

Onboarding
session:
20 July 2020

Course Onboarding:

Designing Behavioural Solutions for Immunization

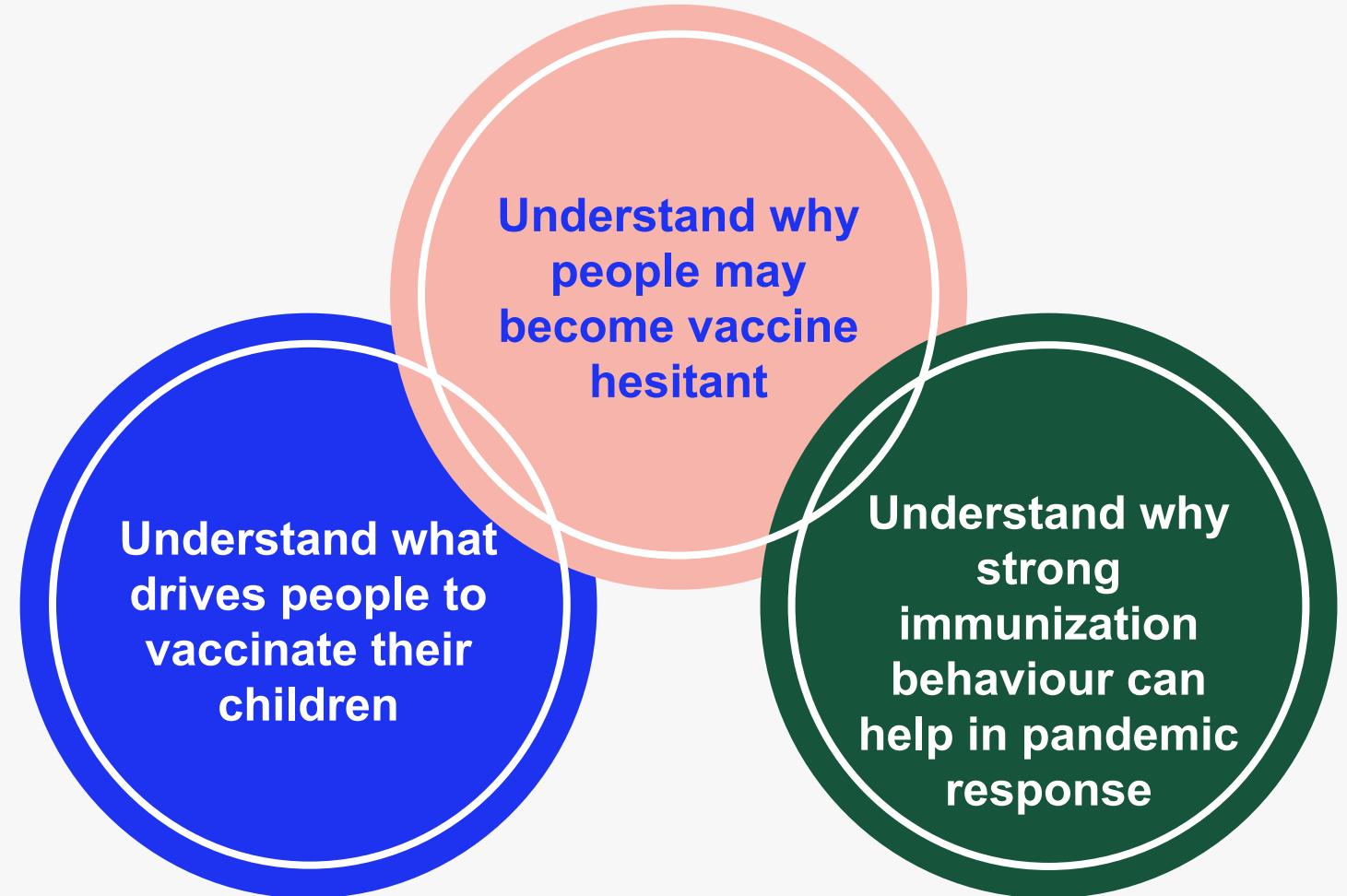
COMMON THREAD

 **LNCT**
Learning Network for
Countries in Transition

Welcome to the course!

Course Objectives

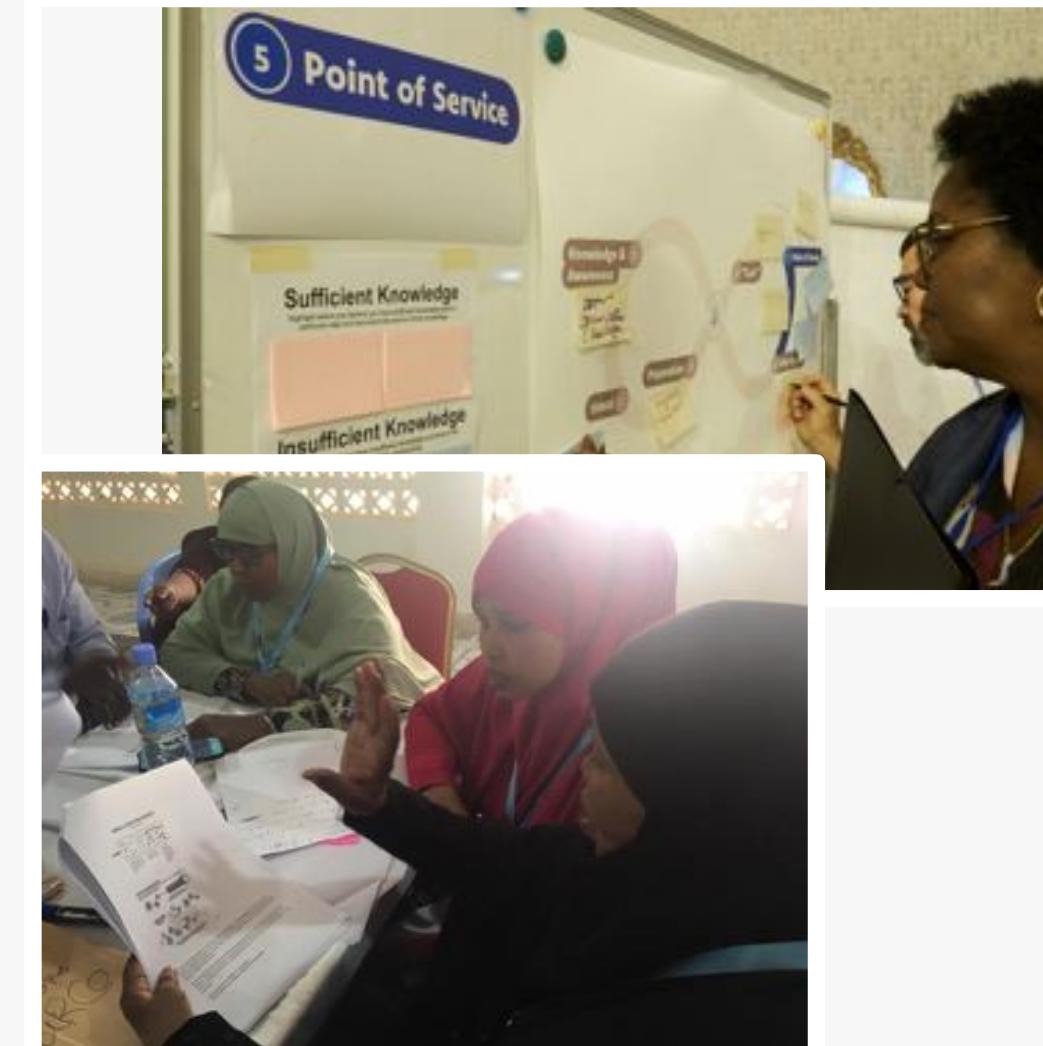
Using principles drawn from behavioural science, marketing anthropology and human-centred design, this course will help you to:



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:



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

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)

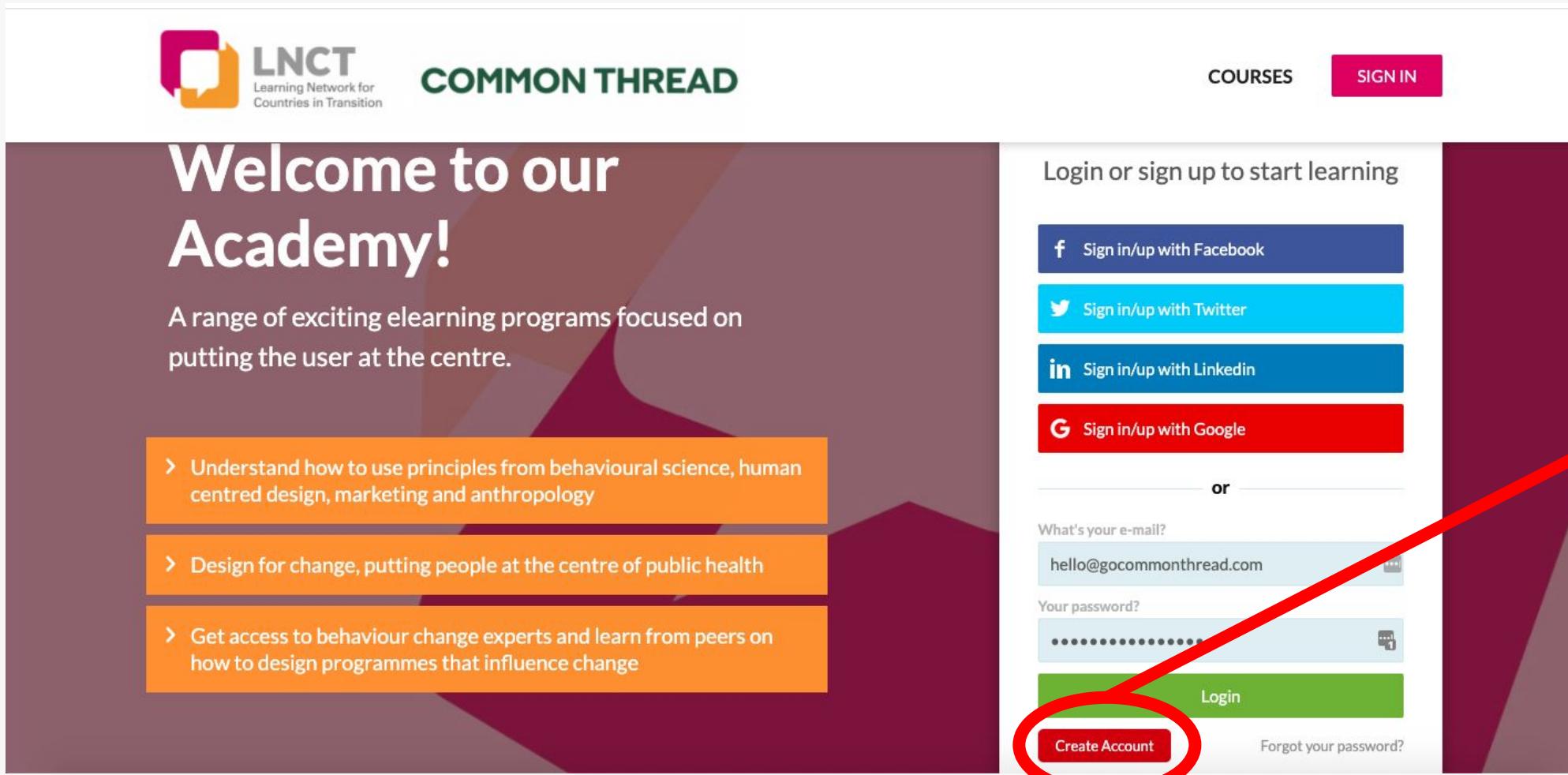
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Key Dates

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



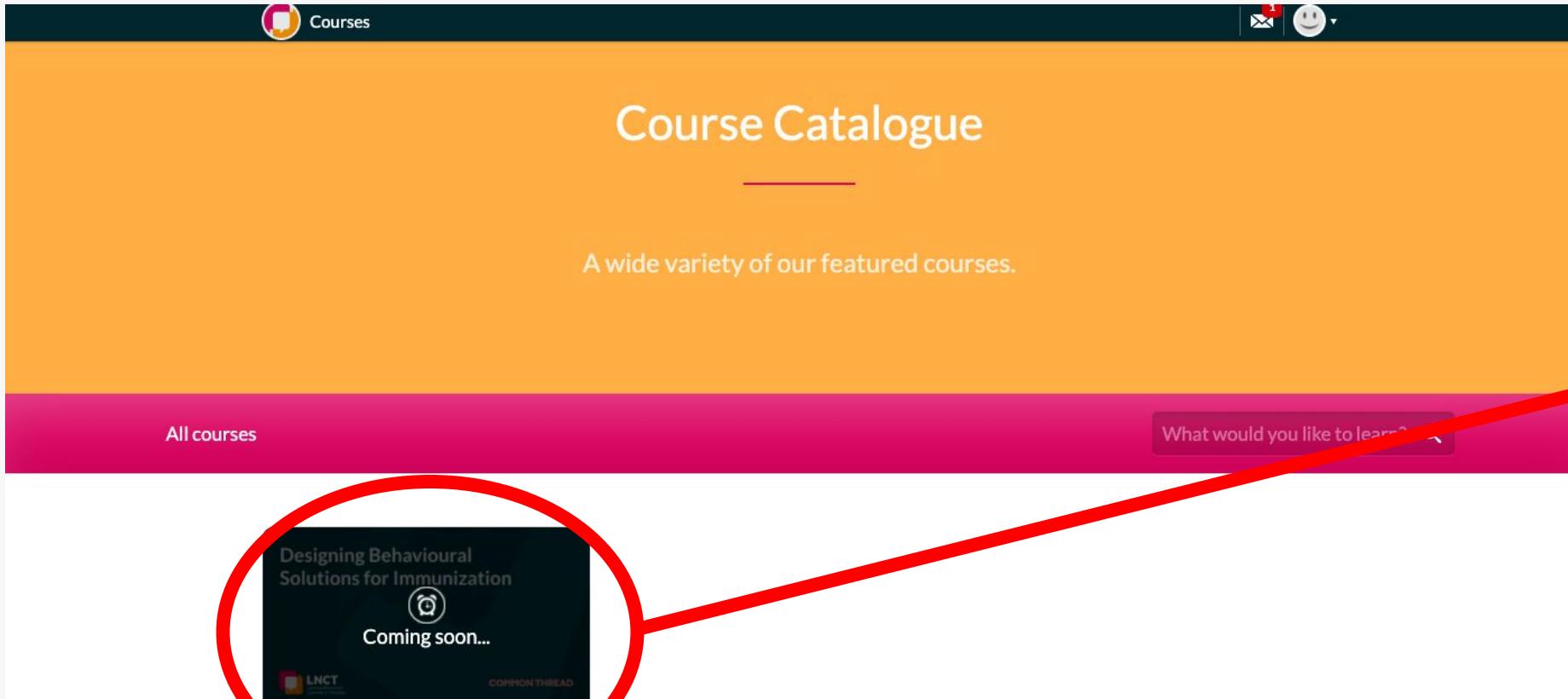
The screenshot shows the homepage of the Common Thread eLearning platform. At the top, there is a navigation bar with the LNCT logo, the text "COMMON THREAD", a "COURSES" button, and a "SIGN IN" button. The main content area features a large banner with the text "Welcome to our Academy!" and a description of the platform's focus on eLearning programs. Below this, there is a list of three features:

- 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

On the right side of the page, there is a "Login or sign up to start learning" section. It includes social media sign-in options for Facebook, Twitter, LinkedIn, and Google, followed by a "or" separator. Below this, there are fields for "What's your e-mail?" (containing "hello@gocommonthread.com") and "Your password?" (containing a series of dots). At the bottom of this section are a "Login" button and a "Create Account" button, which is circled in red. A red arrow points from the text "Select 'Create Account' and enter your name, email and password" to the "Create Account" button. The background of the page features a dark red and maroon abstract design.

Select “Create Account” and enter your name, email and password

Accessing the course



Courses

Course Catalogue

A wide variety of our featured courses.

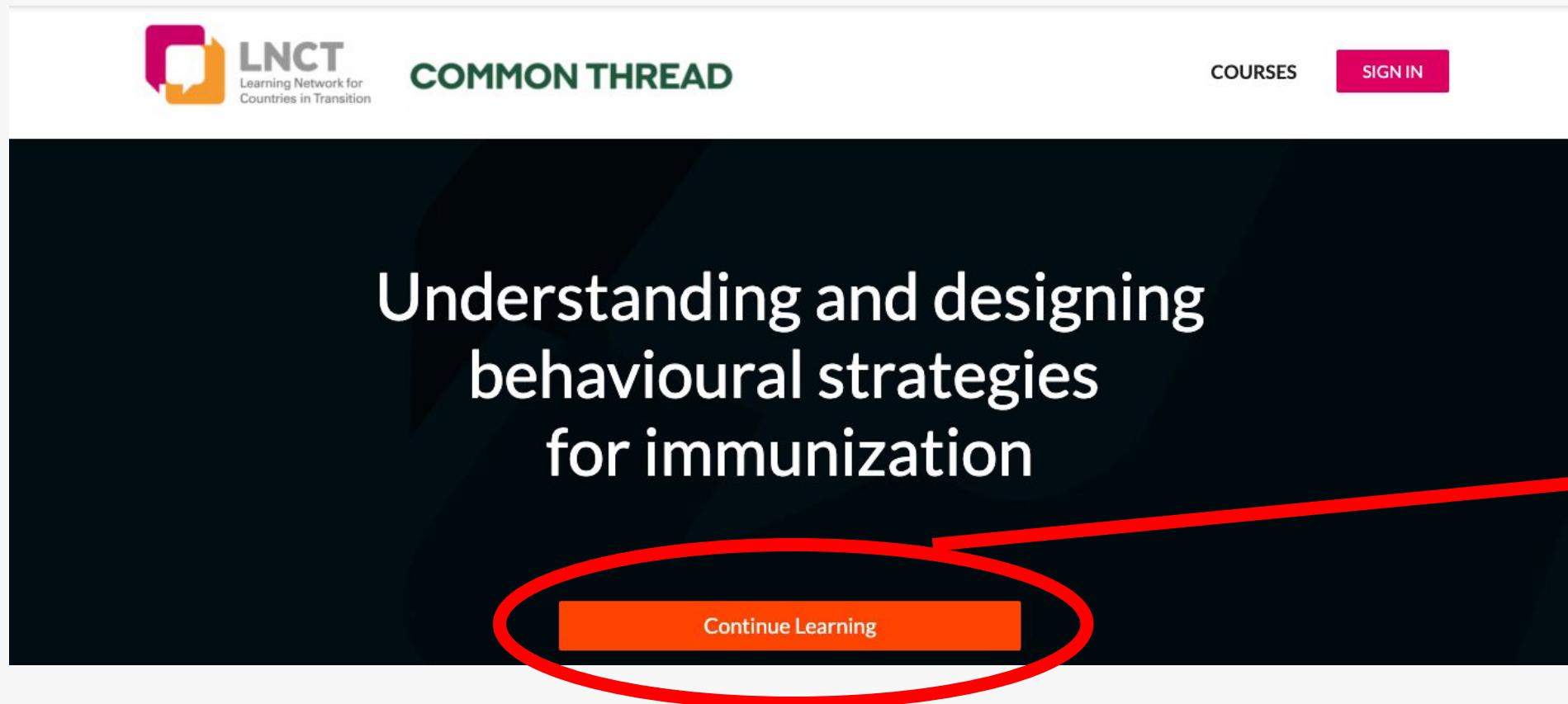
All courses

What would you like to learn?

Designing Behavioural Solutions for Immunization
Coming soon...
LNCT COMMON THREAD

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



The image shows a course landing page. At the top left is the LNCT logo (a stylized orange and pink square icon) and the text 'LNCT Learning Network for Countries in Transition'. Next to it is the 'COMMON THREAD' logo. On the right are 'COURSES' and 'SIGN IN' buttons. The main title 'Understanding and designing behavioural strategies for immunization' is centered in large white text on a dark background. Below the title is an orange button with the text 'Continue Learning'. A red oval highlights this button. A red line starts from the top right corner of the page and curves down to the right, ending near the 'Continue Learning' button.

Understanding and designing
behavioural strategies
for immunization

Continue Learning

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 sidebar with a navigation path. The main area features a video player with a woman speaking. The video player has navigation buttons for 'previous' and 'next', with the 'next' button circled in red. Red arrows point from the sidebar and the progress bar to the text descriptions on the right.

← Back to course page

☰

Understanding and Designing Behavioural Strategies for Immunization

89 %

Path

Discuss

Welcome

What you can expect from this course

Course Data Gathering

On-boarding Session

Zoom Meeting 20 Jul 2020 09:15

Demand Generation Basics

The Continuum of Vaccine Demand

Behaviour and Social Change Theory

Welcome to the course!

next >

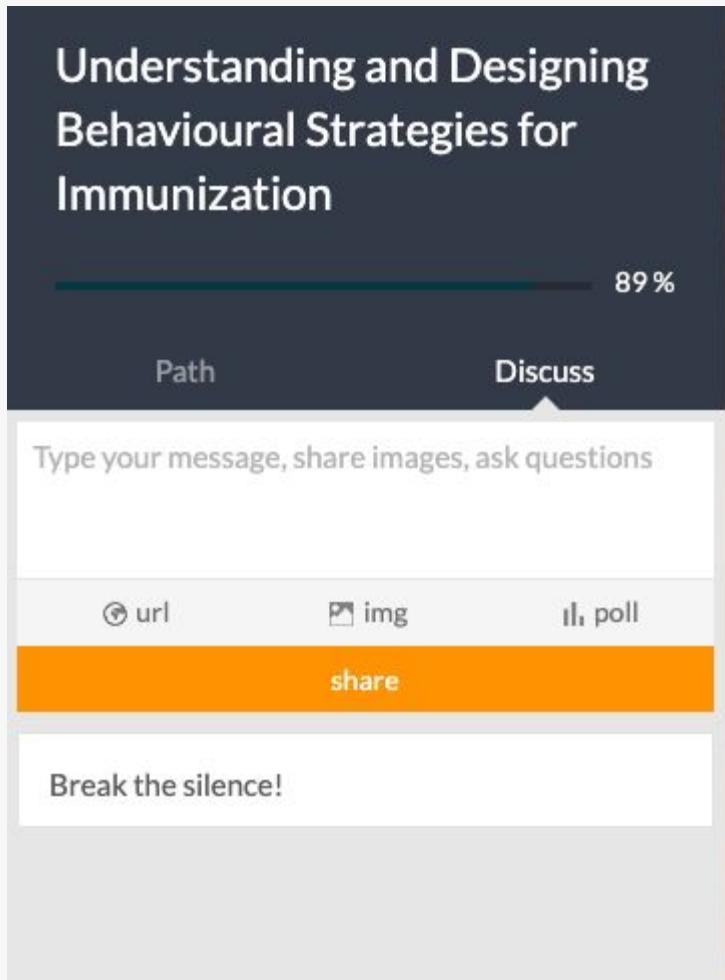
Watch later Share

This is how you navigate to the next learning section

Content will be presented here

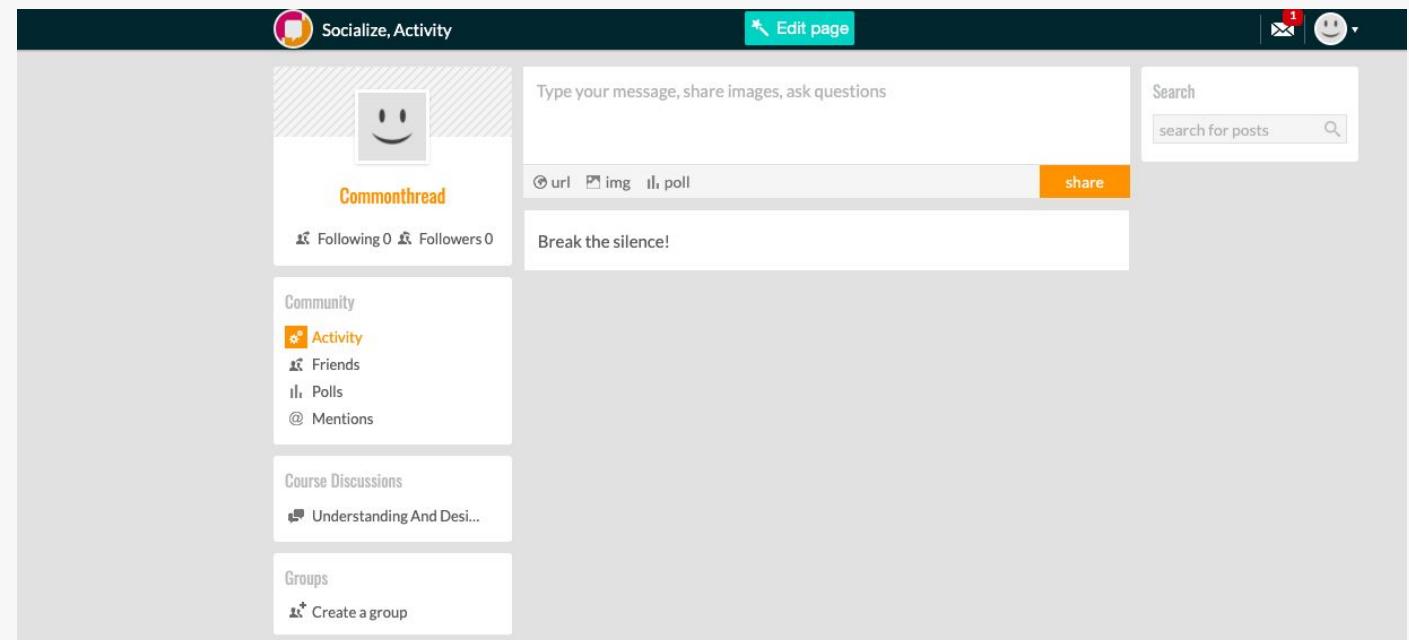
This shows you how far you've progressed through the course

Community Discussion Boards



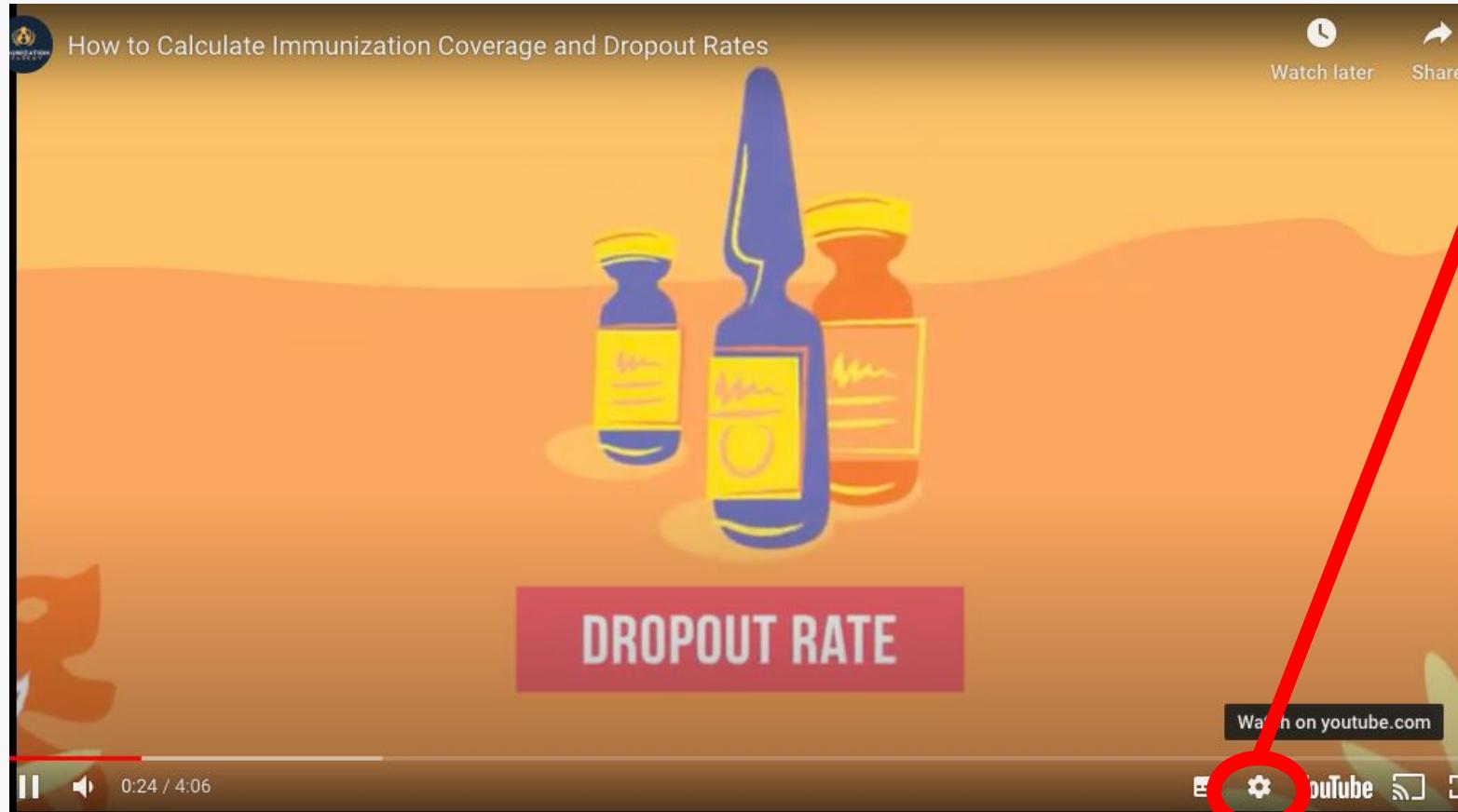
The screenshot shows a dark-themed interface for a discussion board. At the top, the title "Understanding and Designing Behavioural Strategies for Immunization" is displayed in white text. Below the title, a progress bar shows "89%" completion. The interface includes a "Path" tab and a "Discuss" tab. The "Discuss" tab is active, showing a text input field with placeholder text "Type your message, share images, ask questions". Below the input field are buttons for "url", "img", and "poll", followed by a prominent orange "share" button. A message "Break the silence!" is visible at the bottom of the discussion area.

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



The screenshot shows a light-themed discussion board interface. At the top, a header bar includes a profile icon, the text "Socialize, Activity", a "Edit page" button, and a notifications icon with a red "1". The main area features a post by "Commonthread" with a smiley face icon, 0 following, and 0 followers. A text input field says "Type your message, share images, ask questions". Below the input field are buttons for "url", "img", and "poll", followed by an orange "share" button. A message "Break the silence!" is visible. The sidebar on the left contains sections for "Community" (Activity, Friends, Polls, Mentions), "Course Discussions" (Understanding And Desi...), and "Groups" (Create a group). A search bar at the top right says "Search search for posts".

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

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.

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Questions?