

# Breakthrough ACTION Africa Cup of Nations Immunization Campaign

## Community Events Guide



**USAID**  
FROM THE AMERICAN PEOPLE

Breakthrough  
**ACTION**  
FOR SOCIAL & BEHAVIOR CHANGE



# Table of Contents

Introduction.....	1
Background.....	1
Purpose of this guide.....	3
Before the Event.....	3
Forming partnerships.....	3
General planning .....	4
Items to procure.....	5
Publicity and invitations.....	6
Day of the event.....	6
General set up.....	6
Activities set up.....	7
After the event.....	8
Reporting.....	8
Partnerships.....	8
Media.....	8
Appendix A: Vaccine Quiz.....	9
Appendix B: Scenario Quiz.....	11
Appendix C: Example AFCON Quiz.....	12
Appendix D: Run of Show Template.....	13
Appendix E: Campaign resources.....	14
Appendix F: Social Media Guide.....	15
Appendix G: Talking points.....	16

# Introduction

The 2023 Africa Cup of Nations (AFCON) provides a unique opportunity to reach millions across the continent as everyone tunes in to watch the games and follow the teams. Breakthrough ACTION has designed a multimedia campaign to leverage this excitement among AFCON fans to share messages that build a more robust social norm for the COVID-19 vaccine and other vaccinations across the life stages and focus on protecting the most vulnerable. To complement the TV commercials, radio spots and social media presence of the campaign, Breakthrough ACTION is also encouraging hosting of community events around the games to further promote COVID-19 vaccination and catch up on routine immunization. **This guide is designed to help organizations and communities plan for local events and leverage the materials developed by Breakthrough ACTION to extend the reach of the campaign.**

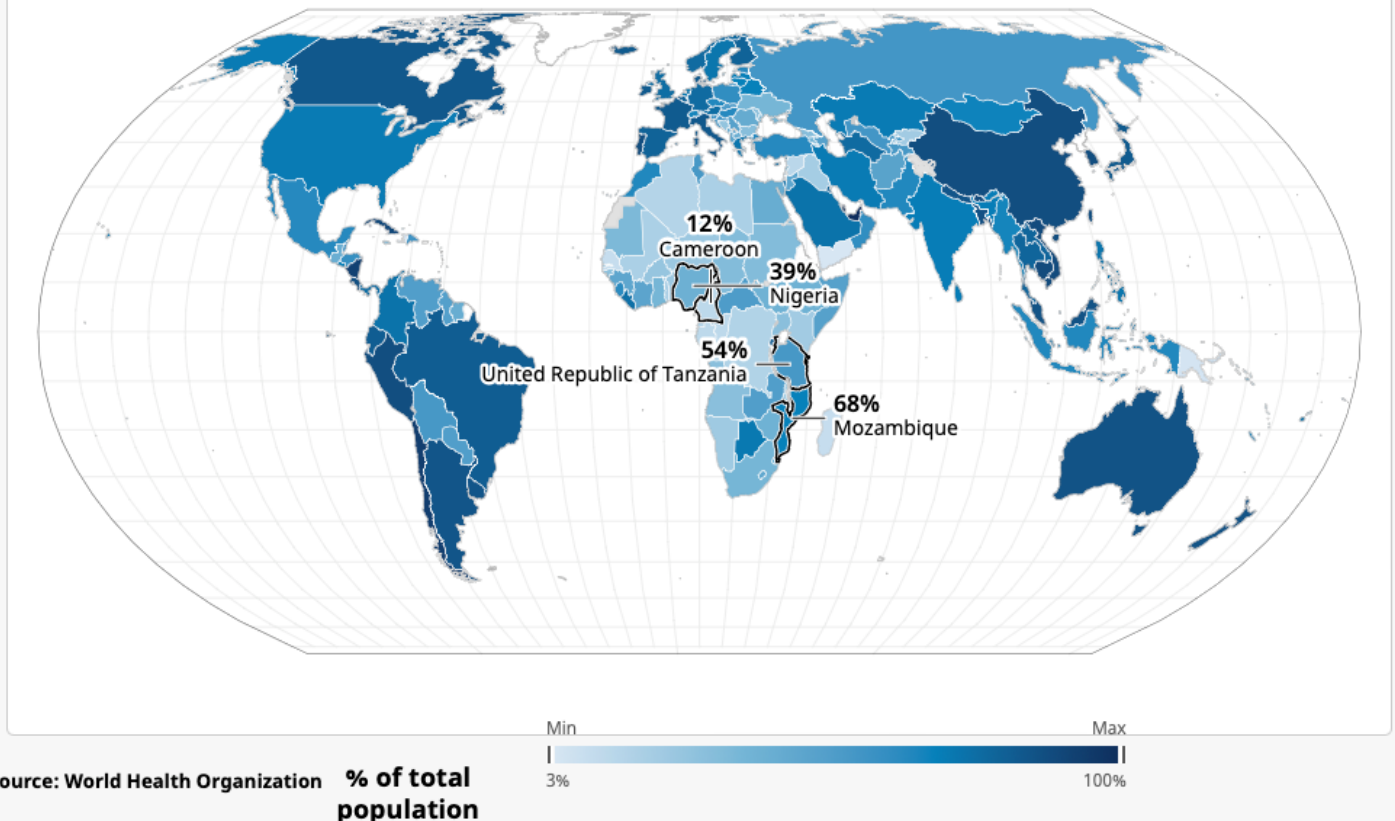
# Background

With the World Health Organization (WHO) declaring an end to the COVID-19 public health emergency, it is necessary for vaccination demand creation messaging to broaden its scope to be more inclusive of a life course approach, which recognizes that different vaccines are required throughout one's life, depending on a person's age, health status and other indicators. The WHO and USAID's technical priorities for the COVID-19 response include focusing on ensuring the highest priority populations receive all their vaccine doses and integrating COVID-19 vaccination into routine immunization and primary health care systems. It is essential to acknowledge that this prioritized approach can also help to strengthen demand among the traditional immunization audiences, namely children, adolescents, and women of reproductive age, while also supporting the priority groups for COVID-19 vaccination and boosters – older/oldest adults, pregnant women and adults with comorbidities. While the COVID-19 pandemic has caused unprecedented life expectancy losses not seen in a century, COVID-19 has shown yet again that vaccination works and saves lives.

Across Africa, as of the end of 2023, COVID-19 vaccine rates are still quite low with only 32.82 persons vaccinated per 100 population, though there is quite a range between countries. For example, in Mozambique, 68% of the populations has been vaccinated with the primary series of the vaccine, while in Cameroon it is only 12%. Even with Mozambique doing comparatively well, it is still quite a bit lower than the United States (82%) and United Kingdom (79%)[1].

## Percentage of total population vaccinated with a complete primary series of a COVID-19 vaccine

World, 26 November 2023



The COVID-19 pandemic created many challenges for citizens and health systems. Beyond the direct impact of COVID-19 itself, the pandemic resulted in many children being unable to access their routine immunizations, leading to increased outbreaks of preventable disease. Due to this the WHO, UNICEF and Gavi have launched “The Big Catch Up” initiative to assist countries to get back on track. These three organizations have warned that there may be 80 million children at risk of vaccine preventable diseases due to the interruptions in routine immunization brought on by the pandemic.[2] In 2021, 6 million more children were under-vaccinated (meaning not vaccinated at all, or not up to date on their vaccinations for their age) compared to 2019[3] highlighting the importance of getting children caught up.

[1] World Health Organization. Coronavirus (COVID-19) Dashboard. Accessed December 20, 2023. <https://covid19.who.int>

[2] Moraga-Llop, F. A., Fernández-Prada, M., Grande-Tejada, A. M., Martínez-Alcorta, L. I., Moreno-Pérez, D., & Pérez-Martín, J. J. (2020). Recovering vaccine coverage lost due to the COVID-19 pandemic. *Vacunas (English Edition)*, 21(2), 129–135.

[3] World Health Organization, United Nations Children’s Fund (UNICEF) and Gavi, the Vaccine Alliance. The Big Catch-Up: An Essential Immunization Recovery Plan for 2023 and Beyond. New York: WHO, UNICEF and Gavi, The Vaccine Alliance, May 2023

## Purpose of this guide

This guide is designed to help communities to plan and host their own community events and watch parties during the 2023 AFCON games (held from January 13 - February 11, 2024) to promote COVID-19 vaccination and vaccines throughout the life course. The guide has three sections -what to do before, during, and after the event- along with checklists for each.

While these community events may look different in every setting, the general idea is to host an event around the AFCON games, engaging the whole family. Such events allow the community to come together to have fun, cheer on their favorite team while also learning about the importance of vaccines and getting access to health services on site where possible.

## Before the event

The AFCON Community Event is similar to other community-based events you may have organized or are familiar with, however some of the items in this document will be specific to this type of event. Below is a list of things to take into consideration when planning a community event around AFCON that helps to promote vaccine uptake to ensure the event goes as smoothly as possible. Some of the items listed may not apply in your setting, and there may be other items that are important that have been left off. It's always important to take your context into consideration when planning a community event.

### Forming partnerships

---

It's important to work with others in the community who may already be working on this issue/planning similar events, or who could be strong allies for setting up an event.

Individuals and organizations to reach out to may include:

- Community leaders
- Local clinic staff
- Schools, including pre-schools (to reach parents whose children may have missed vaccines during the pandemic)
- Local shops who may be able to donate prizes or other supplies
- Local restaurants or food vendors who may be able to donate food, provide it at cost or be interested in setting up stands to sell it

- Local football teams
- Youth Groups
- Local community-based organizations and NGOs who may be doing vaccine work
- Other organizations who may be planning events

## General planning

---

- Schedule the date and time – look at the [AFCON schedule](#) and determine which game you'd like to hold your event around, check with community leaders that there are no conflicts or other events happening that day
  - Games in the group stage will be held at 14:00, 17:00 and 20:00 local time in Côte d'Ivoire so this should be considered when planning.
  - As many games will be late in the day and viewing of the games together at the event may not be feasible, consider other ways to take advantage of the excitement around the tournament to bring people together. This includes having a community event during the day that includes AFCON and vaccine related themes that ends in time for people to watch the games at home or other locations, or holding an event the day prior to the match.
- Create a budget including:
  - Venue (you may be able to find a place with no cost that will work well)
  - Refreshments
  - Sound system
  - TV and/or Screen with projector – if you are going to be airing the match live or want to show any audio-visual materials
  - Electricity
  - Local performers
  - Prizes
  - Security (see below)
- Determine location, taking into consideration:
  - Will it be indoors or outdoors? Will weather play a factor?
  - How many people do you anticipate attending?
  - Is there electricity you can use to air the game or run a sound system for entertainment?
  - Is there a space there or nearby where health services can be provided?
- Security
  - When hosting any large number of people, it's good to take security into account. Things to plan for and think through include how to deal with:
    - An injury to an attendee
    - Damage to property
    - Crowd control especially if more people show up than you anticipated
    - Attendees causing problems or disturbing others
    - Other unexpected situations
- Activities and entertainment
  - Think about what kinds of activities you may want to have to draw people into the event, such as:

- Quizzes with football and vaccine information (see example in **Appendices A-C**)
- Music and dancing
- Football related contests- for example, a place to kick the ball around where attendees can test their shooting skills on a goal and win prizes, the highest number of goals scored in 30 seconds, the most creative shot, etc.
- Competitions between local community football teams
- Reach out to the local clinic about hosting a health booth that can provide services and information about COVID-19, the vaccine, and other immunizations
- Reach out to local community-based organizations who work in the health space and see if they want to host any activities or a booth
- Develop items you could use for social incentives for those who get vaccinated such as:
  - Stickers that say “I got vaccinated today”
  - T-shirts sharing their vaccination status
  - Other small items such as buttons, pens and others that promote getting vaccinated

Identify Key Speakers

- While key speakers are not necessary, you may want to identify someone to be the Master of Ceremony to help hype up the crowd, and if there is a respected local leader who may want to speak more about the importance of vaccination you could invite them to say a few words.

Develop a run of show for the day (see **Appendix D** for a template)

- A lot depends on what time of day the match will be held and if you’ll be showing the match at the event or not
- Plan out the order for which you want events to happen and ensure all key people know when they need to be there
- Include in your run of show:
  - Arrival times for different groups
  - When you want certain activities to happen
  - Who is responsible for each activity
  - All supplies you’ll need for each activity
- Other things to consider:
  - If you plan to show a match, make sure all other activities are wrapped up before kickoff

## Items to procure

---

- Screen and projector or TV if airing the game
- Sound System with microphones
- Printed Breakthrough ACTION AFCON vaccine posters to be available on site (see **Appendix E** for access to the files), you can also ask your local health facility if they may have any posters they’d like to be made available
- Refreshments – you could ask local businesses if they’d be willing to donate or procure it yourself. Alternatively, you could also ask local vendors if they’d like to set up a small market near the event where people could purchase refreshments.

- Prizes – you could ask local businesses to donate small prizes that can be offered at the event

## Publicity and invitations

---

- Key stakeholders - it is important to send personalized invitations for the event including the date and time, the events that will be taking place, the reason for the event and how their presence can have a positive impact.
- Community Members – there are number of ways you can get the word out for the event, these include:
  - Social media - see the social media guide in **Appendix F** for sample posts that you can modify to include your event’s details
  - Radio
    - Talk to the local community radio stations and local DJs and ask them to help you get the word out
    - See talking points in **Appendix G**
  - Word of mouth
    - Share with key community leaders, youth groups, local youth leagues, football clubs, and other community groups and members who can share with others
  - Advertise the event in locations such as taxi and bus parks, shopping malls, schools, markets, etc., through posters or announcements
- Media - invite local media to not only promote the event, but also attend and report on the day
  - Community radio
  - Local newspapers

## Day of the event

While it may not be realistic to air the match live, depending on the time it begins, other activities can be held throughout the day to entertain the crowd and make it a festive event, building off the excitement of the AFCON tournament. If you are able to air the match live, these activities can take place before kickoff and during half time.

## General set up

---

Make sure to arrive early, at least 2 hours before your event start time to ensure that all the items you need are present, the space gets set up and any volunteers are briefed on their role.

- Check all items you procured are present
- Meet with volunteers and other people who may be assisting you, assign everyone duties
- Test the sound system



- Make sure any audio visuals you intend to use are working and cued up ready to go
- Check that all the vendors who were expected to participate are on-site and finalizing their set up
- Confirm electricity on site is working
- Have any vendors set up if you've asked them to be present
- Ensure there are marked seats for any dignitaries and speakers you may have attending
- Meet with speakers (if any) and ensure they have everything they need
- Check in with the master of ceremony about start time and go over the run of show

## Activities set up

---

These activities can be done before the match starts if you're airing it live, or throughout the day to keep people entertained and engaged.

- Quiz on vaccines with donated prizes
  - Make sure any prizes you may have procured are there
  - Make a list with which prize goes with which event for quick and easy distribution, assign someone to be responsible for this
- Health fair with health screenings available, such as weight, blood pressure, eye sight, etc.
  - Check in with the people offering health services, to confirm they have everything they need
  - Make sure there's a private area where health services can be offered, ideally with tents or a mobile van
  - Confirm what services will be available so the MC can make announcements throughout the event
- Music and dancing
  - Make sure someone is assigned to be responsible for keeping the music going and choosing songs
  - You could set up a playlist for the day ahead of time of that is easier
  - Provide them with talking points (**Appendix G**) they they, and/or the MC can use to address the crowd between songs
- TV ads to share on the screen before and after the game. Check **Appendix E** for accessing these materials.
  - Queue these up so they're ready to play
  - Test that the video and sound are working
  - Confirm in the run of show when they will be played
- Local musicians
  - Set up a staging area where they can set up and wait for when they will play
  - Check in that they have everything they will need
  - Confirm they know when they will perform and for how long

# After the event

## Reporting

---

- If health services were offered, coordinate with the agency that provided the services to ensure the numbers are reported properly.
- Report the estimated number of people who attended to relevant agencies

## Partnerships

---

- Thank those that worked with you and discuss how you may be able to work together again in the future.
- Continue to follow up with groups to promote vaccines.

## Media

---

- Further promote any press from the event to amplify the messages about the important of staying up to date on all vaccines during the life course

## Appendix A: Vaccine Quiz

	True or False Statement	Answer	Additional Information
1	Vaccines are effective in preventing disease.	<b>True</b>	Vaccines help your immune system recognize and defend against specific diseases. Vaccines have prevented millions of deaths. If you are alive today, you've most likely received a vaccine!
2	Vaccines are safe	<b>True</b>	Vaccines are very safe because they are thoroughly tested in clinical trials to ensure they don't harm people, and they are continuously monitored for safety once they're in use. In the game of life, vaccines are your family's best defenders against disease!
3	Only babies and young kids need vaccinations	<b>False</b>	Vaccinations are an important part of your family's game plan throughout life. Babies and young children receive vaccines to prevent diseases such as measles, hepatitis, polio and others. Older children receive an HPV vaccine, which protects them against certain forms of cancer. And people of all ages should receive the COVID - 19 vaccine. Check with your health care provider to find out which vaccines your family members may need.
4	A child can still catch up if they miss a vaccine	<b>True</b>	If your child misses a vaccine, they can still catch up. Visit your healthcare facility to check the status of your child's vaccines and what they need. The sooner you visit the clinic, the easier it is to get caught up. Be your family's captain! Visit the clinic today to make sure everyone on your team is caught up on their vaccines.
5	COVID-19 is still a big problem	<b>True</b>	COVID-19 is still a serious disease, especially for those who are at high risk such as people with underlying health issues, the elderly, and pregnant

			women. The vaccination is the strongest tool to prevent severe COVID-19 disease.
6	You only need one dose of a COVID-19 vaccine to be fully protected.	<b>False</b>	Many COVID-19 vaccines require two doses to achieve full protection. Just like a great coach changes their tactics to stay ahead of the competition, doctors are continually developing new “booster” shots to keep up with the ever-changing COVID-19 virus. Visit your health care facility to learn about the latest COVID-19 vaccine.
7	If you had COVID-19, you don’t need to get vaccinated	<b>False</b>	Even if you had COVID-19 you should still get vaccinated to help prevent future infections and severe disease.

## Appendix B: Scenario Quiz

Scenario	Question	Answer
<p>Ade is a 25 year old man who loves football. He and his wife Zuri have a young child and Zuri is pregnant with their second.</p> <p>One day, Ade is watching a football match. One of his friends starts saying some scary things about vaccines that Ade doesn't think are true.</p>	<p><i>Do you think Ade should believe his friend because they know each other well</i></p> <p>-OR-</p> <p><i>Do you think Ade should research this information more</i></p>	<p>It's always a good idea to do your own research to make the best decision you can for your family. Consult the website of the Ministry of Health, the World Health Organization, or visit your local health facility.</p>
<p>Ade and Zuri received the COVID-19 vaccine about two years ago. Ade thinks they both should probably get the booster, but Zuri is not sure if they need it especially since she is pregnant.</p>	<p><i>Do you think Ade and Zuri should get the booster shot</i></p> <p>-OR-</p> <p><i>Do you think Ade and Zuri don't need to get the booster shot</i></p>	<p>Ade and Zuri most likely should get a booster. The virus has changed over the past two years and the boosters help protect against new COVID - 19 variants. Also, COVID- 19 vaccines are safe and effective for pregnant women, like Zuri. It is important for pregnant women to receive the booster as they are at higher risk for severe disease. Visit your local clinic to find out if a booster is right for you.</p>
<p>Ade and Zuri's daughter Amina received some vaccines at birth, but she missed some vaccines during COVID - 19 when the clinic was closed. Zuri thinks they should take Amina to the clinic to get Amina caught up on vaccines. Ade thinks it too late.</p>	<p><i>Do you think Zuri is right and Amina can catch up on her vaccines.</i></p> <p>-OR-</p> <p><i>Do think Ade is right and it's too late for Amina to get caught up on her vaccines</i></p>	<p>Zuri is correct- they can still get Amina "caught up" on her vaccines. If you think your child may have missed any vaccines, go to the health clinic to get them "caught up" on the vaccines they need. Make sure to bring your child's vaccine card, or get a new one at the clinic.</p>

## Appendix C: Example AFCON Quiz

	True or False Statement	Answer	Additional Information
1	The first Africa Cup of Nations (AFCON) was held in 2014	<b>False</b>	The first AFCON was held in 1957 in Sudan. Egypt beat Ethiopia 4-0 in the final. The tournament is held every two years.
2	AFCON is only played by men's teams	<b>False</b>	The Women's AFCON has taken place since 1991. The Nigerian Women's National Team, known as the Super Falcons, have won the Women's AFCON more than any other country- 11 times!
3	The Algerian Men's National Team, have won the Africa Cup on Nations (AFCON) more than any other country.	<b>False</b>	Egypt has won the most AFCON trophies with 7.
4	Sadio Mane from Senegal has scored more AFCON goals than any other men's player	<b>False</b>	Samuel Eto'o of Cameroon has scored the most goals, with 18. Sadio Mane has only scored 8 AFCON goals
5	Morocco will host the 2025 Men's AFCON	<b>True</b>	Morocco will host the 2025 AFCON. Côte d'Ivoire is hosting the 2023 tournament.
6	Even professional footballers should get the COVID - 19 vaccine	<b>True</b>	Everyone should get the COVID-19 vaccine to protect themselves against serious illness and even death. Brazil and World Cup star Richarlison lost his childhood coach to COVID-19. He says, "Please get the vaccine. Trust science. Let's finish this fight once and for all."

# Appendix D: Run of Show template

## EVENT:

Date:

Time:

Location:

Contact Person and number:

TIME			ACTION/TASK	RESPONSIBILITY
Start Time	Finish Time	Duration	Description of what needs to be done	Who is responsible?
		Total amount of time	Add the task and details of what needs to be done	Name the assigned person

## Appendix E: Campaign resources

### TV Commercials

English

French

Portuguese

Swahili

Pidgin

### Radio Spots

English

French

Portuguese

Swahili

Pidgin

### Posters

English

French

Portuguese

Swahili



# Appendix F: Social Media Guide

# Appendix G: Talking Points

## Routine Immunization

According to the World Health Organization:

- 4-5 million deaths are prevented each year from vaccines.
- Another 1.5 million deaths could be avoided if vaccination rates increased.
- In 2022, 20.5 million children missed out on one or more vaccines delivered through routine immunization services.
  - In [country], according to the Ministry of Health, over [insert number here] children have missed out on one or more vaccines.
- Being up to date on vaccines, helps your children grow strong, stay healthy and avoid serious diseases such as measles, polio, hepatitis, and others.
- During the COVID-19 pandemic, many children missed out on getting their routine vaccinations. If you are not sure if your child has had all their vaccines or you know they need to “catch-up” on ones they missed- visit your nearest health provider to learn more. It is never too late to ensure your family has all the vaccines they need.
- Remember, vaccinations are an important part of your family’s game plan throughout life.

## Messages to Reinforce the Campaign:

- For your family – the team that matters the most- to win every time, ensure they stay up to date on all their vaccines by going to the health clinic.
- For your family – the team that matters the most- to win every time, ensure your children have all their routine vaccines even ones they may have missed during the COVID-19 pandemic.
- Keep your family at the top of the Leader Board -ensure they have all the vaccines they need. To find out more, go to the health clinic nearest you.
- Keep your family at the top of the Leader Board -ensure they have all the vaccines they need. Even if your children skipped routine vaccines during the pandemic, they can catch up now- don’t miss this opportunity to score.
- To score every time, ensure your family has all the vaccines they need. To find out more, go to the health clinic nearest you.
- In the game of life, vaccines are your family’s best defenders against disease!
- Be like (“Johnny” – *use name from Breakthrough ACTION TV and radio spots*) help ensure your family stays up to date on all their vaccines.

## COVID-19

- Although thankfully the pandemic is over, COVID-19 is still a very serious disease.
- Some members of our family and community are at risk of getting very seriously ill if they become infected with COVID-19. These include women who are pregnant, the elderly and those who have “co-morbidities” or on-going disease such as diabetes, cancer, heart disease and high blood pressure, among others.

- This is why it is very important for anyone who is pregnant, elderly or has an on-going disease to get the full doses of the COVID-19 vaccine including boosters.
- The COVID-19 vaccine is safe and effective. Over 70.6% of the world's population has received at least one dose of the vaccine.
  - In [country], according to the Ministry of Health, (only) [insert % here] of the population has been vaccinated.
- Many COVID-19 vaccines require two doses to achieve full protection. Just like a great coach changes their tactics to stay ahead of the competition, doctors are continually developing new “booster” shots to keep up with the ever-changing COVID-19 virus. Visit your health care facility to learn more about the COVID-19 vaccine, and ensure your family gets all the doses they need to stay protected against severe disease.

### **Messages to Reinforce the Campaign**

- For your family – the team that matters the most- to win every time, ensure anyone pregnant, elderly, or with on-going health issues gets all their COVID-19 vaccines and boosters.
- To score every time, ensure your family has all the vaccines they need. For anyone pregnant, elderly or with on-going disease it is especially important for them to get all their COVID-19 vaccines and boosters.
- Keep your family at the top of the Leader Board -ensure they have all the vaccines they need. This includes COVID-19 vaccines and boosters for anyone who is pregnant, elderly, has on-going disease or at risk for severe COVID-19 disease.