



VaxSocial Learning Seminar #2

Bridging Online & Offline: Exploring integration with offline health systems – from pharmacists to frontline health workers.

9th October 2025

Aims of the Seminar

**Shared
Learning**

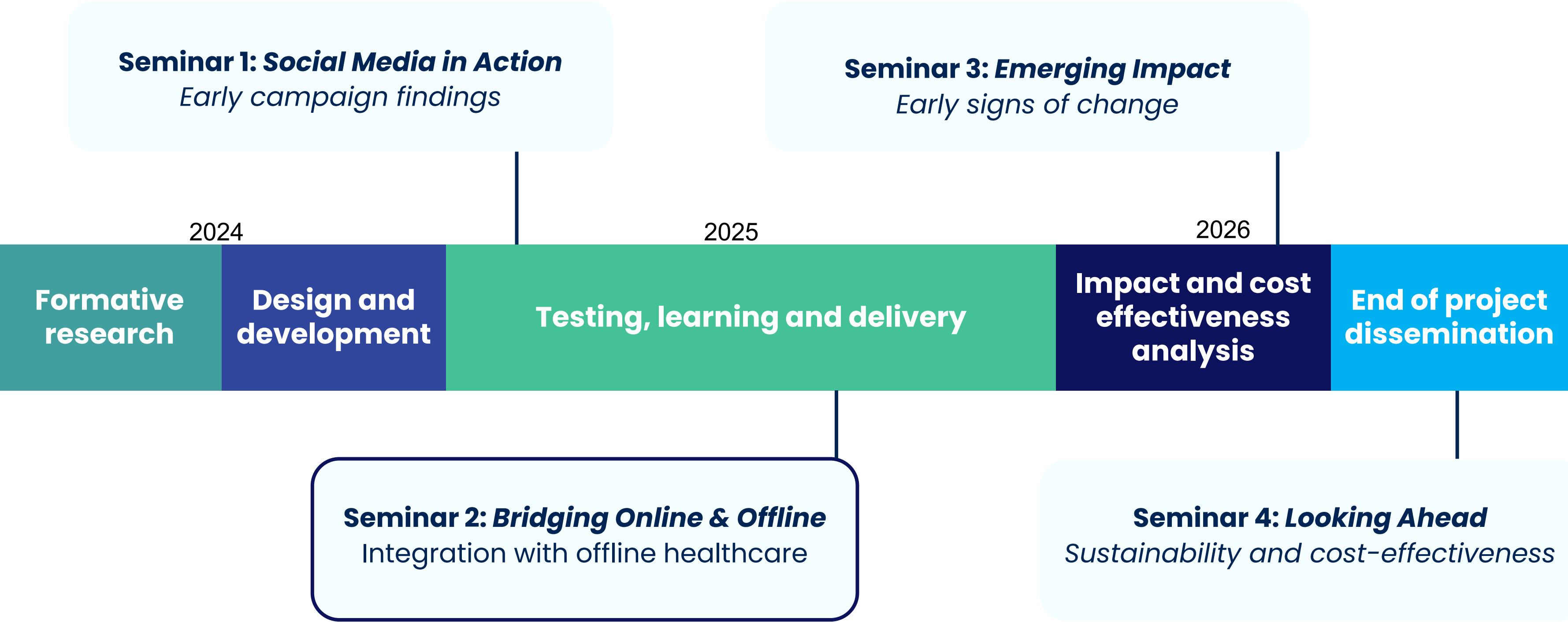
**Reflect &
Learn**

**Collaborate &
Amplify**

Today's Agenda

- 01 VaxSocial Online/Offline Integration
- 02 Emerging VaxSocial Best Practice: Global learnings on online/offline integration
- 03 Spotlighting our Work & Discussion
- 04 Wrap-up and What's Next

Global Monitoring, Evaluation And Learning Throughout The Programme



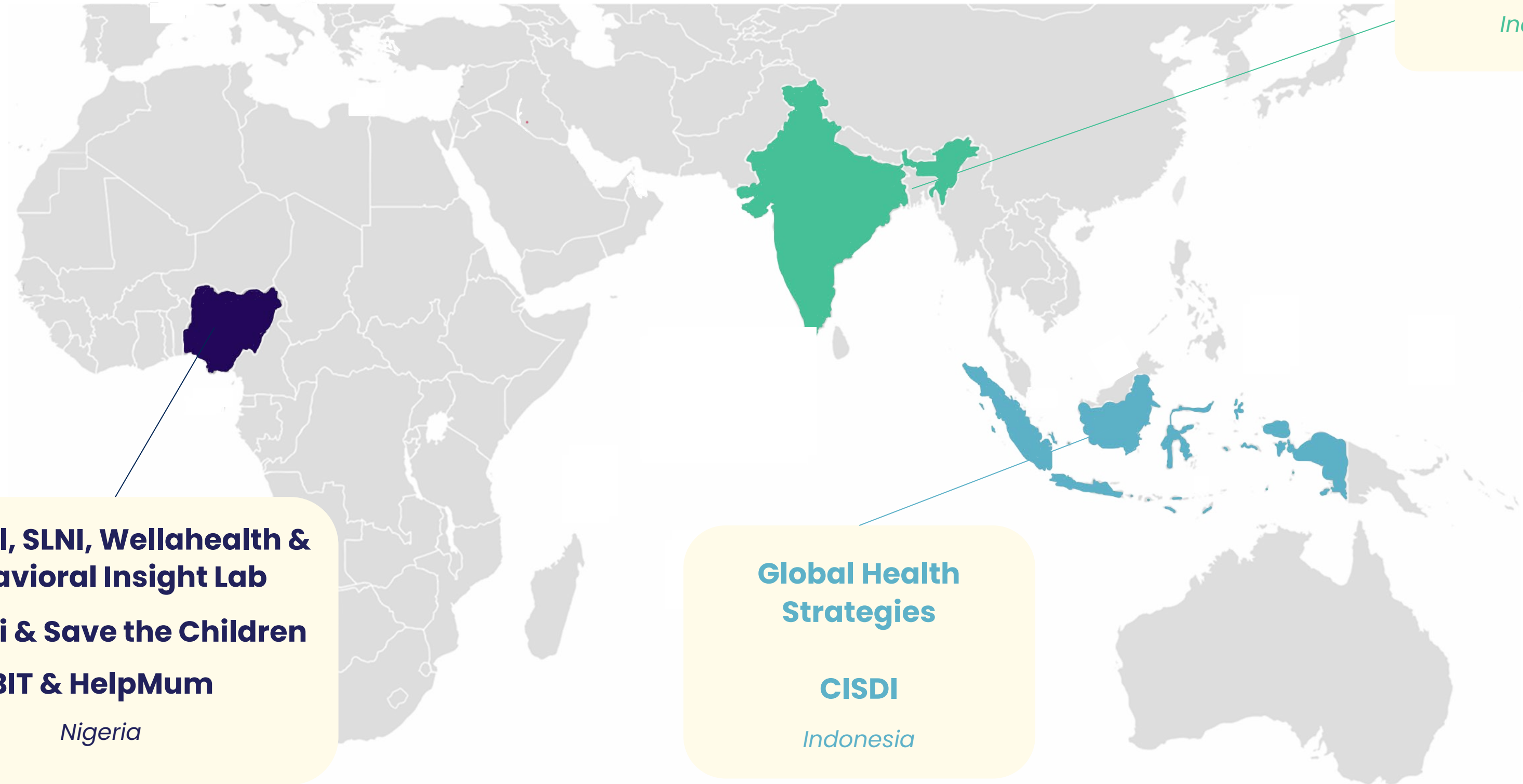


01

VaxSocial Online/Offline Integration

The VaxSocial Portfolio:

Country Innovations



**Upswell, SLNI, Wellahealth &
Behavioral Insight Lab**

AskNivi & Save the Children

BIT & HelpMum

Nigeria

Group M

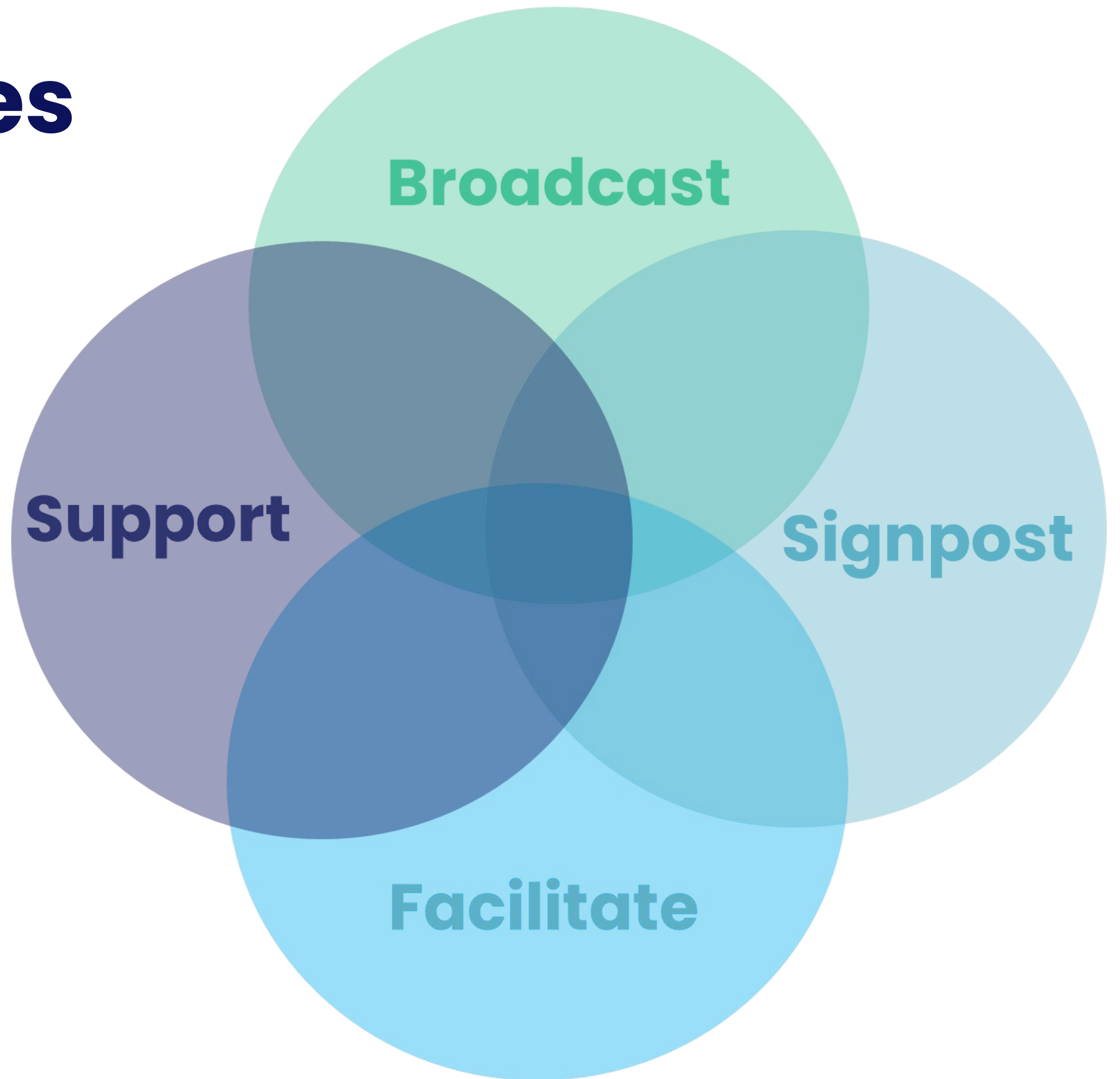
India

**Global Health
Strategies**

CISDI

Indonesia

Four main routes for bridging online and offline



Bridging Online and Offline

ONLINE WORLD

OFFLINE WORLD

A national social media based ad campaign raises awareness and promotes positive vaccine behaviours, tailoring content to different areas

A social media based ad campaign uses community leaders and influencers to raise awareness and promotes positive vaccine behaviours

Caregivers attend the vaccination appointments

Caregivers attend the vaccination appointments

Bridging Online and Offline

ONLINE WORLD

OFFLINE WORLD

A national social media based ad campaign raises awareness and promotes positive vaccine behaviours, tailoring content to different areas

A social media based ad campaign uses community leaders and influencers to raise awareness and promotes positive vaccine behaviours

Caregivers attend the vaccination appointments

Caregivers attend the vaccination appointments

BROADCAST

Bridging Online and Offline

ONLINE WORLD

OFFLINE WORLD

BROADCAST

A national social media based ad campaign raises awareness and promotes positive vaccine behaviours, tailoring content to different areas

A social media based ad campaign uses community leaders and influencers to raise awareness and promotes positive vaccine behaviours

SIGNPOST

Hyperlocal social media campaigns raise profile of health workers (pharmacists) building trust, encouraging conversations

Social media ad campaigns raise profile of virtual chatbot service

Local health workers speak directly to caregivers and direct to vaccination centres

Chatbot delivers a tailored conversation to answer questions and guide users and schedules reminders

Caregivers attend the vaccination appointments

Caregivers attend the vaccination appointments

Caregivers attend the vaccination appointments

Caregivers attend the vaccination appointments

Bridging Online and Offline

BROADCAST

SIGNPOST

FACILITATE

ONLINE WORLD

OFFLINE WORLD

A national social media based ad campaign raises awareness and promotes positive vaccine behaviours, tailoring content to different areas

A social media based ad campaign uses community leaders and influencers to raise awareness and promotes positive vaccine behaviours

Hyperlocal social media campaigns raise profile of health workers (pharmacists) building trust, encouraging conversations

Social media ad campaigns raise profile of virtual chatbot service

Chatbot delivers a tailored conversation to answer questions and guide users and schedules reminders

WhatsApp community groups reinforces vaccine messaging, builds social norms, to help build social norms



Local health workers speak directly to caregivers and direct to vaccination centres

Chatbot delivers a tailored conversation to answer questions and guide users and schedules reminders



Caregivers attend the vaccination appointments

Caregivers attend the vaccination appointments

Caregivers attend the vaccination appointments

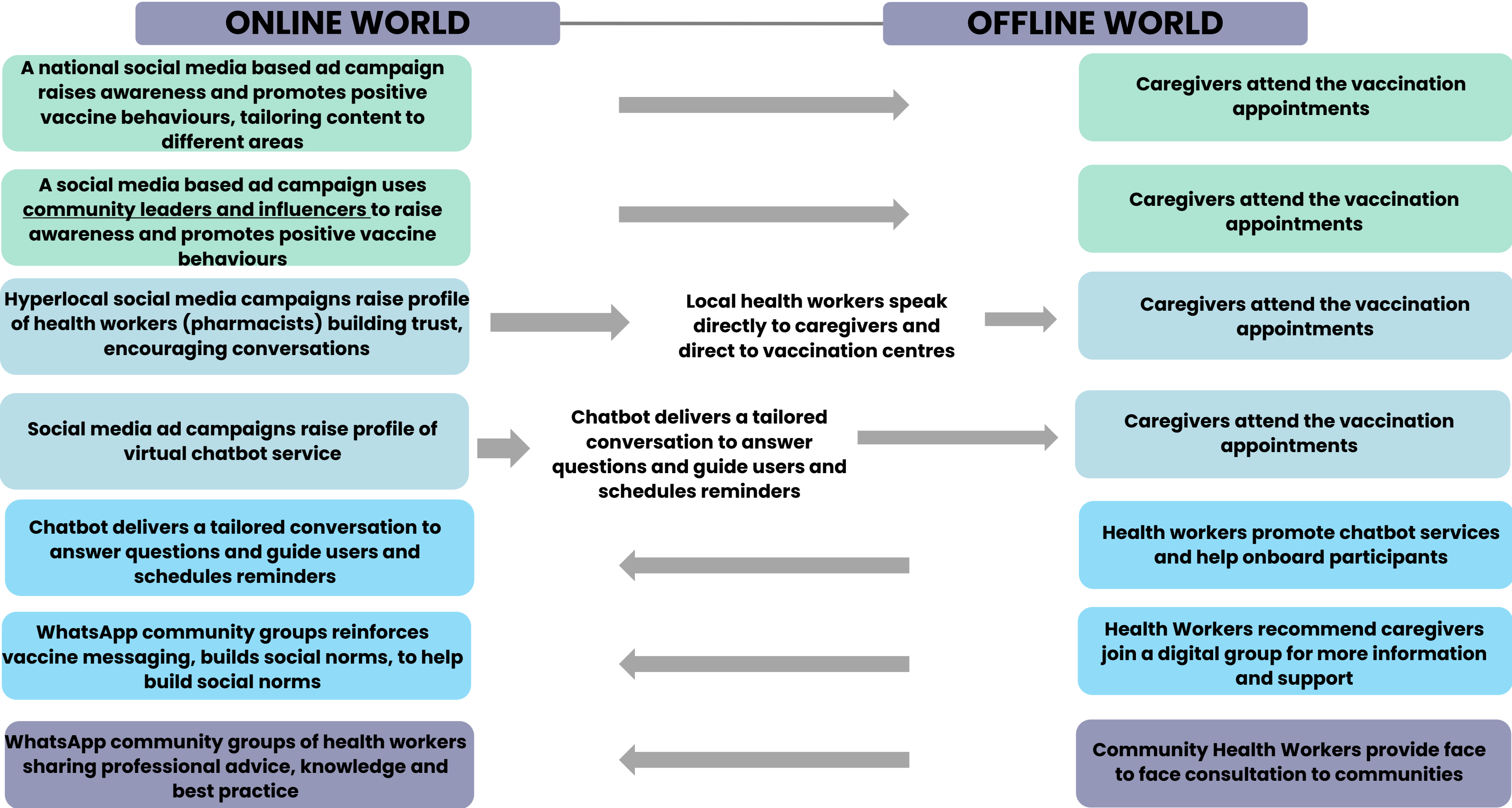
Caregivers attend the vaccination appointments

Health workers promote chatbot services and help onboard participants

Health Workers recommend caregivers join a digital group for more information and support

Bridging Online and Offline

SUPPORT FACILITATE SIGNPOST BROADCAST





02

Emerging VaxSocial Best Practice

Behind the insights:

Consistent Updates & Insights from Grantees

Knowledge Sharing with VCFII



Pause & Reflect Sessions

Pause and Reflect #3 Pre-Session Briefing Form

Grantee Name: _____

2. Progress Summary

- Key Achievements:** Highlight up to 3 major accomplishments since the last session.
- Notable Challenges:** Summarize up to 3 significant challenges encountered so far since last session.
- Current Status:** Indicate progress against key milestones.

3. Metrics and Indicators (If applicable)

This can be shared in any format.

- Key Performance Indicators (KPIs):** List the primary metrics being tracked.
- Latest Results:** Provide the most recent data for each KPI.

4. Reflections

Answer the following briefly:

- What do you feel has been the most successful part of the program so far?
- What area needs the most improvement?
- Are there any external factors influencing program delivery (e.g., policy changes, community dynamics)?

5. Preparation for Discussion

- Specific Topics:** List any specific topics or areas you would like to discuss during the session.
- Decisions/Guidance Needed:** Highlight any decisions or guidance you are seeking from the session.

Mid-Year VaxSocial Event



Global Cross-Grantee Sessions



The Six Ingredients of Integration

When these elements align, online and offline reinforce each other – driving stronger, more sustainable change



Trust



Motivation



**Community
Bridges**



Agility

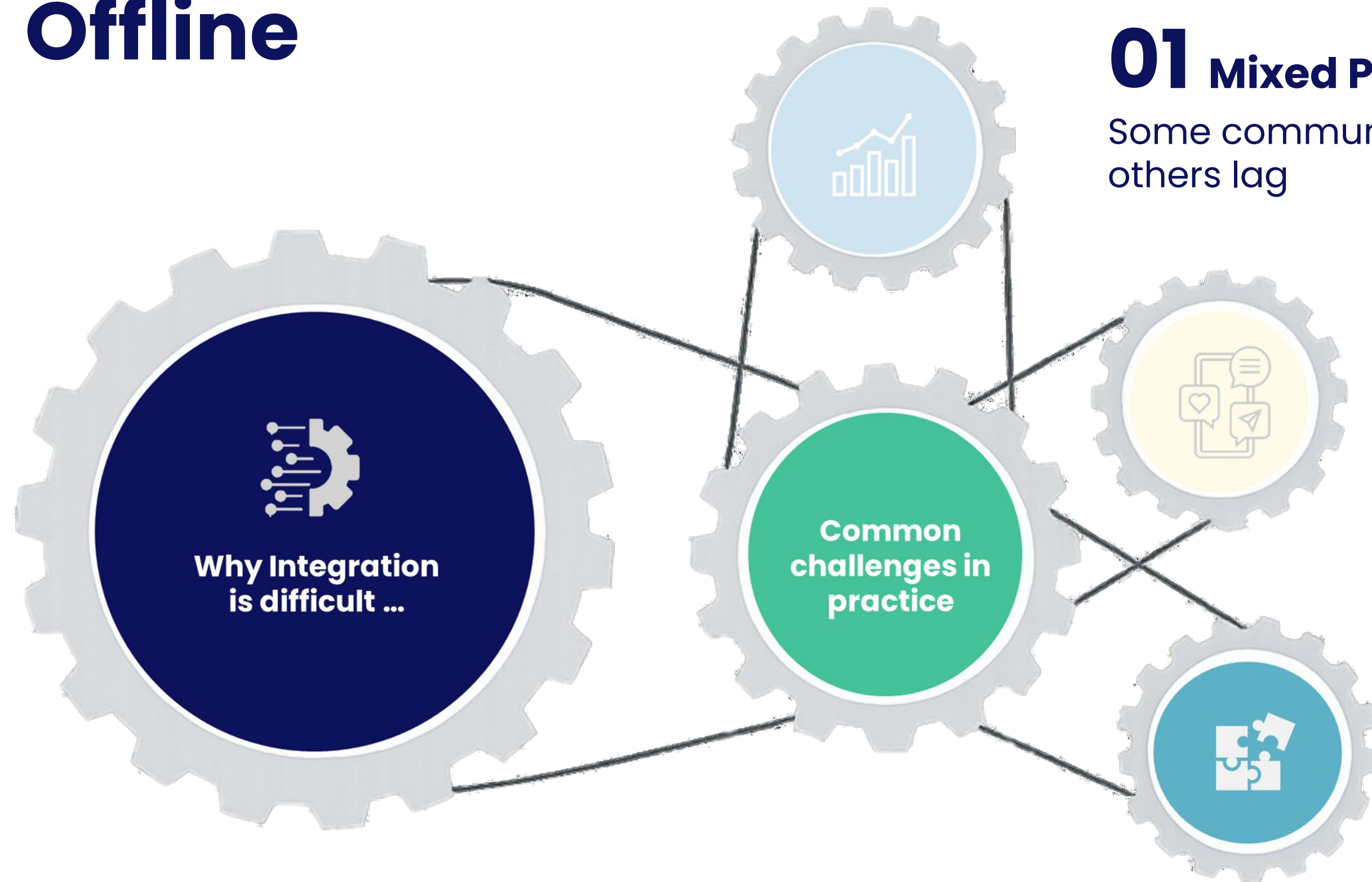


Authenticity



**Shifting
Power**

Common Challenges in Bridging Online & Offline



01 Mixed Performance

Some communities thrive,
others lag

02 Skills + Access Gaps

HCW digital confidence/tools

03 Conversion Gaps

Online awareness $\neq$ offline
action

What Makes Integration Work

Who?



Why?



Where?



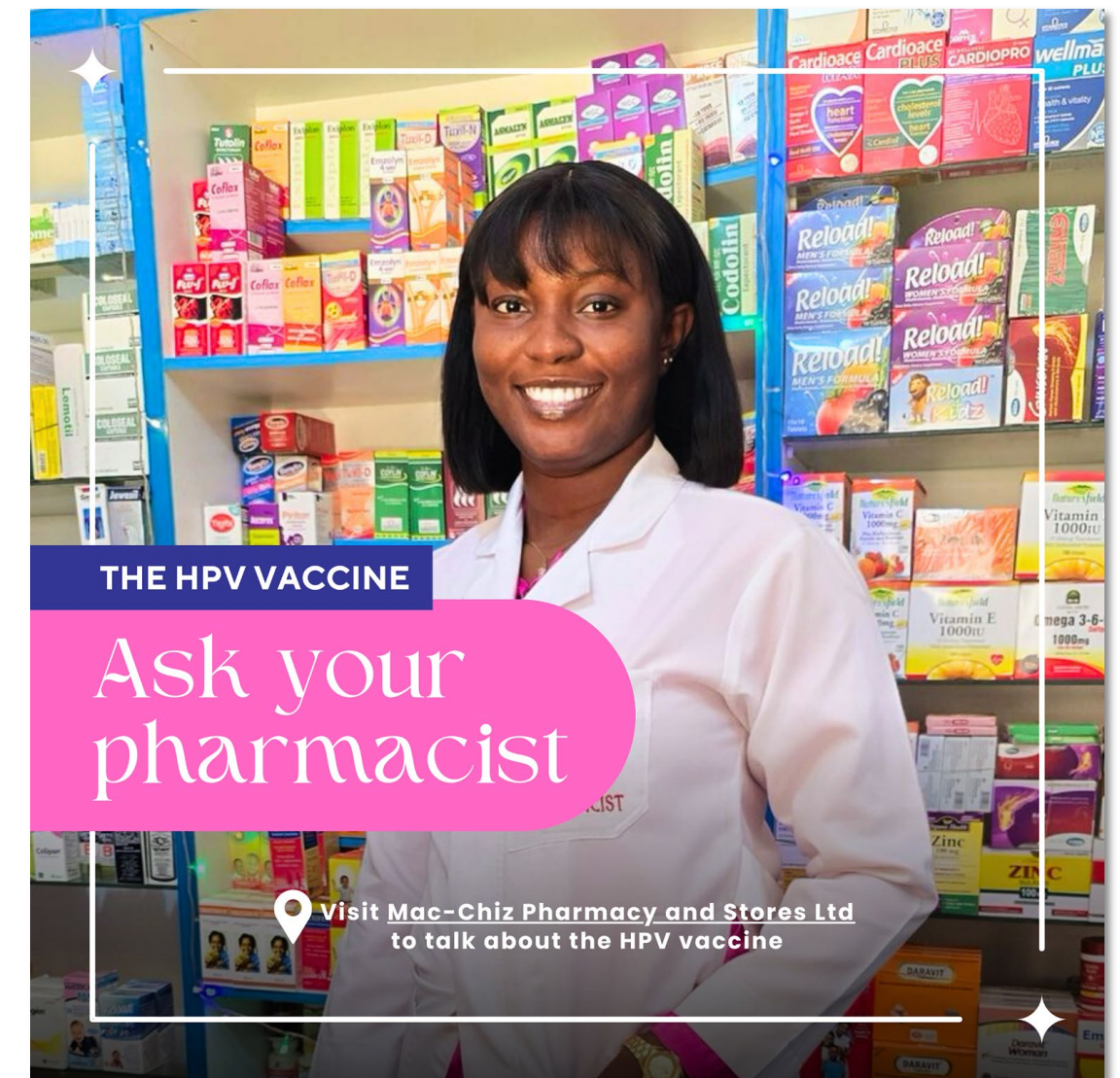
1 Trust Is a Human Currency, Not a Digital Output

VaxSocial

INSIGHT

Online/offline integration doesn't work by itself; It needs **human ambassadors that carry credibility** across both spheres.

The key is designing campaigns that treat **frontline workers not just as delivery channels, but as co-authors of trust**



How to: Build Trust

1

**Elevate trusted
intermediaries as
integration nodes**

2

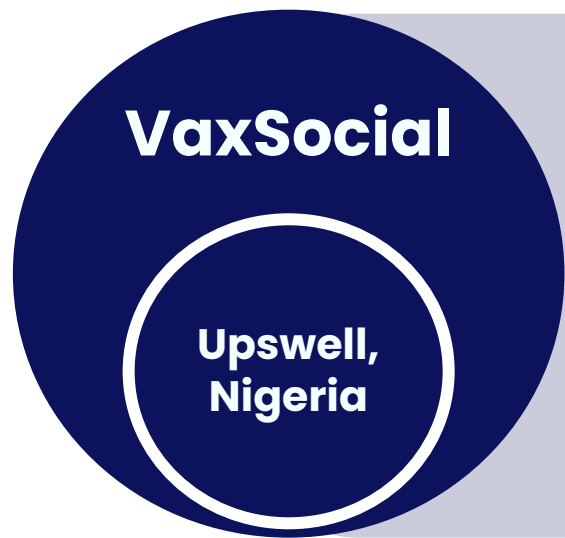
**Pair offline
credibility with
online visibility**

3

**Co-design content
workflows with
HCWs**



Caregivers trusted WhatsApp group facilitators because they could also meet them in their community



Offline pharmacist conversations surfaced unique misinformation that fed into usable social media content.



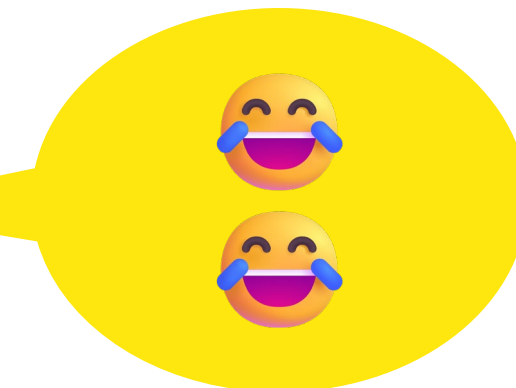
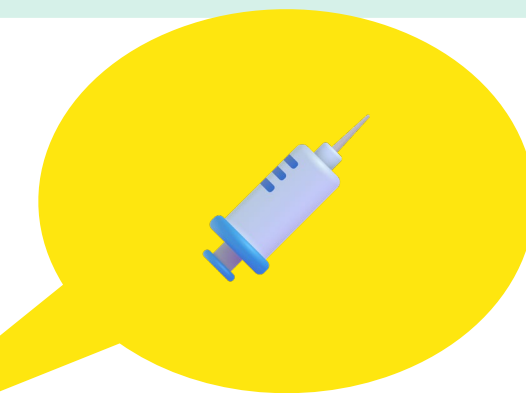
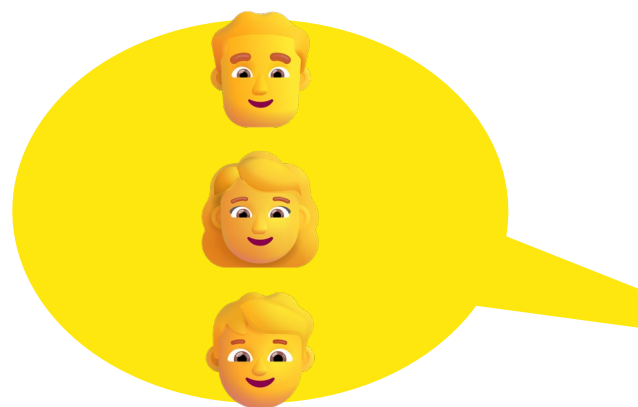
Mixed Performance

2 HCW Digital Motivation Requires Constant Replenishment – & Confidence to Act

VaxSocial

INSIGHT

Integration works when **digital visibility fuels offline pride** – and frontline workers **feel equipped** to bridge both worlds.



How to: Sustain Motivation

1

**Build confidence &
access**

2

**Blend cash,
recognition, and
purpose – by role**

3

**Validate online
recognition offline**

VaxSocial

Upswell,
Nigeria

Monthly stipends for pharmacists didn't hold up without continuous refresher training and support

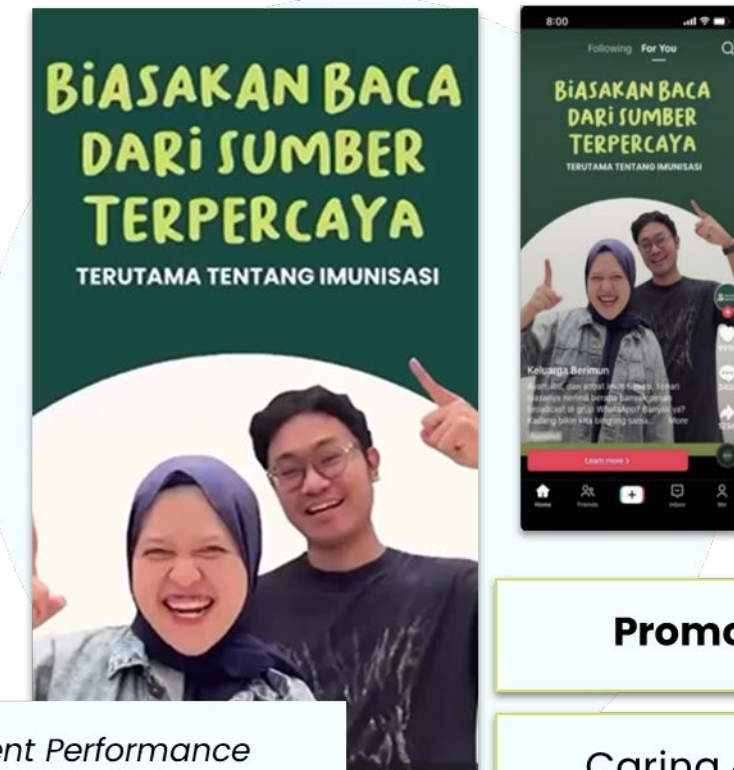
VaxSocial

CISDI,
Indonesia

Sustained CHW motivation with small performance-based top-ups for creating and sharing digital content

Applied a digital adtech model offline by giving CHVs unique keywords and performance-based incentives pegged to digital acquisition costs

Digital ads



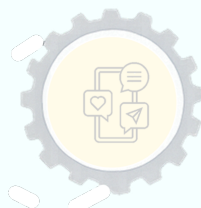
Content Performance
34,193 clicks

Promote

Caring & Credible

VaxSocial

Nivi,
Nigeria



Skills & Access Gaps

India Case Study: Bridging FLW Digital Confidence Gaps

Challenge:

- WhatsApp use was high but passive.
- Features & text-heavy content limited engagement.
 - Needed offline reinforcement.

Solution:

- Field coordinators gave offline support.
- Adapted content into video formats.
 - Built confidence & peer learning.



3

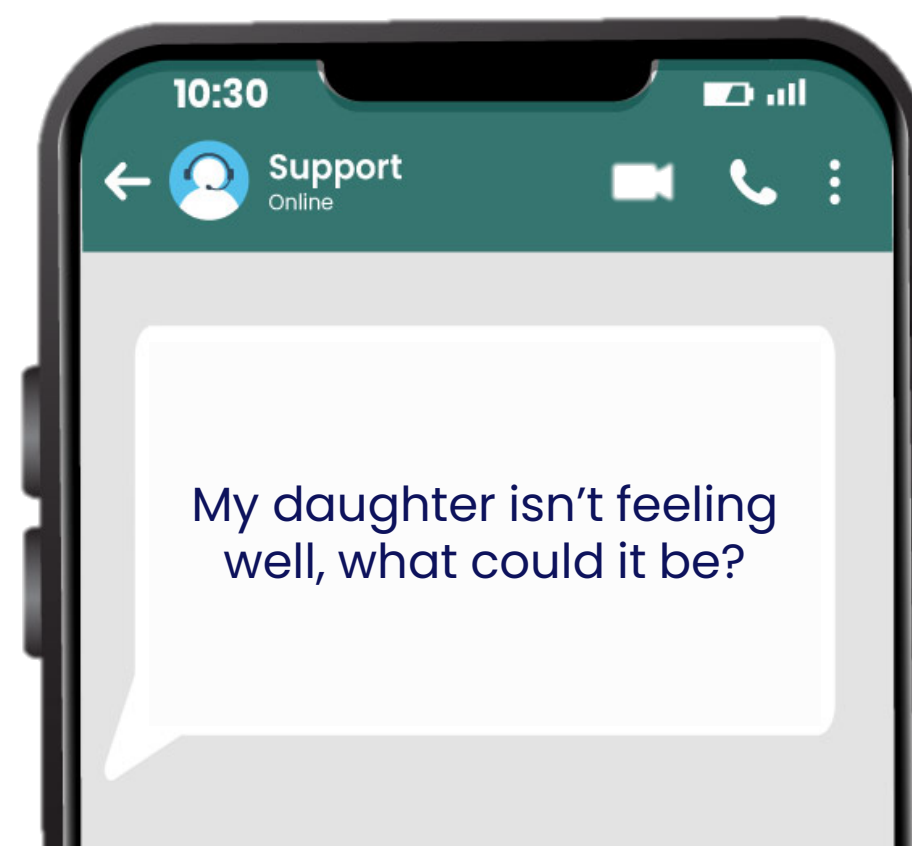
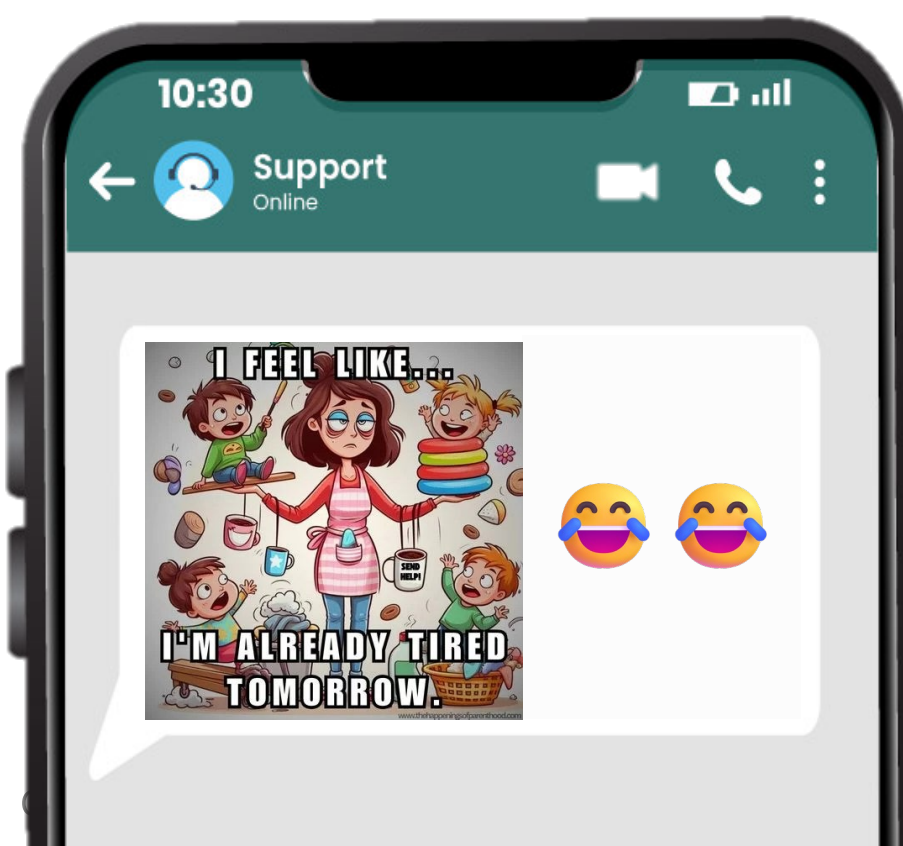
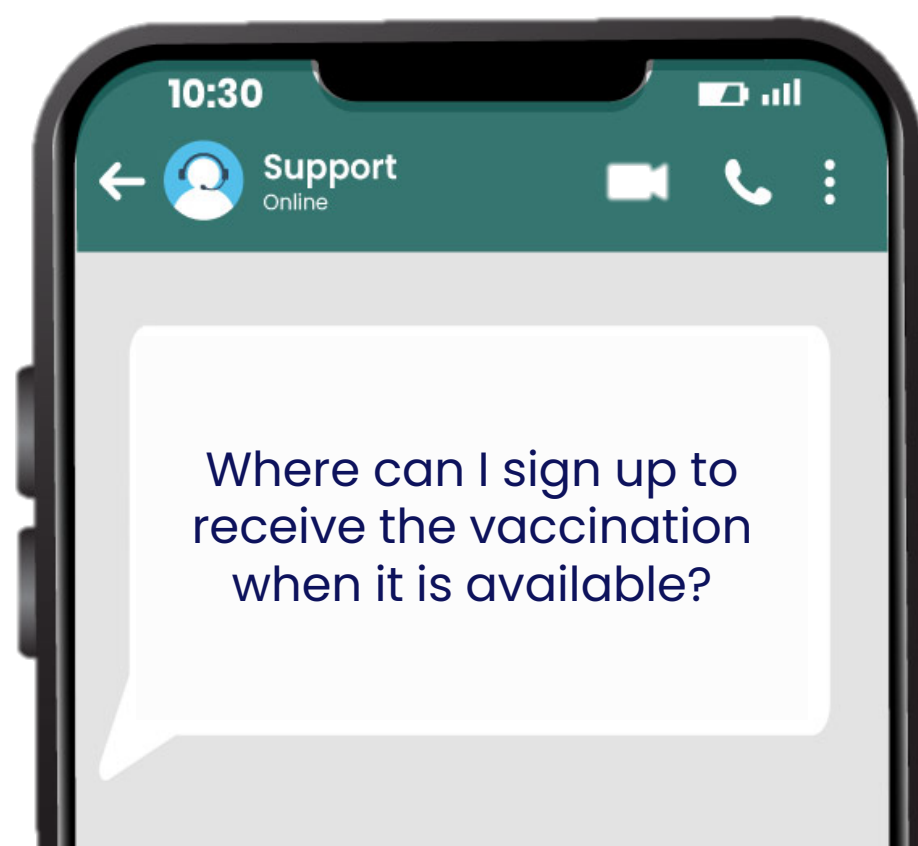
WhatsApp, SMS & Chatbots As Everyday Bridges to Offline Care

VaxSocial

INSIGHT

WhatsApp, SMS & Chatbots become bridges that turn digital touchpoints into real communities – **the closest digital formats to offline life.**

Integration works when WhatsApp, SMS, and chatbots act as the connective tissue linking digital engagement directly to offline services.



How to: Connect Care

1

**Design for
interaction, not
broadcast**

2

**Use SMS/WhatsApp
for continuity of
care**

3

**Anchor digital
groups in offline
accountability**

VaxSocial

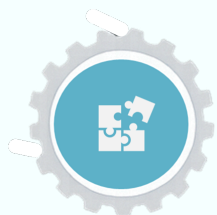
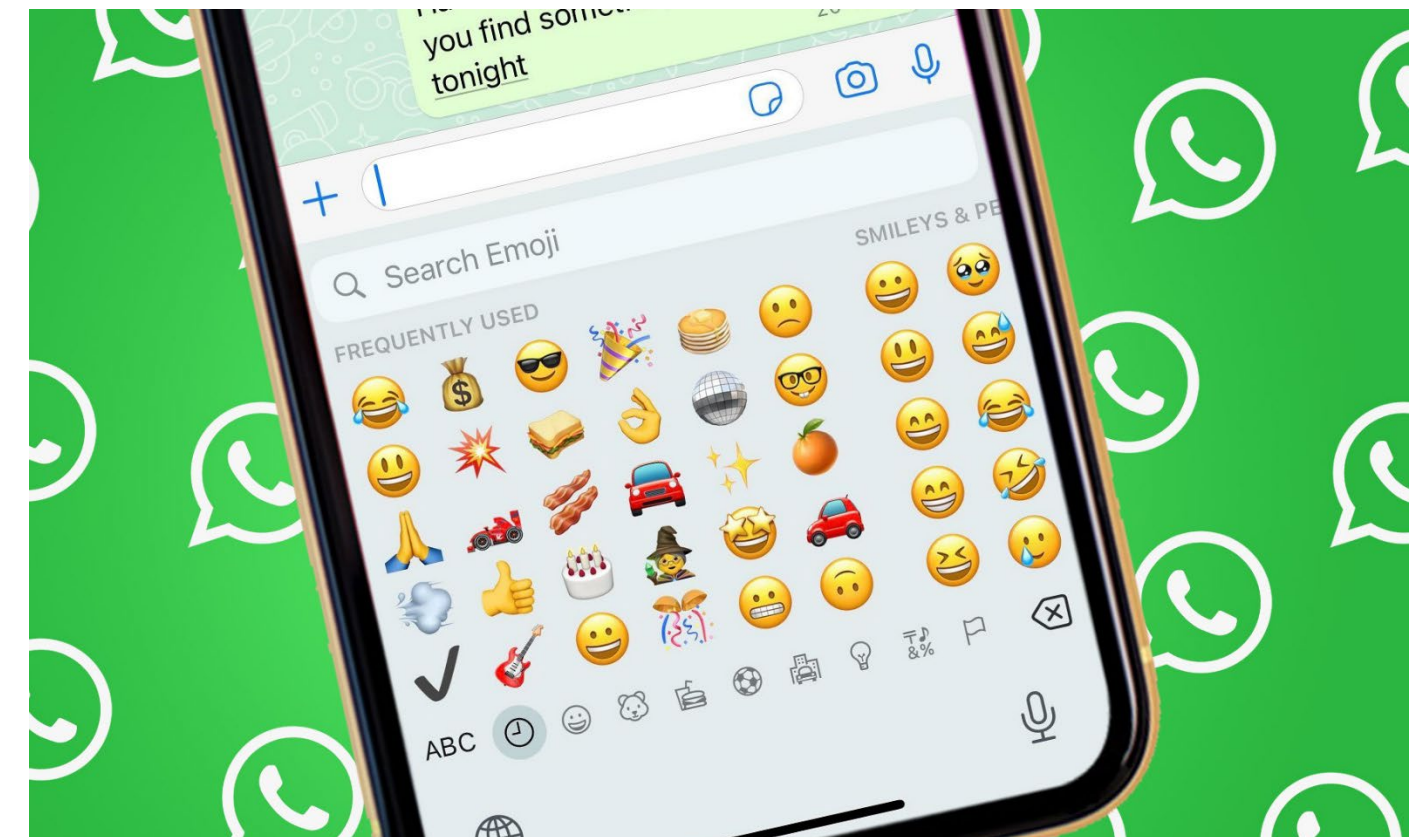
Upswell,
Nigeria

SMS primed communities ahead of outreach events, ensuring offline attendance was already “warmed up” by digital touchpoints.

VaxSocial

CISDI,
Indo

WhatsApp groups worked like “personal doctors”, with parents answering vaccine other worries before facilitators stepped in



Conversion Gaps

Nigeria Case Study: Closing the Drop-Off Gap With Micro-Surveys

Challenge:

- Caregivers often dropped off after chatbot referrals.
- Limited visibility into why digital engagement wasn't converting to vaccination.

Solution:

- WhatsApp micro-surveys and callbacks to capture real-time motivations and barriers.
- Fed insights back into digital marketing and bot messaging
- Equipped CHVs with evidence to guide offline follow-up.

Health Journeys Live on askNivi

Family Planning	HPV & Cervical Cancer	Maternal Health
HIV & AIDS	STIs Sexually Transmitted Infections	Malaria
Tuberculosis	Vaccines & Immunization	Early Childhood Development



03

Spotlight: Global Health Strategies



Milestones Across: 2024-2025

1. Strategic alignment with MoH and partners

2. Content creation & support for key moments
(e.g. School Immunization Month)

3. Provincial visits to introduce VaxSocial & conduct initial surveys

4. Gathering of & creating with influencers / community leaders

5. Official implementation of VaxSocial interventions

6. Final report & national dissemination



Online Highlights

48m
Reach

92m
Impressions

577k
Clicks

1080
WhatsApp
members in 4
cities

+2500
WhatsApp Conversations



Offline Highlights

236
CHWs Trained

84
Cities/Districts

500+
UGC participants

50+
Community
collaborations during
Immunization week

Adoption

by Directorate of Health Promotion (MoH): Ibu Pandai
WhatsApp Content workflow & MEL framework



Global Health Strategies

Our Campaign at a Glance



Global Health Strategies



Medan-Helvetia
FB: 310K



Pekanbaru-Rejosari
FB: 262K



Pontianak-Gang Sehat
FB: 229K



Manado-Tuminting
FB: 191K



Pekanbaru - Rejosarii
FB: 72 Message



Manado - Dinkes
FB: 56 Message



Pontianak - Alianyang
FB: 54 Message



Medan - Helvetia
FB: 50 Message



Pontianak - Dinkes
FB: 6.9K Engagement



Pekanbaru - Payung Sekaki
FB: 21K Engagement



Medan - Dinkes
FB: 16K Engagement



Manado - Dinkes
FB: 12K Engagement





The Lessons We've Learnt...

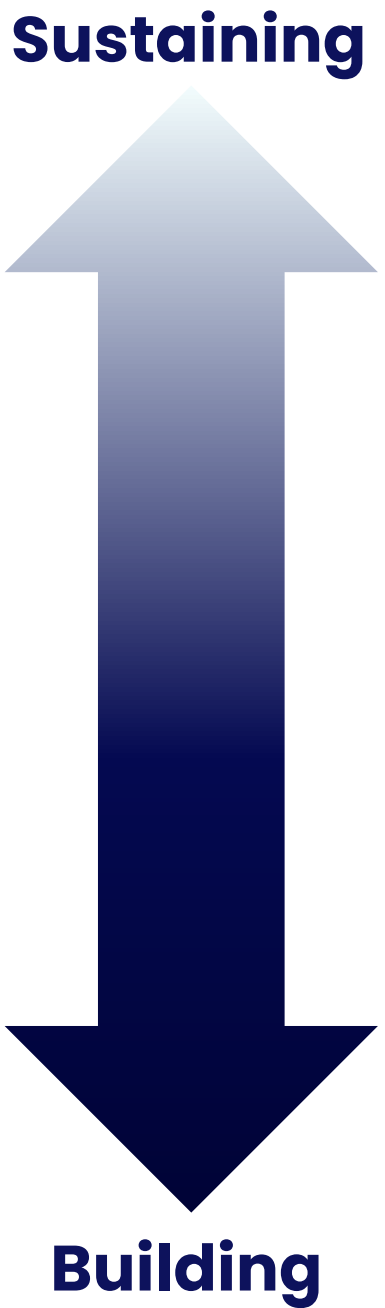
For Each Challenge

Mixed
Performance

Skills +
Access Gaps

Conversion
Gaps

Building and Sustaining Trust



Balance Cost with Sustained Impact



Tailor to Regional Realities



Trusted Local Leaders and Peers



Avoid Over-exposure



Responsive & Supportive Health Workers



Mixed Performance

Deep Dive: | Regional Preferences for Offline vs Online

North Sumatra

Medan vs Langkat

West Kalimantan

Pontianak vs Mempawah

North Sulawesi

Manado vs Bitung

Riau

Pekanbaru vs Kampar



Building Motivation and Skills



Global Health Strategies

Health Workers

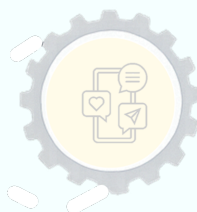


Training in:
*Empathetic Communication
and Addressing Concerns*

Journalists



Training in:
*Evidence-Based Vaccine
Reporting*

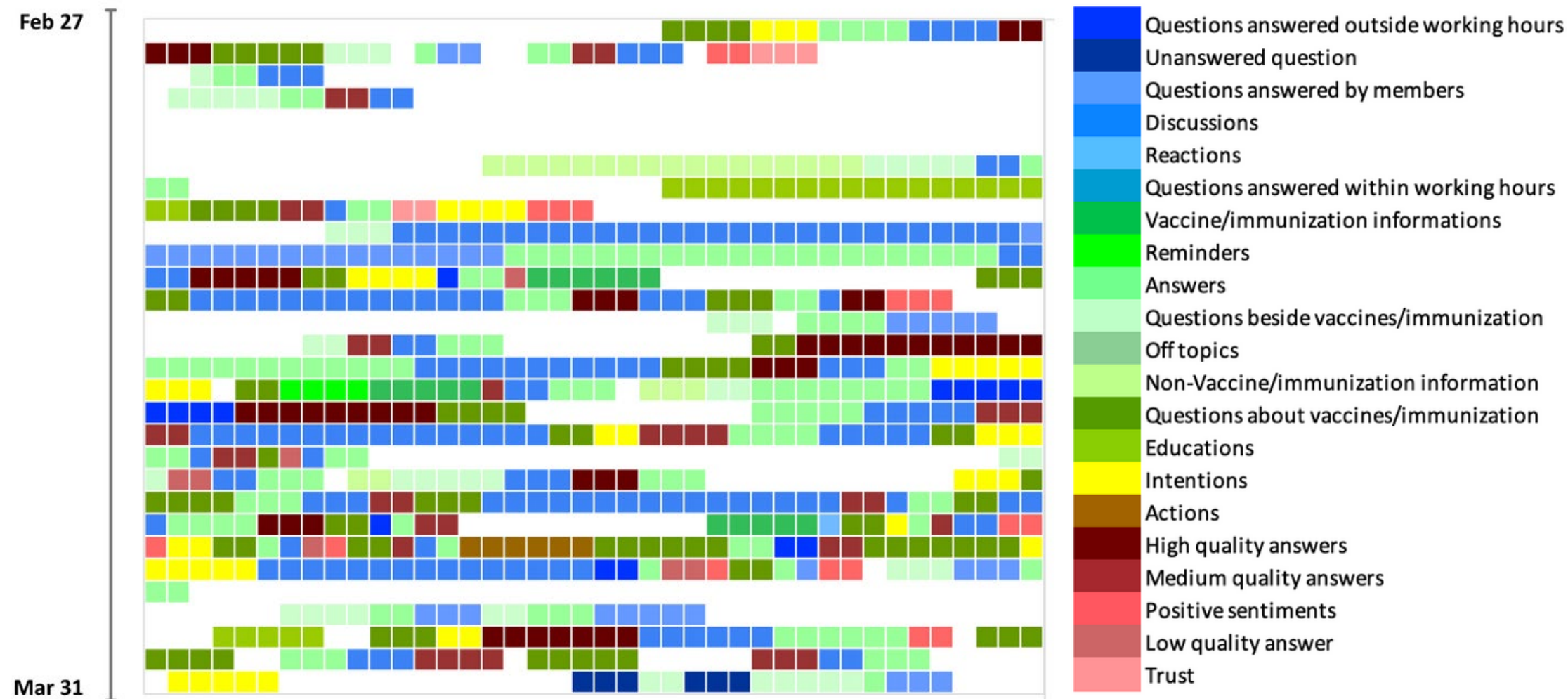


Skills + Access Gaps

Building Community Bridges With WhatsApp



Global Health Strategies



- **Sustained engagement builds trust and reliability**
- **Immunization-focused conversations translate into action**
- **Timely and quality responses strengthen confidence**
- **Peer support fosters positive community norms**

Example of a Conversation Analysis in WhatsApp Groups



Conversion Gaps



Key Takeaways

1

**Integration is
built, not bolted
on**

2

**Context drives
balance**

3

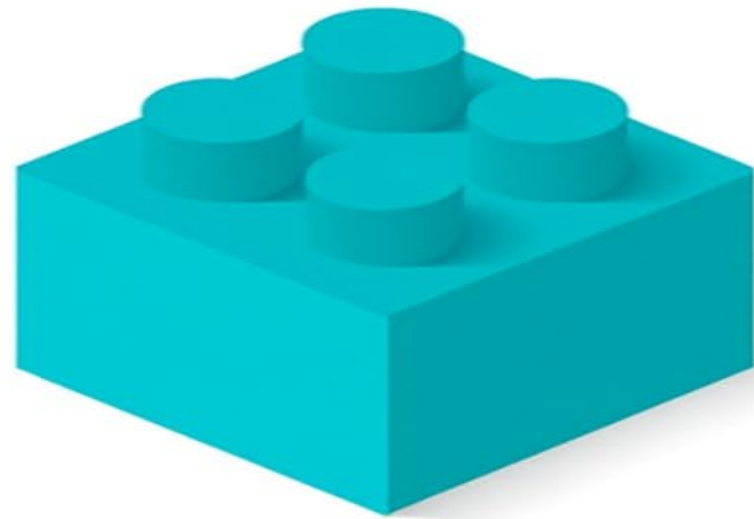
**Trust travels
through people**

4

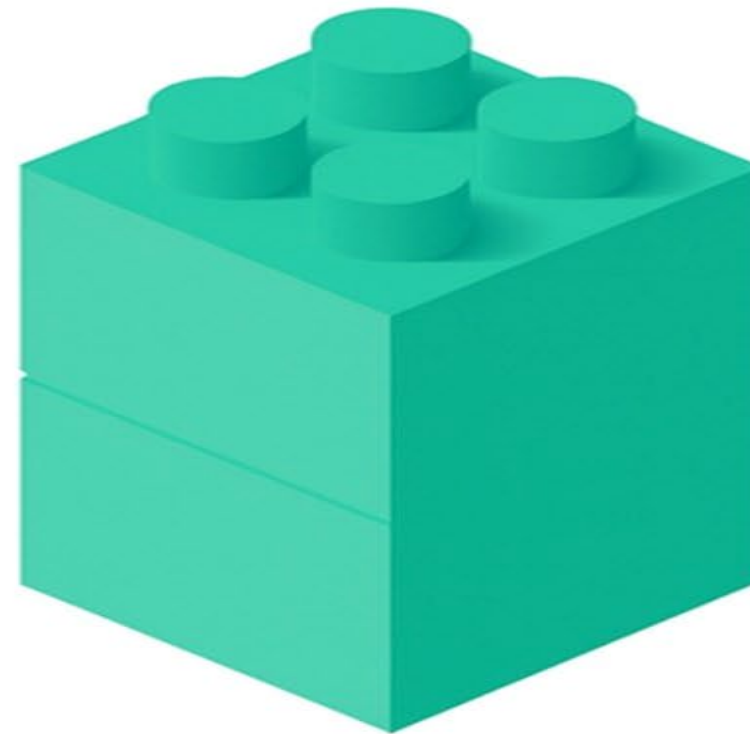
**Keep learning
loops alive**

Questions & Thoughts?

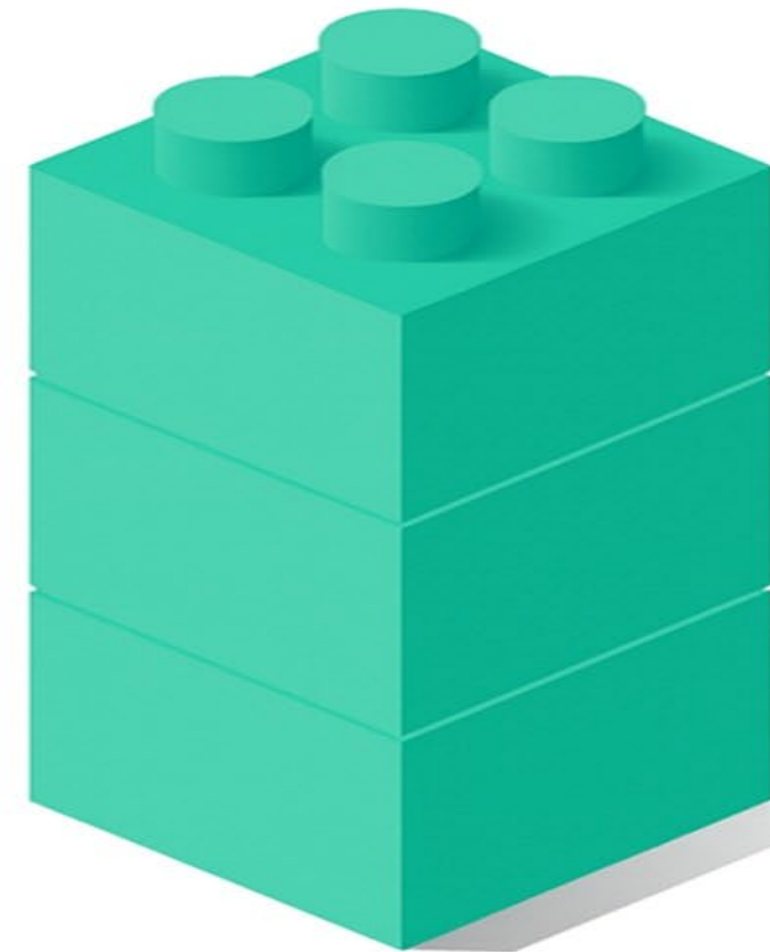
Building on the Learnings



01. Strengths?



02. Challenges?



03. Opportunities?

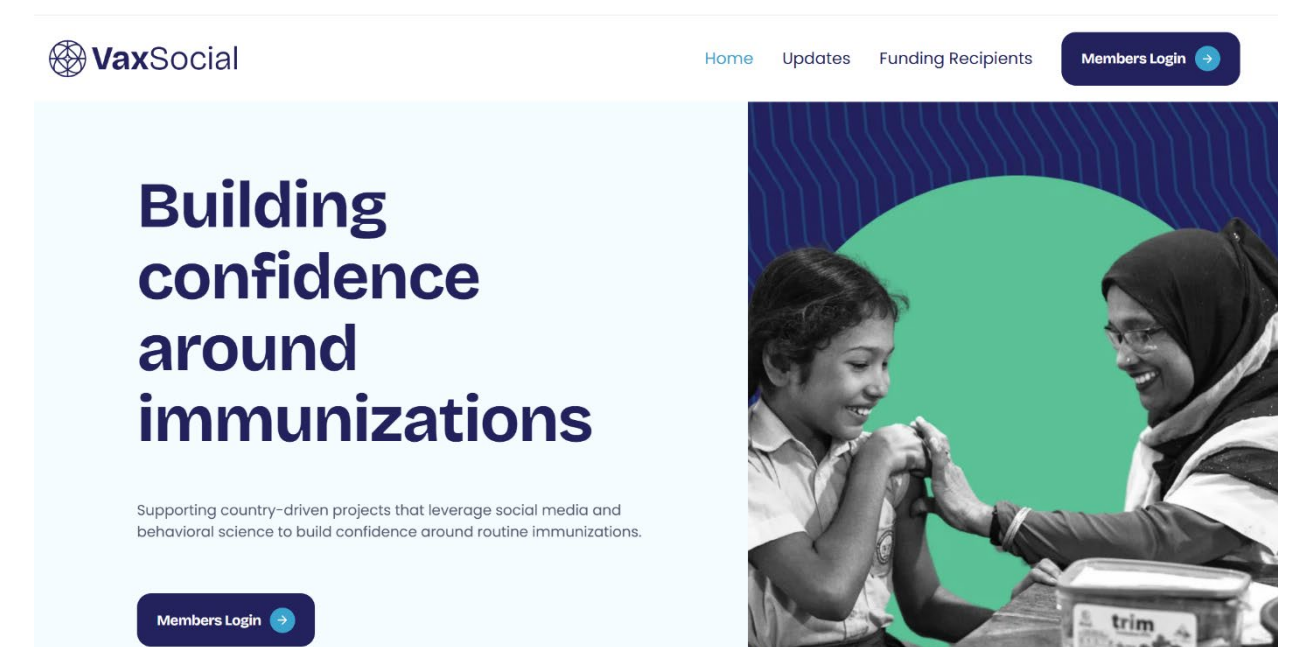


04

Wrap Up & What's Next

Looking Forward

- **Next Quarterly Webinar:** Early impact from VaxSocial
- **Collaboration Opportunities:** Explore connections with **Gavi, AHO, and Gates Foundation** for potential partnerships and shared learning
- **Stay in the Loop:** Learning reports and insights will be shared on the **VaxSocial website**



Outputs to Keep an Eye On:

Learning Briefs

- Five thematic learning summaries throughout the campaign cycle that will contribute to the country-level briefings



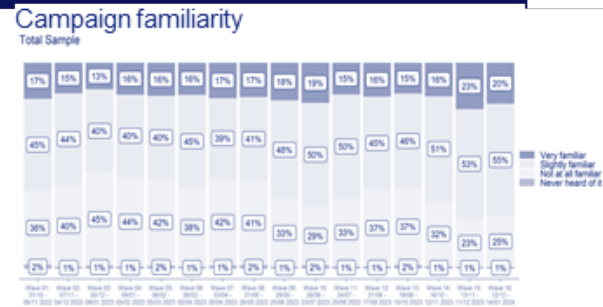
Country-specific Learning Briefs

- Three country-level briefings: Nigeria, Indonesia and India (1x briefing each)
- Holistic summary of insights and lessons learned across grantees



Best Practice Summary & Case Studies

- Actionable digest of learnings, including recommendations on designing, scaling and adapting social media interventions in different contexts



Global Learning Symposium

- Public showcasing of key insights, best practices, and lessons learned from the implementing campaigns



Thank you

Please contact the VaxSocial MEL Team at:

Aibek Iliasov

(Aibek.Iliasov@mcsaatchi.com)

Steven Ginnis

(Steven.Ginnis@ipsos.com)

