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Driving innovation from discovery to access

Engaging Communities for the Successful Introduction of TB Vaccines: Communication and Inclusion Strategies

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The Imperative of Community Engagement

Why Community Engagement is Non-Negotiable for TB Vaccine Success

Evidence-Based Advocacy

Community perspectives, grounded in lived experience, shape research priorities and ensure vaccines address real-world needs.

TB CAB involvement in TB research, ensuring that research is needs-driven and informed by community.

Informed Decision-Making

Engaged communities are better equipped to understand vaccination benefits and risks, leading to **established trust**, informed consent and increased uptake.

Proactive Risk Mitigation

Early community engagement helps identify barriers to vaccine acceptance, including sociocultural factors, misinformation, and access challenges.

Health Equity and Social Justice

Meaningful engagement ensures that vaccine programs are inclusive and equitable, reaching marginalized and vulnerable populations.

Strategic Communication and Inclusion

Effective Strategies for Communication and Inclusion – Timing and Modalities

Integration Across the Research Continuum

Community engagement should be ongoing throughout the vaccine development and implementation process, from pre-clinical research to post-marketing surveillance.

Multi-Channel Dissemination

Use diverse communication channels to reach different audiences effectively:

- **Community Forums and Consultations:** Foster dialogue and build relationships.
- **Collaborations with Community Health Workers:** Leverage trusted voices for better outreach.
- **Traditional and Digital Media Campaigns:** Raise awareness and provide accurate information.
- **Culturally and Linguistically Appropriate Materials:** Ensure accessibility and inclusiveness in messaging.

Bi-Directional Communication

Establish feedback mechanisms to ensure community voices are heard and communication remains responsive to their evolving needs.

The TB CAB engages with product developers and regulatory authorities, ensuring that community voices are integrated throughout the research and policy continuum.

Delineating Priority Populations

Contextualizing vaccine strategies for specific populations by focusing on epidemiological considerations such as local TB burden, transmission dynamics, and risk factors.

Communities should be able to have ownership and decision-making over deciding which populations are a priority for them (e.g: Prisoners/people-deprived of liberty for Brazil)

- **Examples of Targeted Populations:**
 - **Adults and Adolescents:** Develop targeted education and awareness campaigns focusing on safety, efficacy, and side effects.
 - **Pregnant People:** Conduct research to assess vaccine safety and efficacy, addressing specific concerns related to maternal and child health.
 - **Individuals with Prior TB:** Provide information on preventing TB recurrence while addressing unique immunological considerations.

mRNA Vaccines: Navigating Novel Technologies

Addressing Knowledge Gaps and Building Confidence

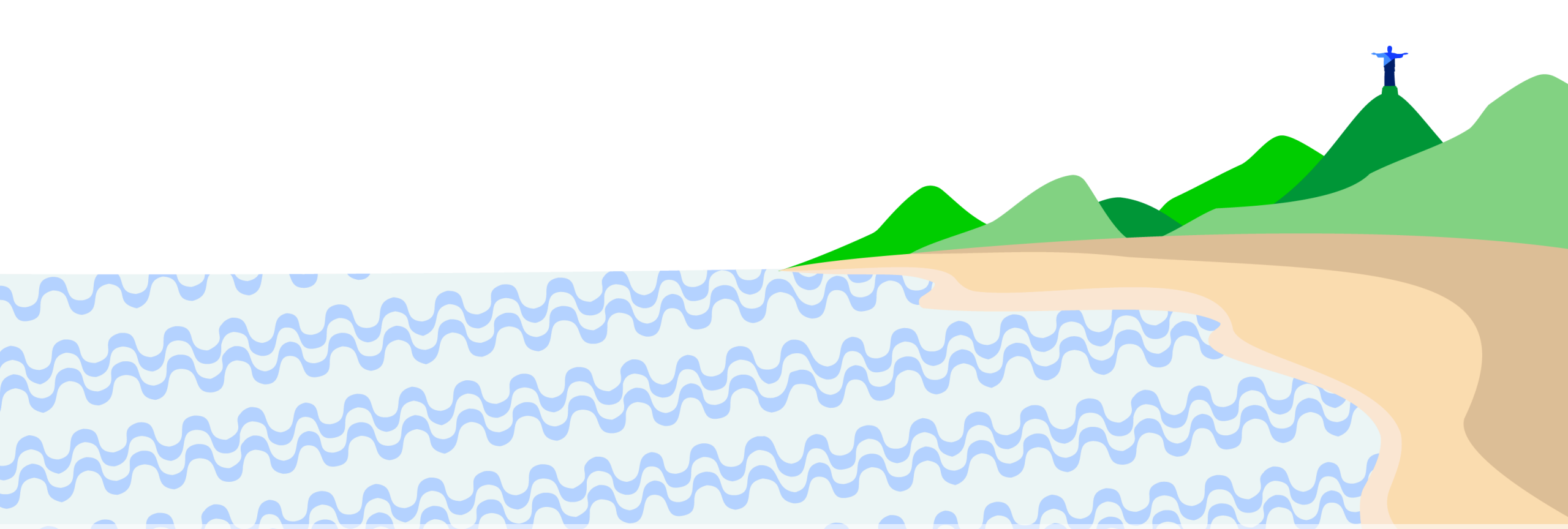
- **Mechanism of Action:** Explain clearly how mRNA vaccines work, emphasizing their role in stimulating cellular immunity against TB.
- **Safety and Efficacy Data:** Present the latest evidence from clinical trials on safety, efficacy, immunogenicity, and adverse events to build credibility.
- **Addressing Misinformation:** Proactively tackle myths about mRNA technology, such as misconceptions around genetic modification or long-term effects.
- **Transparency and Trust:** Maintain open communication about vaccine development and regulation to foster trust and confidence in the scientific process.

Community advocacy has been instrumental in increasing awareness of novel technologies (new TB drugs, Diagnostics - urine-LAM test), showing that engaging key populations can help ensure the uptake of novel TB tools.

Conclusion

Community Engagement: A Cornerstone of TB Vaccine Success

- **Key Takeaways:**
 - **Strategic Necessity:** Community engagement is a strategic necessity for successful TB vaccine introduction.
 - **Role of Communities:** Communities play a critical role in shaping research, reviewing protocols, and ensuring vaccines reach those in need.
 - **Effective Communication and Inclusion:** Strategic communication and inclusion are essential for building trust, promoting informed decision-making, and maximizing vaccine uptake.
- **Call to Action:**
 - **Collaborative Efforts:** Foster collaboration among health organizations, governments, and community groups to ensure equitable distribution and uptake of new TB vaccines.
 - **Capacity Building:** Building the capacity of community representatives to engage in TB research and vaccines is crucial.



7TH GLOBAL FORUM ON TB VACCINES

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