

Team 1

Barrier: Communication and Education

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10 april 2016

Personal Health Strategies

- Integration of intergenerational bridges.
 - Create awareness through various programs that consider the entire population. Eg. Children accompanying adult vaccination, adolescents looking after adults.
- Inclusion of the issue of vaccination in the curricula for personal health and related professions. Eg. Anthropology
- Vaccination as a required subject in the certification / evaluation of health professionals
 - Education levels, health team.
 - Multidisciplinary

Population Strategies

- Awareness Campaign
 - Messages:
 - Developed according to the population to whom it is addressing
 - Considering the regional and local characteristics
 - Solid
 - Coherent
 - Easy
 - Overwhelming
 - Adequately addressed

Ex.

- Peru. Citizen Voices
- I help my partner
- Community volunteers

Population Strategies

- Media
 - Educate communicators. Convinced and easily transmitted
 - Identify a spokesperson with prestige and social recognition, not only the image, providing the message.
 - Use of innovative IT media, social networks
 - Regional and local campaigns – Fernando Morales
 - Adequate, efficient and effective remedies
 - Identify and manage innovative ways of obtaining resources
 - Regional feature
 - Involve the community