

Onboarding  
session:  
20 July 2020

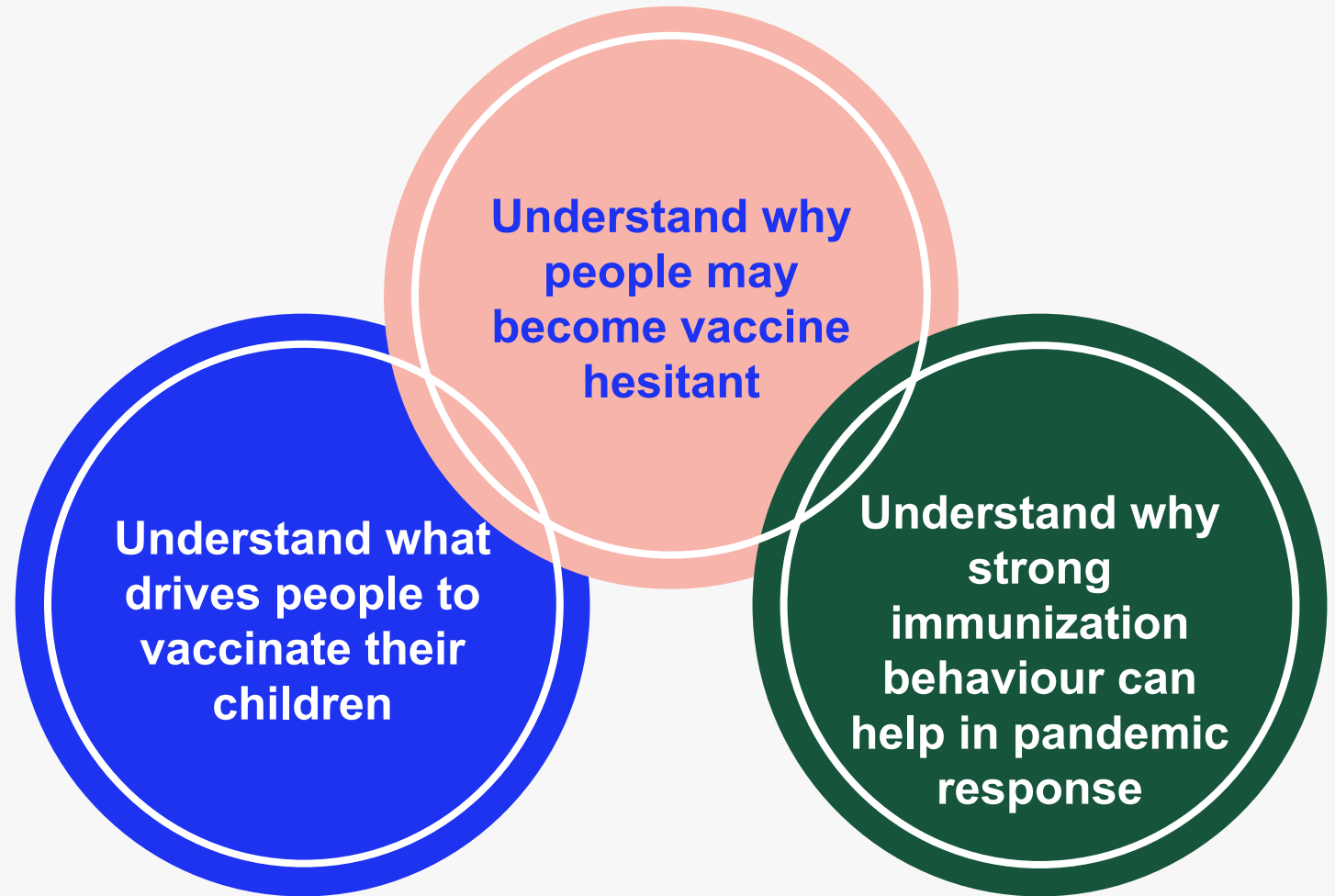
# Course Onboarding:

## Designing Behavioural Solutions for Immunization

# Welcome to the course!

# Course Objectives

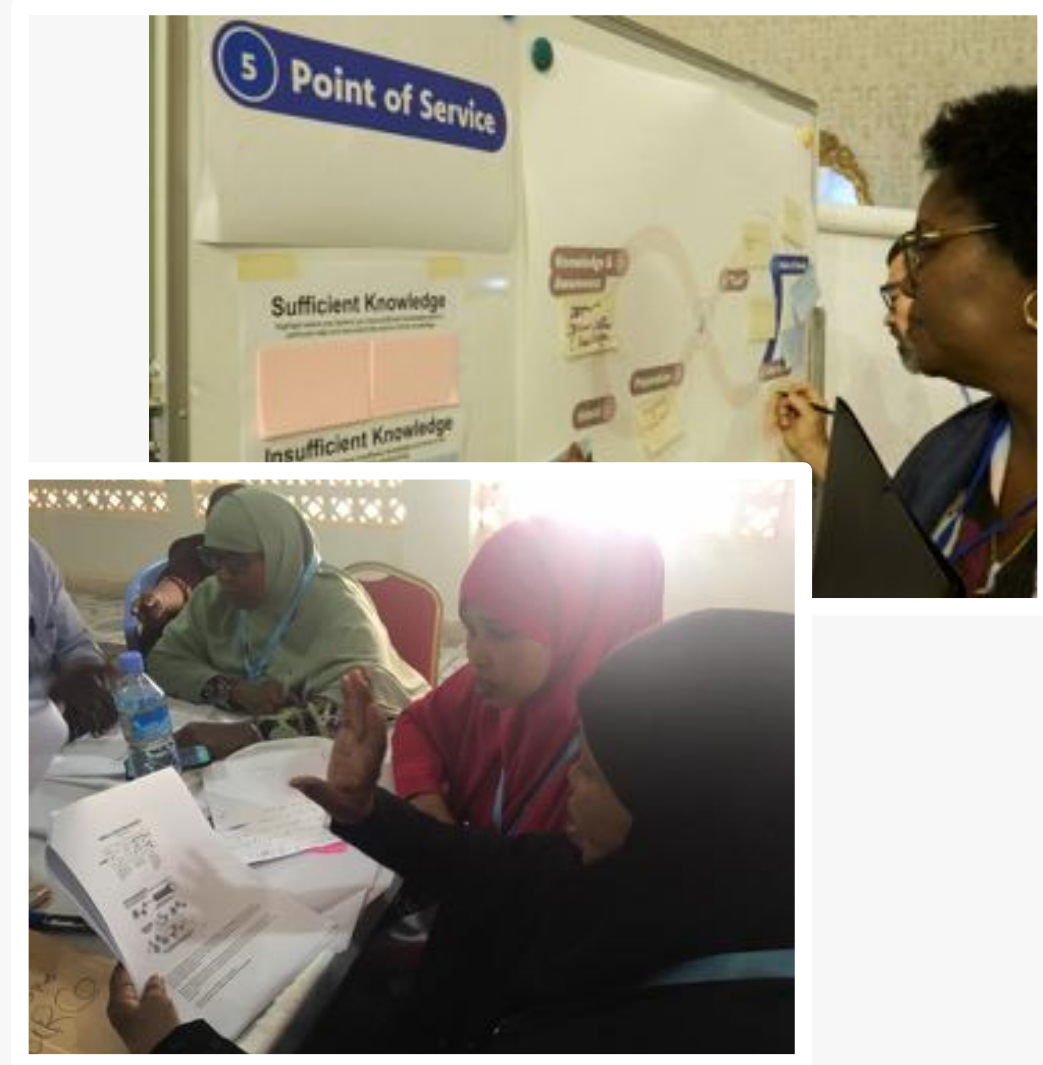
Using principles drawn from behavioural science, marketing anthropology and human-centred design, this course will help you to:



# Module Objectives

Learners will leave this module being able to:

- Define Demand Generation and Vaccine Hesitancy, and understand the difference between them.
- Understand behaviour change, and the levers that can successfully change behaviour.
- Identify behaviour change models and how they can be used to influence behaviour.
- Map and identify barriers across the Journey to Immunization framework.



# Course Instructors

We're a mix of **strategists**, **behavioural scientists**, **anthropologists** and **storytellers**. Collectively we've worked on health worker attacks in Pakistan, Polio eradication, the West African Ebola Outbreak, Birth registration in Angola and more.



**Sherine Guirguis**

*Co- Founder and Director,  
Common Thread*



**Michael Coleman**

*Co- Founder and Director,  
Common Thread*



**Felicity Pocklington**

*Research & Account Manager,  
Common Thread*



**Pauline Kabitsis**

*Behavioural Scientist,  
Common Thread*

# Course Structure

Module 1 is composed of 4 sections:

1

## **Demand Generation Basics**

*This section introduces what demand generation is and how data can be used to identify regions that require demand generation strategies*

2

## **The Continuum of Vaccine Demand**

*This section goes through the stages of vaccine demand from full-blown vaccine acceptance to refusal*

3

## **Behaviour and Social Change Theory and Action**

*This section goes through three behaviour change models and how to apply them*

4

## **The Journey to Immunization**

*This section goes through UNICEF's Caregiver Journey to Immunization*

# Course Structure

Each section is broken out into:



Pre-questions

Course Content

- Slides
- Games
- Case Studies

Interactive Activity **x 4**

Final Quiz (Complete by Aug 2)

Q & A Session

Practical Exercise

Learning Lab (by mid-August)

- Independent/self-guided learning
- Peer learning & Live sessions

# Key Dates

Date	Activity	Description
Wednesday July 29, 2020	Deadline to complete the independent learning/course content	Complete the course content by 11:59 pm your time
Monday August 3, 2020 at 10 am GMT+1	Question and Answer Session	You should have completed the online content for this course, including the final exam. This is your opportunity to ask any questions about the course or the upcoming group practical exercise
Friday August 7, 2020	Practical Exercise Due Date	Your group assignment must be submitted to your instructor by 11:59 pm Friday August 7 via email
Tuesday 11 or Wednesday 12 August, 2020	Learning Lab Virtual Session	A virtual session to review your assignment with an instructor and ask questions



# Learnworlds Demonstration

# Creating an account

**LNCT**  
Learning Network for  
Countries in Transition

**COMMON THREAD**

**COURSES** **SIGN IN**

## Welcome to our Academy!

A range of exciting elearning programs focused on putting the user at the centre.

- > Understand how to use principles from behavioural science, human centred design, marketing and anthropology
- > Design for change, putting people at the centre of public health
- > Get access to behaviour change experts and learn from peers on how to design programmes that influence change

Login or sign up to start learning

**f** Sign in/up with Facebook

**t** Sign in/up with Twitter

**in** Sign in/up with LinkedIn

**G** Sign in/up with Google

or

What's your e-mail?  
hello@gocommonthread.com

Your password?  
.....

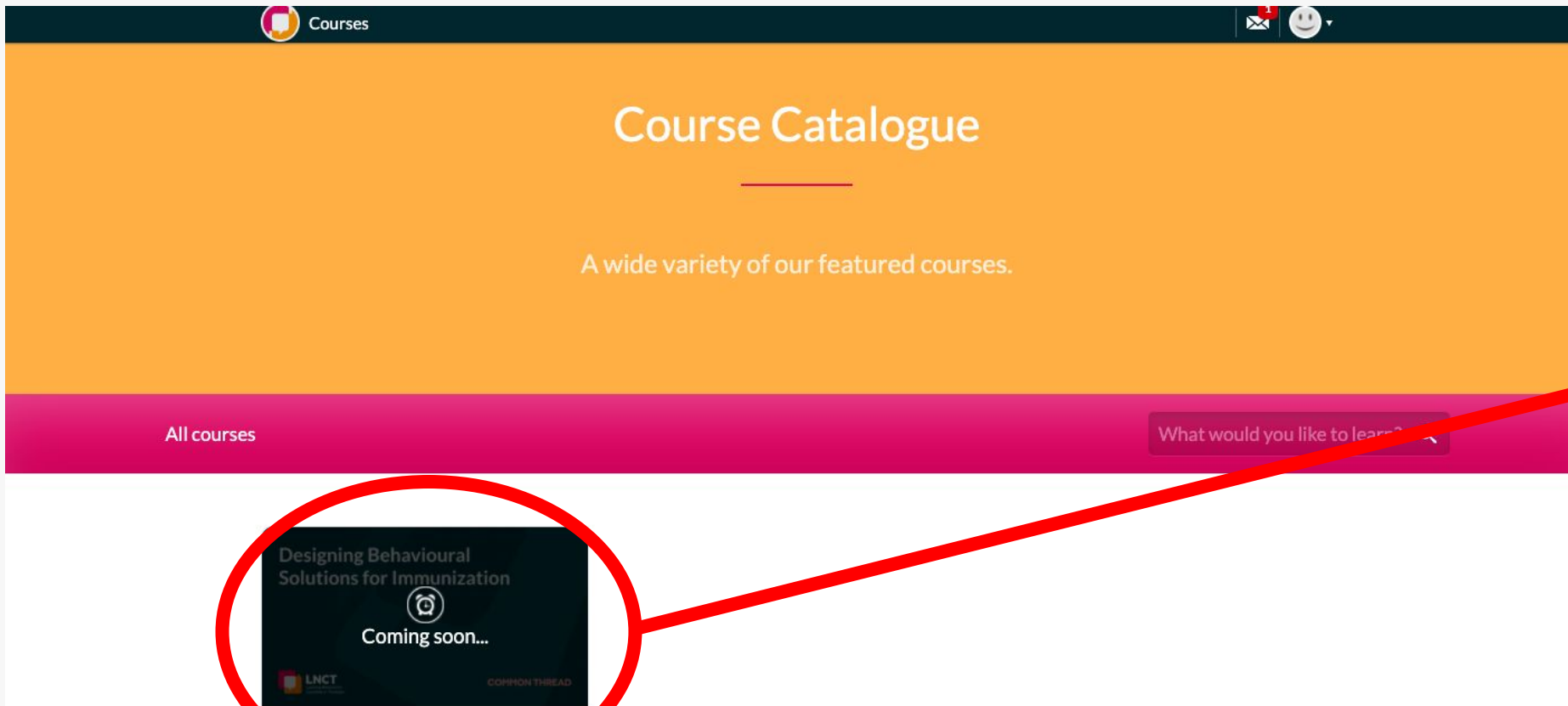
**Login**

**Create Account**

Forgot your password?

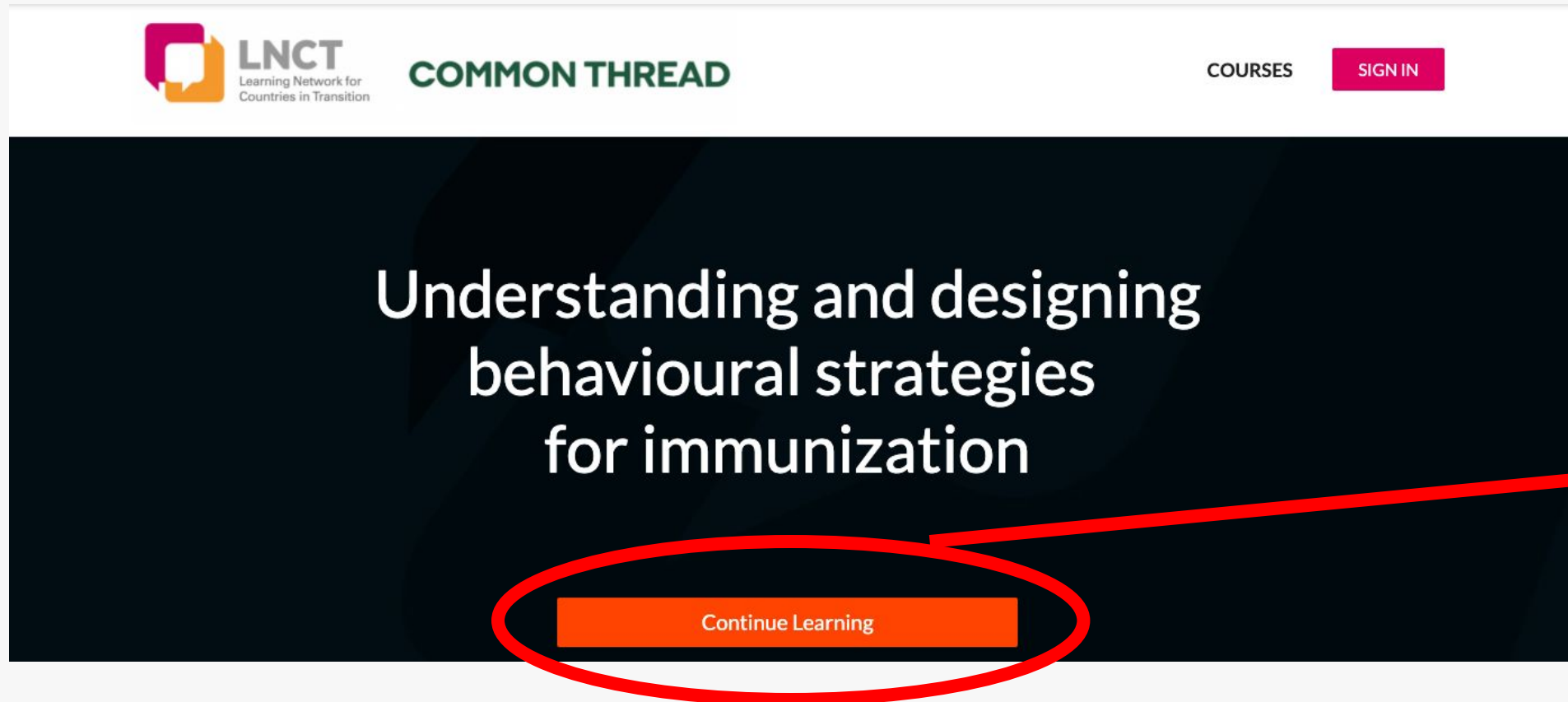
Select "Create Account" and enter your name, email and password

# Accessing the course



Once logged on you will be brought to the course catalogue. Select the course from the menu that is offered in your language.

# Course landing page



You will be brought to the course landing page, where you can learn more about the course contents. Select “continue learning” to access the course contents and begin the course

# Course Contents

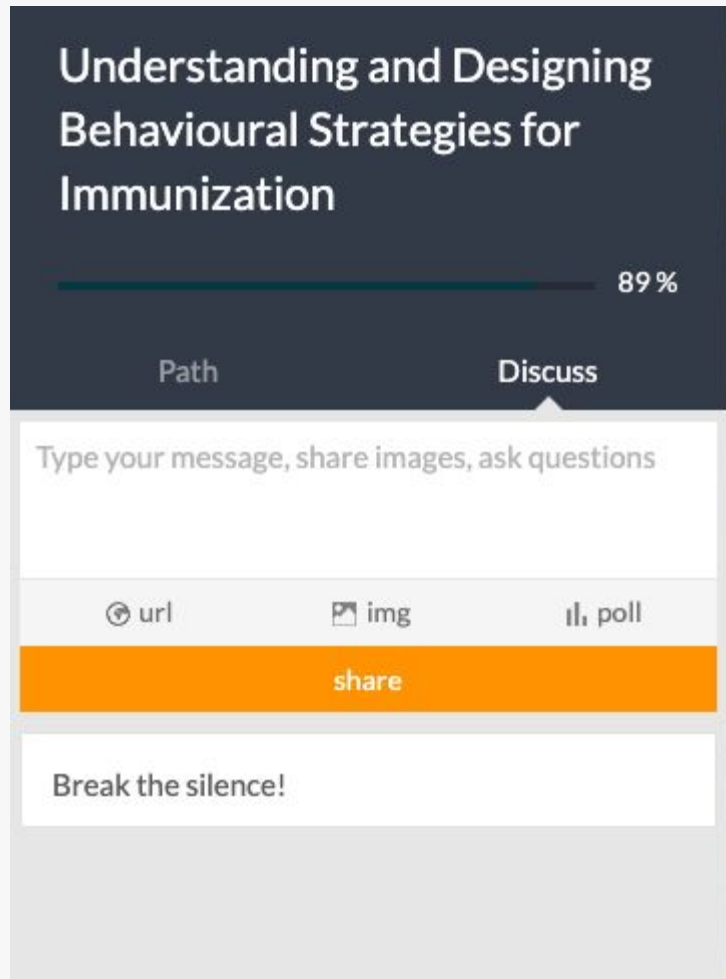
The screenshot shows a course interface. On the left is a dark sidebar with the course title 'Understanding and Designing Behavioural Strategies for Immunization' and a progress bar at 89%. Below the title are tabs for 'Path' and 'Discuss'. The 'Path' tab is active, showing a list of course sections: 'Welcome', 'What you can expect from this course' (with a 'youtube' link), 'Course Data Gathering' (with an 'embed' link), 'On-boarding Session' (a 'Zoom Meeting' on '20 Jul 2020 09:15'), 'Demand Generation Basics', 'The Continuum of Vaccine Demand', and 'Behaviour and Social Change Theory'. The main area on the right features a video player with a woman's face and a play button. Above the video is a navigation bar with '< previous', a pencil icon, and 'next >'. The 'next >' button is circled in red. Below the video player, a red line indicates the current progress level.

This is how you navigate to the next learning section

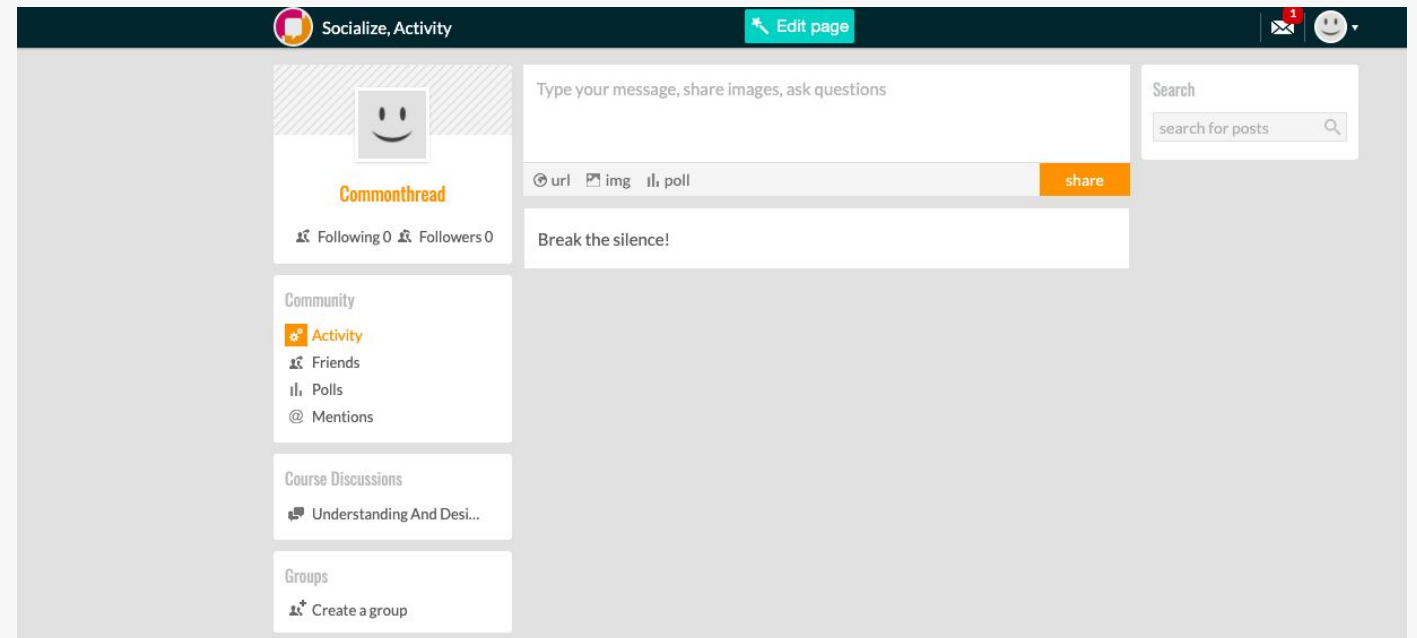
Content will be presented here

This shows you how far you've progressed through the course

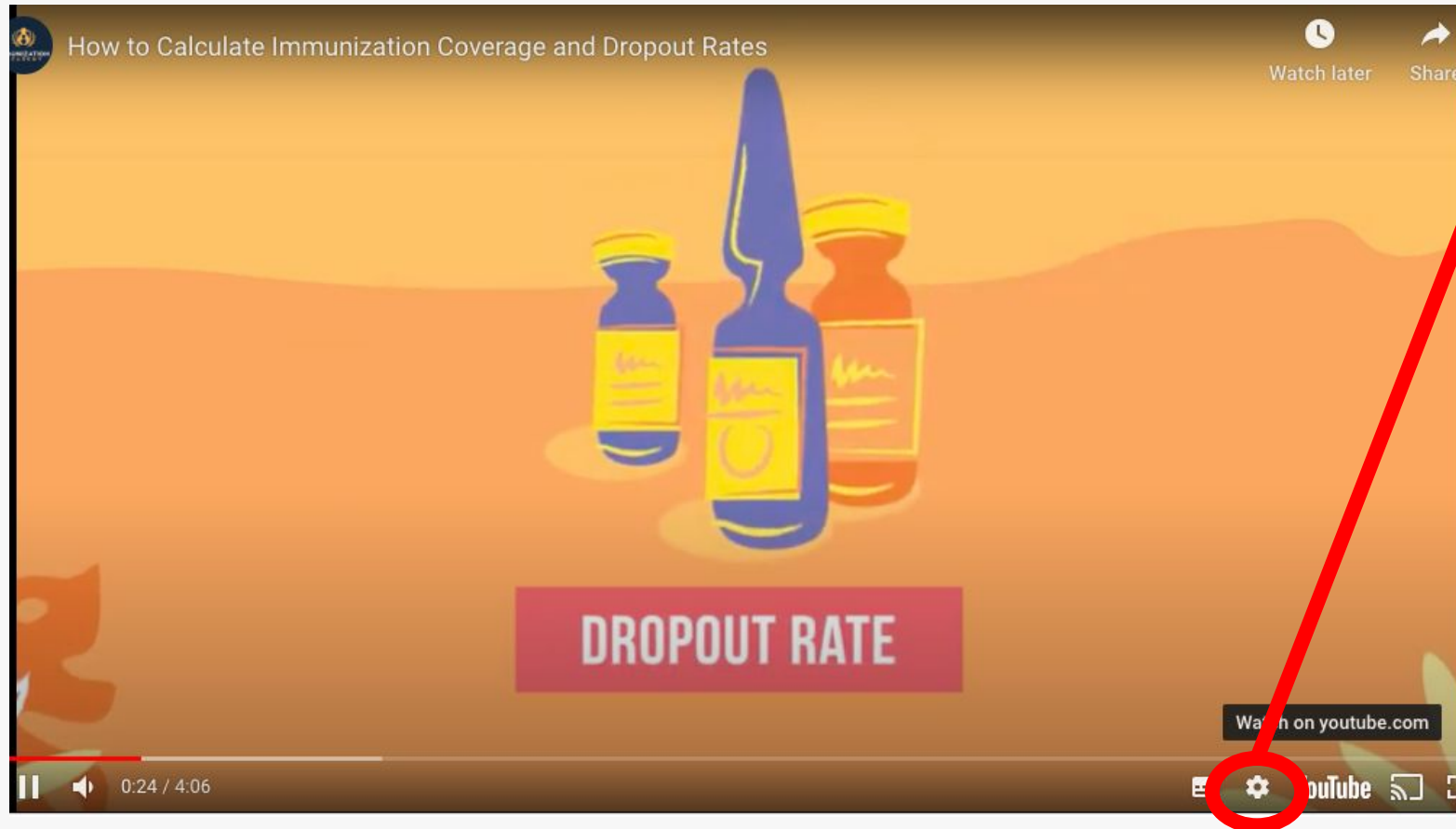
# Community Discussion Boards



There are two areas where you can discuss learning content with your peers.



# How to get subtitles on videos



On the bottom right hand corner of the video select settings > subtitles > auto-translate. Then select your language of choice

# Don't forget to click “submit” on pre-questions

Always select “submit” after any quiz or pre-questions. This will allow you to see your performance on the quiz!





# Link to the Doodle poll - Learning Labs session

[https://doodle.com/poll/69mu293  
su7dt97r7](https://doodle.com/poll/69mu293su7dt97r7)

# Contact Us

**[hello@gocommonthread.com](mailto:hello@gocommonthread.com)**

For any technology or course questions use the email above to contact your instructors directly. You can also connect with your instructors directly on Learnworlds.

# Questions?