

# KAKO POVEĆATI PROCENAT PRAVOVREMENO VAKCINISANE DECE MMR VAKCINOM U NOVOM PAZARU? RAD NA POLJU PODIZANJA NIVOVA ZDRAVSTVENE PROSVEĆENOSTI STANOVNIŠTVA

## HOW TO INCREASE THE PERCENTAGE OF CHILDREN IN NOVI PAZAR WHO RECEIVE THE MMR VACCINE ON TIME? EFFORTS IN RAISING THE LEVEL OF HEALTH EDUCATION AMONG THE POPULATION

Šefadil Spahić<sup>1</sup>  
1 Zavod za javno zdravlje Novi Pazar

### SAŽETAK

Uvod: Procenat nevakcinisane dece postaje globalni javnozdravstveni problem. U 2023.-oj godini u svetu nije pravovremeno vakcinisano 14. miliona dece, a u tom periodu u Novom Pazaru obuhvat MMR vakcinom bio je 57,3%. Pojavnom prvih slučajeva oboljenja morbila 07.05.2024. godine, proglašena je epidemija, gde je do maja 2025. godine, registrovano 883. slučaja.

Cilj rada: Prikazati i pokazati kako aktivan rad u zajednici, uz dobru koordinaciju, može dovesti do rešenja problema, tj. podizanja procenta vakcinisane dece  
Metod rada: Formalno istraživanje (ankete roditelja i lekara), primena bihevioralnih uvida za razvoj komunikacionih materijala, obuka zdravstvenih radnika za interpersonalnu komunikaciju, edukacija roditelja, sistemske promene u domovima zdravlja, procedura za upis u predškolske ustanove i pravnih procedura.

Rezultati: Multisektorski pristup izražen kroz angažovanje 186 učesnika iz više od 20 institucija. Obuku za interpersonalnu komunikaciju završilo je 64 radnika. Aktivna komunikacija, obavljani su razgovori sa roditeljima (724), koji oklevaju da vakcinišu decu. Šest radionica za 150 roditelja dece u predškolskim ustanovama sa povećanjem od 98% znanja vezano za vakcine. U domovima zdravlja uradjeno je 8 organizacionih promena. Medijski događaji, njih 36, podiglo je svest, aktueliziralo problem i suprostavilo se rasprostranjenim dezinformacijama. Jednogodišnji rad povećao je obuhvat MMR vakcinom za 15% tokom šest meseci (septembar 2024 - mart 2025.), uspostavljajući održivu strategiju imunizacije zasnovanu na lokalnom vlasništvu.

Zaključak: U rešavanju javnozdravstvenih kriza u sredinama niskog poverenja i niskog obuhvata vakcinisane dece, potreban je kontinuiran multisektorski tim u cilju rešavanja socijalnih i sistemskih korena oklevanja, da bi se unapredile procedure i, kao takve, zadržale održivim

Ključne reči: MMR vakcina, Novi Pazar, multisektorski pristup

### ABSTRACT

Introduction: The percentage of unvaccinated children is becoming a global public health issue. In 2023, 14 million children worldwide were not vaccinated on time, and during that same period, MMR vaccine coverage in Novi Pazar was 57.3%. Following the emergence of the first measles cases on May 7, 2024, an epidemic was declared, with 883 cases registered by May 2025. Community-based efforts involving all stakeholders were initiated to increase the percentage of vaccinated children.

Objective: To present and demonstrate how active community engagement, supported by good coordination, can lead to solving the problem.

Methodology: Formal research (surveys of parents and doctors), application of behavioral insights to develop communication materials, training of healthcare workers in interpersonal communication, parent education, systemic changes in primary healthcare centers, implementation of procedures for preschool enrollment, and legal measures.

Results: A multisectoral approach involving 186 participants from over 20 institutions. A total of 64 healthcare workers completed interpersonal communication training. Active communication efforts included conversations with 724 parents hesitant about vaccinating their children. Six workshops were conducted for 150 parents of preschool children, resulting in a 98% increase in knowledge related to vaccines. Eight organizational changes were implemented in healthcare centers. Thirty-six media events raised awareness, brought attention to the issue, and countered widespread misinformation. One year of work increased MMR vaccine coverage by 15% over six months (September 2024 - March 2025), establishing a sustainable, locally-owned immunization strategy.

Conclusion: In addressing public health crises in environments with low trust and low vaccination coverage, a continuous multisectoral team is needed to tackle the social and systemic roots of vaccine hesitancy. This is essential for improving procedures and ensuring their long-term sustainability.

Key word: MMR vaccine, Novi Pazar, Multisectoral approach