



Expanded Program on Immunization
Government of Pakistan

Measles SIA



Ministry of National Health Service
Regulations & Coordination
Government of Pakistan

Campaign Evaluation Narrative/Pictorial Report

Prologue

A team comprising of **Mr. Azhar Nisar Sheikh, Health Education Officer** and **Aleena Illahi Communications Consultant** visited Districts Abbotabad and Swat in order to conduct a Measles SIA Campaign Evaluation from 27th – 30th May, 2014.

Highlights of Field Visits

- The team started with a visit to Mr. Tayyab, Deputy Director, Information Hazara Division to update on the agenda of the campaign evaluation.



Federal EPI Team sharing Campaign Monitoring Contents with DD (Information), Hazara Division

- After the meeting, along with Deputy Director (Information) the Federal EPI Team visited DHO Abbotabad Office and officially initiated the process of campaign evaluation.



Federal EPI Team Reps with DD Information Hazara Division visiting DHO Office

- After Meeting with the Government Officials in the DHO Office the Federal EPI Team visited a Government Hoispital in Abbotabad in order to monitor the Measles campaign proceedings.



A view of the Government Hospital visited by Federal EPI Team

- A meeting was held with the District Focal EPI Person to observe the Measles Campaign documentation for evaluation puposes.



Mr. Azhar Nisar Sheikh interacting with the District EPI Focal Person

- IEC materials display and distribution was one of the prime concerns of the Federal EPI Team, hence outdoor campaign and one on one distribution was significantly monitored.



Measles SIA Banner display at a Fixed Centre

- Ms. Allena Illahi observing the cold chain system. All staff members were also interviewed on various cold chain aspects.



Federal EPI Team Rep monitoring the Cold Chain System

- The Federal EPI Team interacted with 10 to 20 guardians to gauge the impact of communication and social mobilization activities.



Federal EPI Team Member interacting with a Guardian

- The Federal EPI Team observed all the documents in black and white to evaluate the record keeping of all the measles vaccination performed.



Specimen of a Tally Sheet being evaluated

- Federal EPI Team ensured that the teams constituted for Measles SIA are as per the plan and are aware of their job descriptions.



Mr. Azhar Nisar Sheikh discussing Vaccination with the Vaccinator

- One of the other key agenda of the team was to monitor the vaccine management by the district staff officials and in that regard vaccine was thoroughly checked.



Examination of Vaccine Management

- External stakeholders were also involved in the evaluation process. Hence The Federal EPI Team members met a journalist representing BBC Pakistan in Swat.



Federal EPI Team interacting with a local Journalist

- In Swat, the visit officially started with a meeting with the District Focal EPI person to inform him on the aim and idea of this specific visit.



Federal EPI Team Rep interacting with Swat Focal EPI Person

- The Focal person for Swat EPI cell was requested to share all the record documents with team that will help in conducting the evaluation visit.



Ms. Aleena Illahi recording the significance point of the meeting

- The Focal Person for EPI in Swat shared a score of relevant documents with team that also included their strive to highlight the campaign via print media.



Measles SIA News Inserted by Swat EPI Team

- After getting done with the first centre the team moved to another centre in another UC (i.e. RHC Fazal Muhammad Talpur).



Ms. Aleena Interviewing the Walk in Guardians for Children Vaccination

- Federal EPI Team also monitored the vaccination process to ensure that the vaccination is being performed after raising the skin.



Vaccination in Progress

- Due to the security concerns in Swat, the Federal EPI Cell reps also monitored the security measures taken for the security of vaccinators.



Mr. Azhar Nisar Sheikh interacting with a marshal

- In addition to the fixed centre, The Federal EPI Team members visited a few outreach centres in very remote and hard to reach areas of Swat.



Mr. Azhar Nisar guided by a Government Official to reach a health facility

- The Federal EPI Team interacting with the children of the Swat communities to verify that whether a social mobilization activity was performed in their schools or not.



Federal EPI Team talking to Children

- In the last The Federal EPI Team interacting with a family in which there has been a case of measles in order to write a case study.



Federal EPI Team Rep Ms. Aleena Illahi interviewing the Family for Measles Case Study Development

Observations of The Federal EPI Team

- Inadequate banners and IEC Materials
- Lack of coordination between District and Provincial EPI Teams
- Out of various Social Mobilization Activities planned, only one Advocacy Meeting was conducted.
- The Official dates for Measles SIA Campaign were from 19th to 31st May, but IEC Materials stated 19th to 30th.
- Word of Mouth is the most effective interventions, communities feedback revealed that no TV or other campaign have worked for them.
- IEC Materials were being removed by unknown people, hence additional IEC materials should have been there.
- In Hilly areas, mountain flat parts especially at entrance and exit can be utilized for outdoor marketing for campaign as it is very cost effective too.
- The feedback from communities was limited, as women were reluctant to interact with the team.
- TV campaigns are effective in terms of women, as they watch too much TV.
- Door to Door counseling was not performed as per the community feedback.
- School based social mobilization was not performed as per the students and school administration feedback.
- Military interventions in the city are a constraint for the communities to go for vaccination.
- Attack on a local NGO, has scarred the communities.
- On Average 300 to 400 children were vaccinated per day
- Polio campaign has dominated/effected the measles campaign
- Limited Posters received on 1st day of the campaign and placed instantly.
- Mobile Teams with the Area Incharge were accompanied by Federal EPI Team and an effective impact was seen.