

"Religious Leaders are calling for action: A campaign to boost COVID-19 immunization for Adolescents and Youths "

Inter-Religious Platform for Health Communication -
PIRCOM



Bishop Dinis Matsolo, PIRCOM Executive Director

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Inter-Religious Platform for Health Communication - PIRCOM

A nationwide network that includes different Religious Communities, such as Muslim, Christian, Hindu and Baha'i working together on Public Health issues, through the use of the voice and image of influential Religious Leaders.



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PIRCOM Members – 13 Major Religious Communities & Congregations

1. **Christians:**
 - i) Christian Council of Mozambique (30)
 - ii) Roman Catholic Church
2. **Islamic Council of Mozambique**
3. **Hindu Community**
4. **Bahá'í Community**
5. **Islamic Congress of Mozambique**
6. Anglican Church
7. Wesleyan Methodist Church
8. United Methodist Church
9. Free Methodist Church
10. Seventh-day Adventist Church
11. Assembly of God
12. United Church of Christ



Areas of intervention

- **Malaria (Malaria President Initiative– PMI, Comic Relief, ALMA and UNICEF)**
- **Family Planning (USAID)**
- **Maternal Neonatal Child Health (USAID)**
- **HIV and AIDS (Faith Based Intervention)– (PEPFAR)**
- **Nutrition (USAID)**
- **Immunization (COVID-19, Polio and Cholera)**
- **Zoonotic Diseases (Global Health Security Funds – USAID)**
- **Gender Based Violence (PEPFAR)**
- **Human and girl rights (UNICEF)**
- **Peace Building and Climatic Changes (UNICEF)**



unicef | for every child



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SCOPE of Work



- 1) National, Provincial and District Advocacy and Social mobilization
- 2) Training and development of Social Behavior Change (package & material)
- 3) Dissemination of health action-messages through community events, mass and social media
- 4) Development of health contents and broadcasting of interactive radio programs/debate including the use of Community Radios (local language)
- 5) Intervention with engagement of adolescents and young people – interactive television and radio programs, competitions schools, cultural and entertainment
- 6) Dissemination of health action-messages through Digital Platforms – Instagram, Facebook, website (MOH, PIRCOM and other partners)

Our differential is that we align the health action-messages with the Sacred Scriptures (Bible, Alchoran, Hindu and Baha'i Holy Books)



Vaccination for adolescents and youth – COVID19

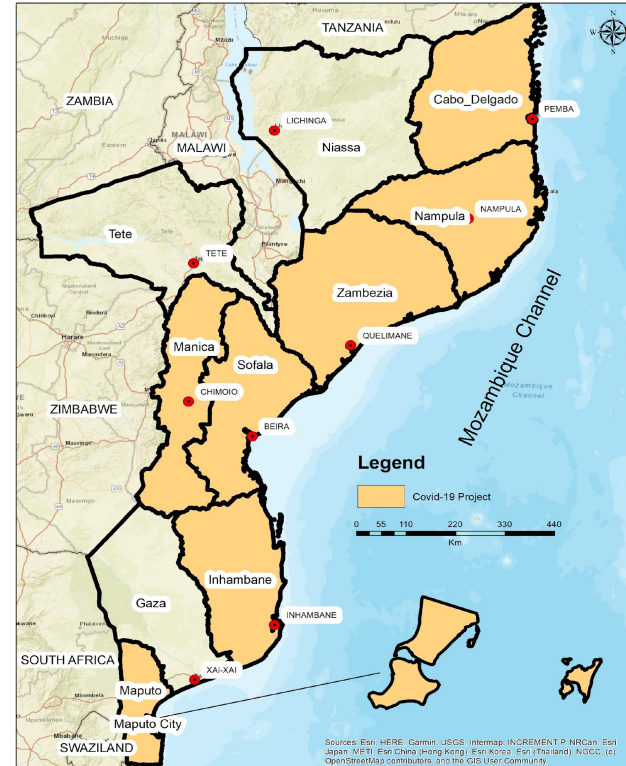
- **Joining the efforts of the Mozambican Government to improve vaccination uptake in the target group, PIRCOM through its vast and extensive network of religious leaders, using their voices and images to support a communication campaign for adolescents and youth from 12 to 17 years to adhere to vaccination.**



Where was the vaccination campaign implemented?

9 out of 11 provinces in country:

- Cabo Delgado
- Nampula
- Zambézia
- Manica
- Sofala
- Inhambane
- Maputo-Province
- Maputo-City



Religious Leaders speaking up!

- **356** Religious Leaders trained for mobilizing adolescents and youth for COVID-19 vaccination.



Sermons at worship places

☐ We reached 106 418 adolescents and youths



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Cultural and Sport activities

- ❑ We reached 23 304 adolescents and youths



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Mobilization through public Marchs

- We reached 1 800 adolescents and youths



Mass and Social Media

- ❑ **5 million people reached through: television, radio and Digital Platform (Facebook, Instagram and websites)**



PIRCOM contribution to the vaccination campaign for adolescents and youth against COVID-19

- Integration of vaccination brigades into the worship places.
- Strategy implemented first time in country.
- Successful experience and well recognized by the Ministry of Health.
- Experience replicated to other immunization intervention as role model (Polio and Cholera).
- 4.8 million adolescents and youths was the goal set by the Ministry of Health.
- 66% of adolescents and youths in Mozambique corresponding to more than 3 million were reached during the vaccination campaign against COVID-19.



Tracking tool to monitor the recall and reach of COVID-19 Vaccination campaign

- Knowledge about the importance of COVID-19 vaccination.
- Contents about perceptions.
- Adoption of positive health behaviour practices.
- Tracking myths and rumours.



COVID-19 Vaccination campaign videos



- PIRCOM Factsheet:
<https://mega.nz/file/9XthlQ5T#1OzROaywVh0tprVo3tmo2gNlyKNmBhq5UkoXLEaCwVI>
- Adolescents Campaign video:
<https://mega.nz/file/QblnXCZD#9Ohi301BSvT75S3T2d5DixihJ-2vYrqwHEX58ONa9lq>
- Immunization Conference Video:
https://mega.nz/file/BWlUgAID#JfU9Y83RhsYFo9rKeb_nNb_pZWWQRhq-8k_JmOt3HtM
- PIRCOM Roll Up: <https://mega.nz/folder/xecHGZYJ#wn1Dbav-T5ngGXxYmD2P5Q>
- Youtube Channel: <https://www.youtube.com/@pircommocambique5251/videos>



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THANK YOU



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