

1 What is our objective?

1a: Prioritize a User-Group

Clearly delineate exactly which community we are concerned with.

1b: Define the Improved State

Specify the change in immunization outcomes that the team is capable of influencing.

1c: Describe the Biggest Obstacle(s)

Common Obstacles

Explain how the user-group is or is not engaging with services.

Final Output:

Objective Formula

Formulate and document the final objective statement to reference throughout the process.

Tool #1 Common Obstacles

1. Identify the programme challenge in your area, which can be categorized as issues of Use, Follow-through or Timeliness. For example, caregivers may be initially using services (Use), but only irregularly coming for scheduled visits (Timeliness). Or they may be coming for their child's full course (Follow-through), but coming weeks or months late (Timeliness). Or, of course, they may simply not be using services at all (Use).
2. Ask why this challenge may be happening, and check all of the Common Obstacles (or add your own) that may be contributing. Competing priorities, demands for attention, conflicting beliefs, habitual behaviours, and social pressures are examples of common obstacles that can hinder the desired programme outcome.
3. Circle the biggest obstacle. This will be a working assumption that we will question and return to as we uncover more information in user research.

Apprehension About Health Worker

Uncertainty about capacity, knowledge of health workers, or compassion shown by health workers.

Apprehension About System

Uncertainty about the Health System, Government or body perceived to be giving the vaccine.

Social Norms

Vaccination is not a social norm or common practice.

Choice

People value what they choose themselves. For example, choosing a reward over receiving an award, even when the rewards are actually equivalent.

Attention Scarcity

People focus on the most pressing challenge 'now', which may not be vaccination given competing needs.

Recent News

The easier to recall, the more personal the story, the more influential.

Fears about Vaccines

Action can be scarier than inaction. When given an option between inaction and action, people tend to default to the status quo.

Supply Insecurity

Vaccination is unsafe, unpredictable, unavailable or available in limited supply as a result of regional insecurity.

Complexity

When caregivers are unclear about next steps and next vaccines, taking action is difficult.

No Feedback

Health workers lack the input or authority to improve or change services.

Bias Towards Optimism

People overestimate the likelihood of positive events occurring and underestimate the likelihood of negative events occurring (contracting a disease).

Ignoring the Contrary

People tend to seek out and act on information that conforms to their pre-existing beliefs.

Hassle Factors

Seemingly minor inconveniences can deter people from acting on their intentions, such as getting to the point of service.

Negative Experiences

Bad experiences from the past outweigh the neutral or good.