SUPPORTING COVID-19 VACCINATION CAMPAIGN IN SERBIA

In partnership with:
- World Health Organization
- UNICEF
- Institute of Public Health of Serbia

Main national partner:
- UNDP

1. Setting the stage for communication

2. Spreading the word about vaccination benefits and registration process

3. Supporting digital solutions for smooth sailing and ensuring no one is left behind

4. Ensuring that both the people’s health and the environment are protected

With the valuable support of our donors and partners:
- eUPRAVA
- Office for IT and eGovernment
- British Embassy Belgrade
- UKaid
- UNHCR
1 Setting the stage for communication
- 18 Meetings of the Communication Coordination Group (Jan – May 2021)
- Finalization of the National Vaccination Communications and Community Engagement Plan
- Qualitative research on people’s vaccination-related attitudes, building on Quantitative research by WHO & Institute of Public Health of Serbia „Dr Milan Jovanovic Batut“
- “Bring back the hug” slogan and logo
- Design of billboards, city lights, roll ups, posters, advertisements and web banners

2 Spreading the word about vaccination benefits and registration process
- Production of Campaign TV commercial and radio jingle
- Distribution of TV commercial, radio jingle and web banners to 100 national and local media outlets for free broadcasting/posting
- 25,000 brochures in Serbian printed and distributed through 23 Public Health institutes
- 10,000 brochures in Romani language printed and distributed in 25 municipalities
- 30 UN Volunteers informed over 5,000 Roma in 25 municipalities on vaccination benefits and registration process
- 10,500 brochures in total in Hungarian and Braille languages printed and distributed through PHIs and Association for the Blind and Visually Impaired
- Design of print brochures on Farsi and Arabic languages for migrants and refugees
- Traditional and social media monitoring and analysis

3 Supporting digital solutions for smooth sailing and ensuring no one is left behind
- Creation and daily updates of the national web site for vaccination: https://vakcinacija.gov.rs/
- Support for vaccination e-registration platform: design and secure data exchange and development of eServices enabling people to register for vaccination
- Support for design and development of the reporting system with detailed data on vaccination process
- Facilitating data entry process in the biggest vaccination centre – Belgrade Fair
- Assisting interested Roma population to apply for vaccination through the e-registration platform
- Helping people who can’t access the digital platform to register through the Phone Contact Centre

4 Ensuring that both the people’s health and the environment are protected
- Assisted the development of the Hazardous Medical Waste Management Plan
- Instructions on safe management of hazardous medical waste prepared for medical workers
- Training for the waste management managers and other relevant staff