

# Communication update

## EOC Pakistan

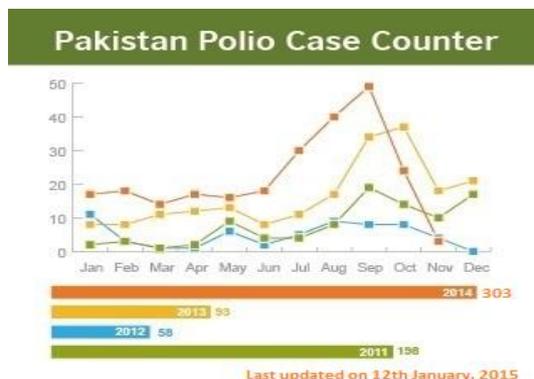


**ENDPOLIO**  
P A K I S T A N

www.endpolio.com.pk

### Situation Analysis

The total case count as of January 16, 2015, is 303 with the latest case reported from North Waziristan of a 19 month old girl. A majority of the cases for 2014 have been reported from FATA and KP, 177 and 69, respectively. The number of polio cases reported from Sindh is 30, while 23 cases have been reported in Balochistan and 4 in Punjab. All the cases reported are of polio virus Type-1. Pakistan has successfully eradicated Type 2 virus several years ago while no case of Type 3 virus has been reported from anywhere in the country since April 2012.



### Inauguration OF Punjab Polio Campaign

Prime Minister's Focal Person for Polio Eradication, MNA Ms Ayesha Raza Farooq, inaugurated the three-day polio campaign in Lahore on January 12, 2015, at a local hospital. The Focal Person underlined the importance of vaccination and urged mothers to ensure their children are fully vaccinated. She advised the authorities to have a special focus on immunization of migrant populations.

The PM's Focal Person also visited union council which high concentration of Pashtun population to monitor the performance of the vaccination staff and met with the community elders to stress upon them the importance of child vaccination. She also visited the Punjab EOC which has been set up at the Directorate General Health in Lahore.



### Characteristics of Polio Cases in 2014

85 percent of the polio cases have been reported from security compromised areas, more than 82 percent cases from Khyber Pakhtunkhwa and FATA together, which indicates a direct correlation between incidence of polio cases and access issues due to security. As many as 84 percent of the affected children are below the age of two years while 92 percent come from Pashto speaking families. More than 85 percent affected children were zero routine dose while 59 percent were zero routine dose and SIAs.

Characteristics	2013 (93 cases)	2014 (303 cases)
Gender (Male / Female)	61% / 39%	56% / 44%
Age (<2 years)	82%	84%
Pashto speaking	91%	92%
Insecure areas	80%	85%
Refusal families	5.5%	16%
Multiple Family Dwelling	77%	77%
No formal education of parents	100%	90%
<b>Vaccination status</b>		
Zero Dose (Routine + SIAs)	63%	59%
Zero routine dose	73%	85%
More than 7 doses cases (Routine + SIAs)	11%	11%

\* Source = PEI Islamabad as of 13-01-2015

*The province of Punjab conducted campaign across the 36 districts on January 12 – 14, 2015, while the national campaign in the rest of the country is planned for Jan 19-21, 2015.*

# Communication update

## EOC Pakistan



### High-level Campaign Review

A high level meeting with Minister of State for National Health Services Regulations & Coordination Saira Afzal Tarar in the chair was held on Jan 14, 2015. The meeting expressed concern over the



cancellation of campaign in parts of Karachi due to lack of security provision.

The meeting was attended by PM's Focal Person Ms Ayesha Raza Farooq, Secretary National Health Services Muhammed Ayub Sheikh, DG Health Dr. Assad Hafeez and heads of international partner agencies.

The Minister of State was informed that campaign in five union councils in Karachi was cancelled due to lack of security cover. The meeting agreed to discuss a proposal for holding special campaigns on weekly basis with strict security cover. The Secretary National Health Services was requested to hold urgent meeting with CCPO Karachi to finalize arrangements for security. It was also decided to constitute a special committee for Karachi on polio eradication.

### Lab Test on OPV Content

The National Control Laboratory for Biologicals, Drug Regulatory Authority of Pakistan, issued a lab investigation of oral polio vaccine which was prominently published by the country's leading newspaper, Dawn, stating that test has once again reaffirmed the fact that OPV does not contain any haram content.

The Lab report states that the samples of OPV were tested using reference and standards in a sensitive quantitative ELISA method that could detect the human hormones in minute quantities, none of which were detected in the OPV sample. The lab findings are expected to help address misconceptions on the content of the OPV.



### Lab tests show polio vaccine is not 'Haram'

Ikram Junaidi  
Published 2 days ago



ISLAMABAD: It is official. The polio vaccine being used to fight the crippling disease in our Islamic state is Halal.

A laboratory controlled by the Drug Regulatory Authority of Pakistan (DRAP) has tested the vaccine and certified that, according to information gathered by Dawn from official sources and documents.

# Communication update

## EOC Pakistan



**ENDPOLIO**  
P A K I S T A N  
[www.endpolio.com.pk](http://www.endpolio.com.pk)

### IPV Campaign in FR Bannu

The IPV campaign in FR Bannu was conducted from January 5 – 10, 2015, which produced highly encouraging results. The vaccination teams were able to reach 98 percent of the target population with IPV while at the same time 92 percent of the target children were reached with OPV. The successful introduction of the IPV and proactive acceptance of the same by the caregivers came about as a result of highly effective IEC material, interaction with local Maliks and other influential and mosque announcements. During the preparatory phase of the campaign, trainings were held for all cadres of the health care providers wherein communication and social mobilization was a key component of the curriculum. The agency health communication team, health care providers and communication staff were also oriented on how to respond to the queries of the care givers with regards to IPV and OPV. Independent guidelines were developed for training of the outreach social mobilizers with key messages on IPV, which were pre-tested before they were adopted by the teams.



### Mass Media Support to Campaign

A national mass media campaign has been launched to support January NIDs across the country. This includes broadcasting of celebrity and religious scholar endorsements, public service messages, short documentaries and polio survivors' personal accounts on mainstream TV channels, national and regional radio channels and cable networks.

The broadcast messages are addressing misconceptions and based on disease awareness, risk perception, repeated campaigns and convergence with routine immunization themes. Keeping in view the programme focus on KPK, FATA and other Pashtu speaking Populations as primary audience, a major share of content is in Pashtu language. Moreover, an outdoor media campaign will also be launched in major polio high risk districts covering all four provinces and FATA.



\*\*\*\*\*