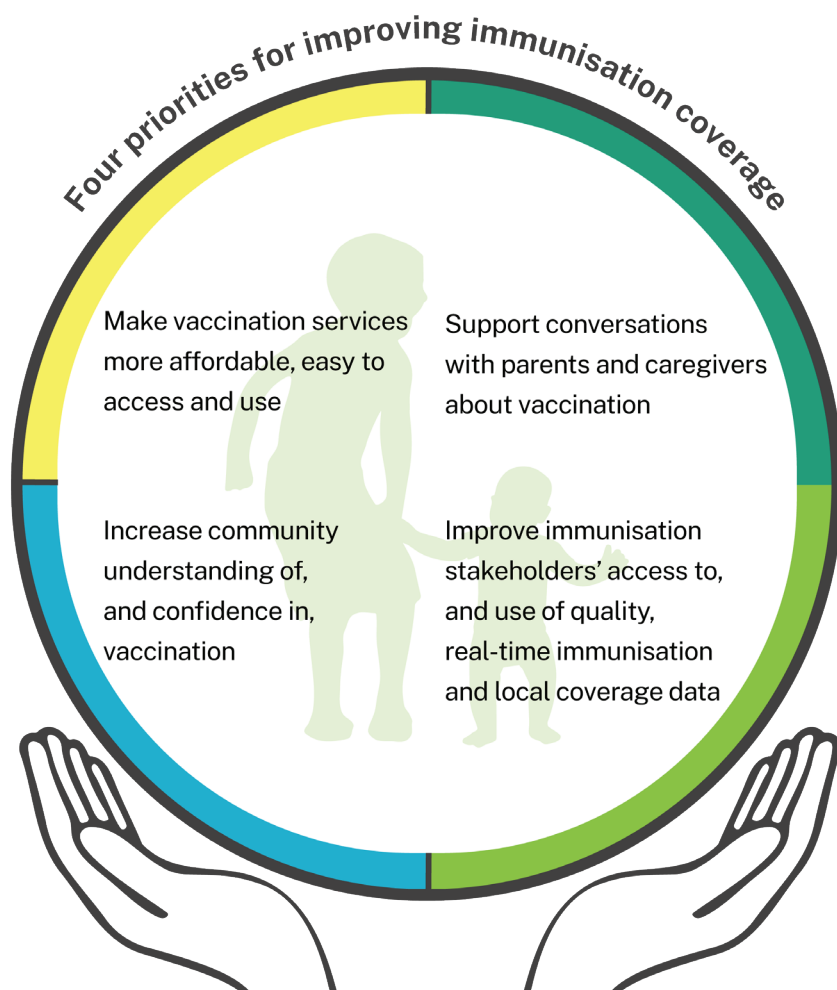


Every child immunised

Examples of practical strategies for policy and programs to improve immunisation coverage

This resource highlights examples of practical, evidence-based strategies in four priority areas, to address barriers to childhood vaccination in Australia, which has declined since 2020, as identified in the [National Vaccination Insights project](#) in 2024.

These strategies are informed by relevant literature, research and stakeholder consultations. They are not intended to represent the full set of strategies required for vaccination programs in general. A comprehensive description of the full set of strategies can be found [here](#). We included examples of strategies relevant to a range of stakeholders and levels of government.



Examples of recommended strategies

- Increase bulk billing of vaccination appointments
- Deliver vaccines after work hours and in different settings (e.g. general practice, community clinics, pharmacies, community events)

- Fund healthcare providers' dedicated time for vaccination conversations
- Embed communication training in healthcare providers' professional development

- Engage communities in designing and sharing of vaccination messages using trusted community advocates
- Automate vaccination reminder system to alert patients of upcoming vaccinations

- Change the *Australian Immunisation Act 2015* to enable better sharing of local coverage data with immunisation stakeholders (Primary Health Networks, healthcare providers, Public Health Units) and fund stakeholder training on how to use these data
- Support the ongoing collection and sharing of behavioural data to inform program planning

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Who is this resource for?

What is the purpose?

This resource is intended as a summary guide* for immunisation stakeholders – such as people involved in funding, planning and organising delivery of childhood vaccination – to refer to when considering how best to improve childhood vaccination coverage.

The priority areas and strategies were informed by research focused on childhood vaccination in Australia; however, implementation of the proposed strategies can help to improve vaccination uptake in other age groups as well.

Where do the priority areas and strategies come from?

The [National Vaccination Insights project](#) – a collaboration between the Murdoch Children's Research Institute, the National Centre for Immunisation Research and Surveillance and the University of Sydney, with funding from the Australian Government Department of Health, Disability and Ageing – has the aim of delivering insights on vaccination barriers and proposing strategies to improve vaccination uptake in different populations across Australia.

The project draws from various data sources, including:

- a [national survey](#) of parents of children aged less than 5 years on barriers to vaccination
- [interviews](#) with parents of partially vaccinated children from across Australia to [explore these barriers in greater depth](#)
- a strategy workshop with immunisation policymakers, healthcare providers and community members during which stakeholders selected from a list of evidence-based strategies^{1,2} and considered how to implement selected strategies in the Australian context.

The priority areas and example strategies included here are informed by workshop findings, a literature review and consultations with experts, as described in full [here](#).

What does the image represent?

The image represents four priority areas that need to be addressed to strengthen childhood vaccination and ensure communities are protected against vaccine preventable diseases.

Examples of key strategies to advance these priorities are listed under the image.

To achieve optimal vaccine coverage, we need to focus on strategies in all four priority areas; no single strategy will effectively address the complex and multi-faceted barriers to vaccination, as identified as part of the [National Vaccination Insights project](#).

- Practical issues parents experience, such as difficulty affording costs associated with vaccination and lack of appointment availability
- Acceptance issues, such as some parents not trusting vaccination information from their vaccination provider and believing vaccinations are unsafe, ineffective or not needed
- Difficulties experienced by vaccination providers when accessing real time data to allow them to identify partially vaccinated and unvaccinated children, and send timely reminders to parents

Note: these strategies are not intended to represent the full set of strategies required for vaccination programs in general.

What's next for the project?

It is intended that the project will act as a routine, annual surveillance of social and behavioural insights into immunisation across population groups.

How to cite this resource

Suggested reference: The National Vaccination Insights project. 2025. Every child immunised: examples of practical strategies for policy and programs to improve immunisation coverage. Westmead, NSW: National Centre for Immunisation Research and Surveillance; 2025. Available from <https://ncirs.org.au/national-vaccination-insights-project/strategies-address-vaccination-barriers>

References

1. World Health Organization (WHO). Behavioural and social drivers of vaccination: tools and practical guidance for achieving high uptake. Geneva: WHO; 2022
2. Community Preventive Services Task Force. The community guide: increasing appropriate vaccination. Atlanta, GA: Centers for Disease Control and Prevention; 2021

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* The visual presents a summary of key strategies. A more comprehensive list of strategies for each action is available [here](#).