

Storytelling Resources: Sample Message/Audience Matrix:

Message	Proof/data point	Who it's important to	Why?	Ways to engage (best completed with the help of a stakeholder map)
<p>Pneumococcal diseases (especially pneumonia) are expensive to Nepali households and society – interventions including vaccination are important and have the potential to prevent disease and its associated costs</p>	<p>Hospitalized pneumonia, meningitis, and sepsis among children 1-59 months of age represent a significant economic burden with an average cost to families of \$122 per pneumonia episode, \$276 per meningitis episode, and \$166 per sepsis episode.</p>	<ul style="list-style-type: none"> Gavi, The Vaccine Alliance (and their donors) 	Shows the economic burden of this vaccine-preventable disease and by extension the value of Gavi programs	<ul style="list-style-type: none"> Liase with Gavi M&E team, Comms team, Nepal and regional SCMs regularly on progress/results Encourage media coverage of PIES results a in donor countries via storytelling assets Share PnNP stories/results with pneumonia advocates involved in Gavi replenishment activities
		<ul style="list-style-type: none"> Nepal Ministry of Health/Health Experts Nepal Ministry of Finance/other non-health politicians 	Shows the economic burden of this disease and by extension supports the government's decision to introduce and continue the PCV program (and other interventions); paints government as compassionate/serving citizens	<ul style="list-style-type: none"> Results sharing event in Nepal (with media present to offer politicians an opportunity to be visible supporters of child health)
		<ul style="list-style-type: none"> Nepali National Immunization Technical Advisory Group (NITAG) Academia/professional organizations (Nepal Pediatric Society, Institute of Medicine, etc.) 	Offers additional economic data to support future prevention/treatment recommendations	<ul style="list-style-type: none"> Results sharing event in Nepal
		<ul style="list-style-type: none"> Regional governments, NITAGs, politicians, etc. 	Shows the economic burden of this VPD and by extension supports the decision to introduce and continue PCV programs regionally	<ul style="list-style-type: none"> RITAG meeting presentation/side event
	<p>In a high burden settings like Nepal, the societal economic burden of hospitalized pneumonia, meningitis, and sepsis attributed to pneumococcus is significant. We estimated that the average cost of hospitalized pneumonia was \$61,658 per 100,000 children under age 5.</p>	<ul style="list-style-type: none"> Gavi, The Vaccine Alliance (and their donors) 	Provides evidence on the value of vaccines in relieving the burden of VPDs on the health system and thereby freeing up resources to improve overall care	<ul style="list-style-type: none"> Liase with Gavi M&E team, Comms team, Nepal and regional SCMs regularly on progress/results Encourage media coverage in donor countries of PnNP results via storytelling assets Share PnNP stories/results with pneumonia advocates involved in Gavi replenishment activities
		<ul style="list-style-type: none"> Programmatic- and implementation-related groups working on health systems strengthening (HSS) and universal health coverage (UHC) (e.g. Nepali National Planning Commission – Health, National Health Insurance Board/Director General, etc.) 	Shows that the magnitude of costs are extremely high and therefore shows the value of investing in HSS/UHC as a way to avert future costs to society and protect families from health-related financial risks	<ul style="list-style-type: none"> RITAG meeting presentation/side event Results sharing event in Nepal
		<ul style="list-style-type: none"> Nepal MoF/other non-health politicians and their constituents Nepali health-related bureaucrats (e.g. National Planning Commission - Health) 	Shows the magnitude of costs are extremely high and are affecting Nepal/should be a concern; supports the decision to introduce and continue the PCV program (and other interventions); paints government as effective/efficient at serving citizens	<ul style="list-style-type: none"> Results sharing event in Nepal (with media present to offer politicians an opportunity to be visible supporters of child health)