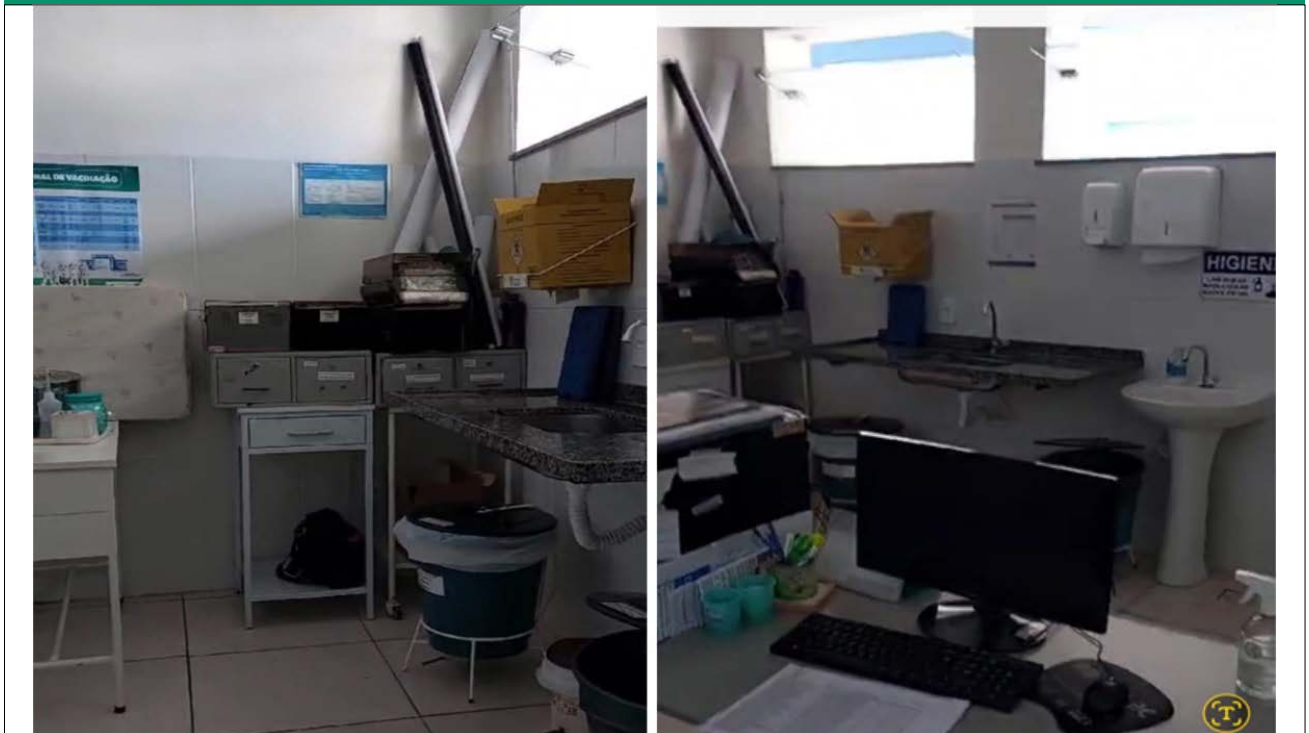
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## Appendix 1: Vaccination room before



Source: Images by the author.

## Appendix 2: Vaccination room after



Source: Author's images.

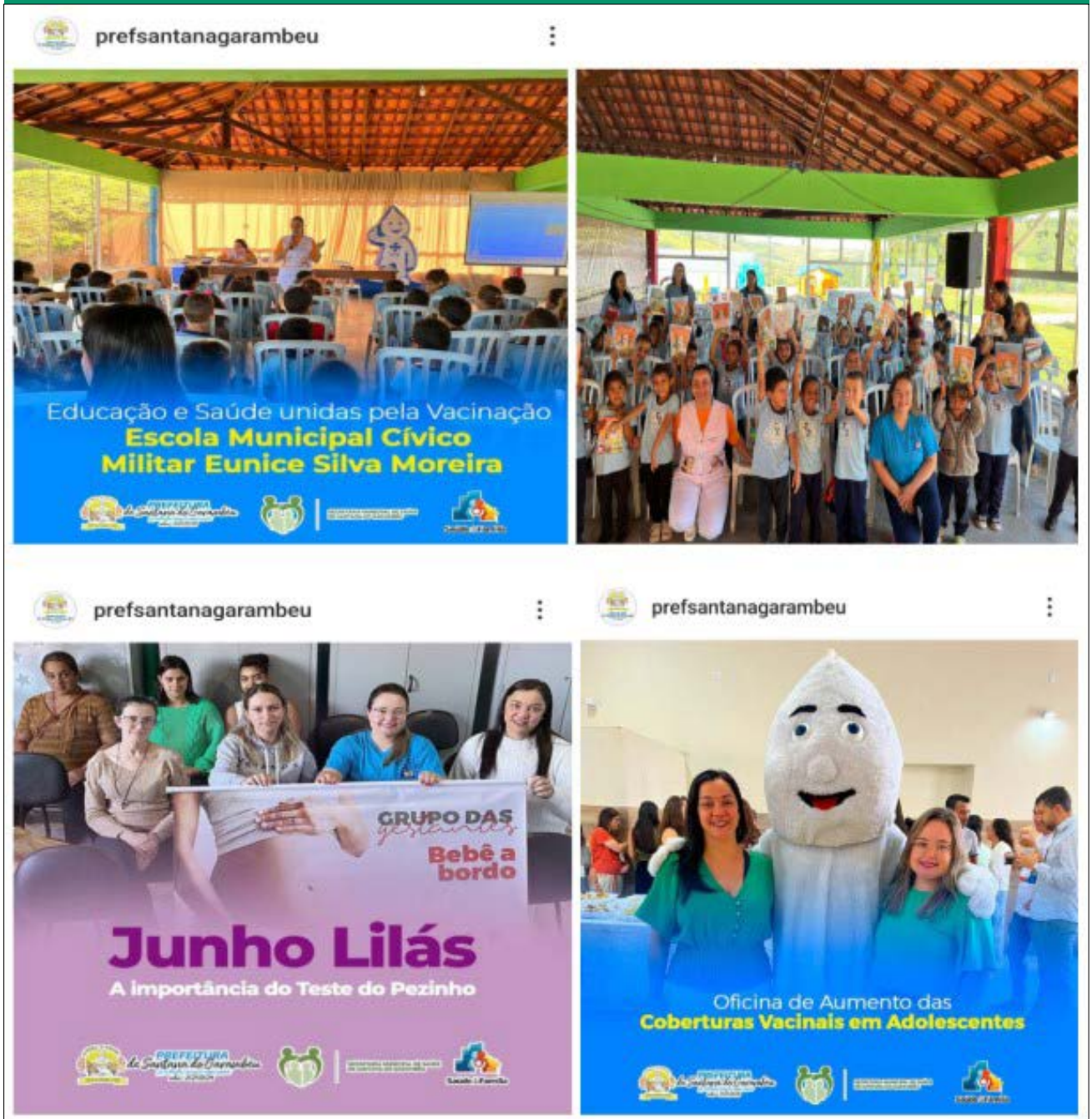
## Appendix 3: Gifts





Source: Author's images.

## Appendix 4: Partnerships



Source: Instagram - prefsantanagarambeu