

Persuasive Communication and Adoption of Routine Immunization of Children Aged 0-5 Years in Bomet County

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An estimated two to three million annual deaths from Vaccine preventable diseases (VPDs) are preventable through immunization. Currently about 19.5 million infants miss out on routine immunization globally. We carried out a study on the role of caregiver characteristics in persuasive communication on adoption of routine immunization services. Further the moderating role of support systems was evaluated. The study employed a mixed method research design. A sample of 384 caregivers was used. Data was collected using interviewer administered questionnaires and KII. The key informants interviewed were taken with Sub-county medical officer of health, health promotion officer and EPI coordinator. Both descriptive and inferential statistics were applied in the analysis. The study findings were that caregiver characteristics had positive influence on adoption of routine immunization. Additionally, when support systems were added to the variable, the influence became more significant. The study recommended that routine immunization messages be made frequently available, targeted and tailored to the caregivers. Secondly, the community should be involved in advocacy towards adoption of routine immunization, to create ownership and adoption sustainability. Additionally, health workers should be motivated towards good practice in Health worker-client communication specifically, persuasive communication to build trust from the caregivers. The researcher recommends comparative studies should be conducted, comparing the well performing Counties with Bomet County.

Key words: Persuasive communication, immunization, caregiver