

FACT SHEET Immunization Service Experience

What is immunization service experience?

Immunization service experience includes the factors within and beyond the interactions between a health worker and an immunization client which influence the delivery and experience of the immunization service. Immunization service experience considers various components at the individual, community, facility, and system levels, which affect either client or health worker, and influence whether or not a client has a positive, people-centered, high-quality immunization service experience.

Why does it matter?

Immunization services in low- and middle-income countries have historically focused on supply and delivery functions, including quantitative analyses to measure results and impact. There has been insufficient attention to the qualitative and socio-behavioral considerations that improve confidence, acceptance, use, and demand.

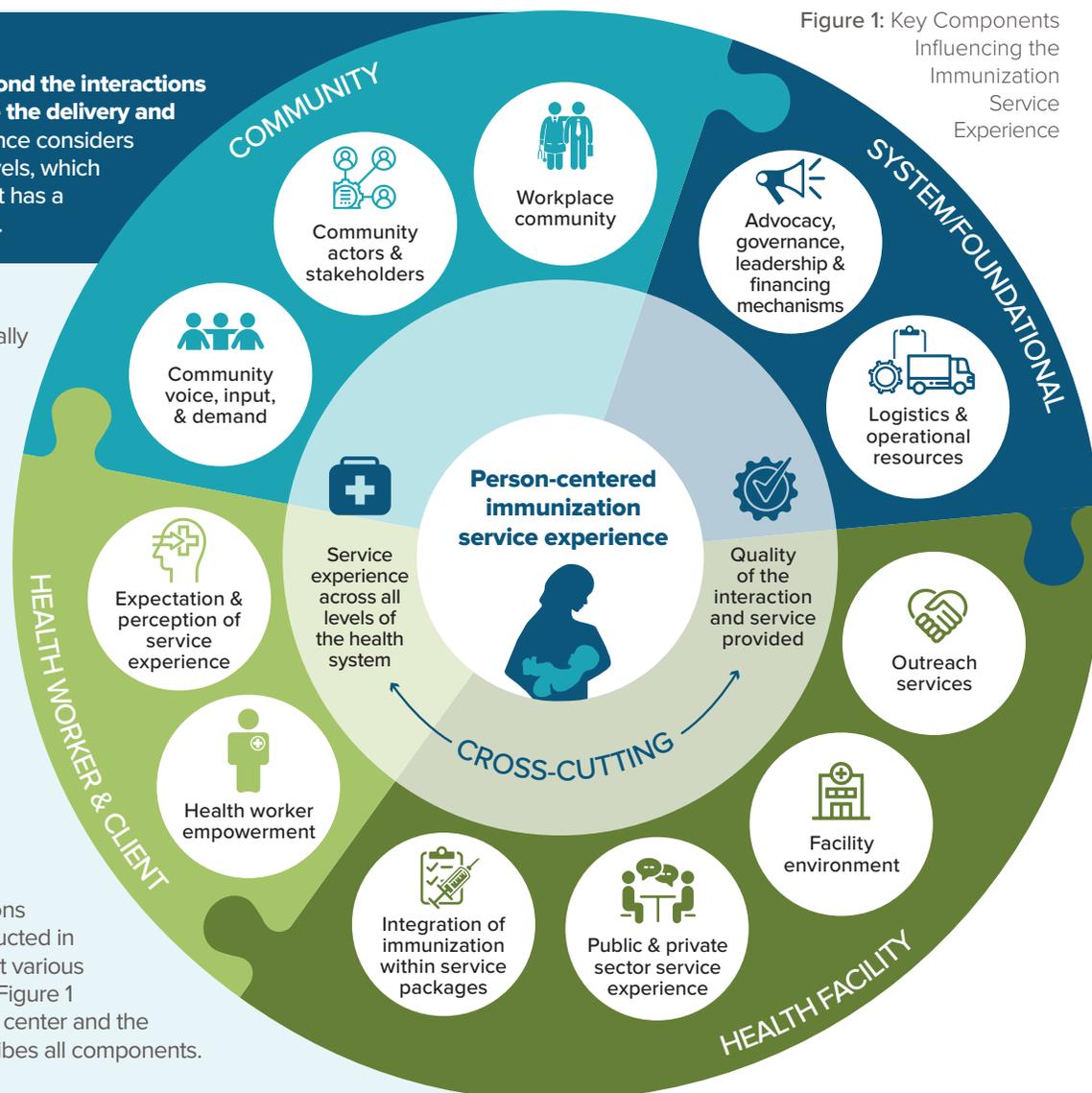
The recent global focus on immunization inequity and the COVID-19 pandemic highlighted the critical role that trust, demand, and quality play in encouraging vaccination uptake so that immunization programs are both valued by and can reach everyone.

Immunization service experience plays an important role in establishing trust and confidence in the health system and influences the use of immunization services by clients. A positive, person-centered immunization service experience can contribute to confidence, acceptance, demand, and uptake of vaccination. A negative experience could result in mistrust, refusal, or lack of participation in immunization or other primary health care services.

What are the key elements to creating a positive, person-centered immunization service experience?

Immunization service experience goes beyond the face-to-face interactions between health workers and clients. A qualitative scoping exercise conducted in Ghana, Kenya, Mozambique, and Nepal uncovered 13 key components at various levels that contribute to a positive, people-centered service experience.¹ Figure 1 summarizes these 13 components visually, emphasizing the clients at the center and the interconnectedness between levels. Table 1 (see next page) briefly describes all components.

Figure 1: Key Components Influencing the Immunization Service Experience



¹ JSI, 2020. Strengthening Immunization Service Experience: Global, Regional and Country Insight Gathering. Available at: https://publications.jsi.com/JSIInternet/Inc/Common/_download_pub.cfm?id=24508&lid=3

Table 1: Descriptions of Key Components Influencing the Immunization Service Experience

LEVEL	COMPONENT NAME	COMPONENT DESCRIPTION
Cross-cutting	Service experience across all levels of the health system	This component takes into account inputs and actions that can affect the immunization service experience at all levels, noting that country policies and strategies related to the experience of care and quality of care should also consider immunization.
Cross-cutting	Quality of the interaction and service provided	Quality must be at the center of immunization services. Defining immunization quality standards is important, as is further exploration into context-specific issues of how service quality and service experience relate to client expectations of care.
Health worker & client	Expectation and perception of service experience	Factors that influence client and health worker interpretation and perception of immunization service experience may be outcome- or experience-based. Health workers consider both individual provider and facility/systemic factors, while clients consider the quality of interaction with the individual provider and the acceptability of the service.
Health worker & client	Health worker empowerment	Enabling and resourcing health workers to do their jobs well is key to ensuring positive, person-centered immunization services. This may include the availability of guidelines, training, supplies, and equipment, as well as strong management and communication skills on the part of health managers.
Health facility	Integration of immunization within a package of services	This component explores if and how integrated service delivery addresses the needs and expectations of health workers and communities. There is a need to examine the quality of care in integrated services and the requirements necessary to support person-centered immunization services within a package of care.
Health facility	Public and private sector experience	Although immunization services are usually provided via public health systems, the private sector plays a notable role in urban contexts or areas where the public health system is lacking. This component explores why clients may choose one type of facility over the other and how this links to the perception of the immunization service experience.
Health facility	Facility environment	The health facility environment includes the functionality of the location and structure within which services are provided and received. This can affect how people perceive service quality and their continued demand for and acceptance of immunization services, as well as the health worker's ability to provide services.
Health facility	Outreach services	This component highlights the importance of person-centeredness in services that are provided in a location that is not within a health facility itself. The design and organization of outreach according to community inputs and needs can strengthen or decrease trust and use of the health system overall.
Community	Community voice, input, and demand	This component speaks to engaging the community in the design, delivery, and monitoring of services; the need for two-way feedback to foster accountability; and the importance of aligning demand for services with the availability and acceptability of services.
Community	Community actors and stakeholders	Different non-health stakeholders—such as social influencers, respected community leaders, the private sector, and academia—can play a role in addressing key issues related to immunization service experience, depending on local contexts.
Community	Workplace community	The ecosystem within which health providers work can influence the experience of care. While needs may vary by location or individually, it is important to cultivate an enabling work environment that fosters a stronger sense of community and job satisfaction for providers to share ideas and be supported.
System/ foundational	Advocacy, governance, leadership and financing mechanisms	Continuous advocacy, strong governance and leadership, and sustainable financing are foundational to the provision, quality, and demand for services and therefore influence the immunization service experience.
System/ foundational	Logistics and operational resources	The basic availability of, and access to, a reliable supply of vaccines, commodities, and operational resources affects the experience for health workers, clients and caregivers, resulting in either continued or decreased demand for immunization services.