

Communication update

EOC Pakistan



Situation Analysis

The total case count as of January 23, 2015, is 305 for the year 2014, while three cases have been reported so far in 2015.

The cases this year are from Khyber agency of FATA, Lakki Marwat and Tank districts of Khyber Pakhtunkhwa.

Inauguration of National Polio Campaign

Prime Minister's Focal Person on Polio Eradication, Ayesha Raza Farooq inaugurated the national polio campaign at the Directorate of Health Services, Islamabad, on January 19, 2015. She also visited the peripheral areas of Islamabad to monitor the door to door campaign. Dr. Hassan Orooj, Director Health Services, Islamabad, briefed the Focal Person on the arrangements made to ensure the success of the campaign.

The PM's Polio Focal Person also spoke to the polio teams and parents during her field visit. The national campaign was conducted in phases all over the country. Punjab conducted campaign in all 36 districts from January 12 – 14, during which more than 18 Million children under five years of age were vaccinated. Peshawar conducted one day campaign on Jan 18, during which 754,383 children were vaccinated, while the remaining districts of Khyber Pakhtunkhwa started campaign from Jan 19, 2015, and vaccinated 5.2 million children.

Due to security situation, Karachi decided to carry out campaign in three phases, from 19 - 22 January in East, West and Malir, Phase 2 from 23 - 26 January in Korangi, Central and South, and Phase 3 from 24 - 27 January in 11 super high risk UCs of Gadap, Baldia, SITE, Landhi, Orangi, Bin Qasim, Liaquatnabad and Korangi.

Pakistan Polio Case Counter



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ENDPOLIO
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NIAG Meeting in Islamabad

A meeting of National Islamic Advisory Group (NIAG) was held on January 22, 2015, at the International Islamic University Islamabad with eminent Islamic scholars and chaired by PM Focal Person on Polio Ayesha Raza Farooq.



In her keynote address the PM Focal Person said all efforts are being made by the government and all stakeholders to defeat polio. She assured highest level

of political commitment to fight polio and protect every child against disability. She lauded the role of Islamic scholars in voicing concern for health and wellbeing of children.

The Focal Person informed the meeting that on the advice of the Prime Minister a special committee of Cabinet has been formed on polio eradication, which also has Interior Minister and Defense Minister as members. She said that polio vaccination has also started in Waziristan after a ban of two and a half years. Similarly, polio eradication awareness and training has also been provided to 550 Islamic scholars from across the country.

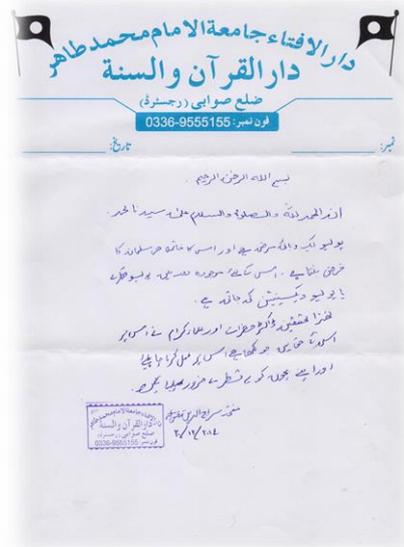
The meeting was also attended by Acting President IIUI Dr. Mohammad Bashir Khan, Secretary General Wafaqul Madaris Qari Muhammad Hanif Jalindhari, Director Programs IIIRD Dr. Talib Hussain Sial, Zubair Usmani of DarulAloom Karachi, Deputy Director General Dawah Academy IIUI Dr. Imtiaz Zafar, representatives from National Emergency Operation Centre (NEOC) and partner organizations.

Religious Support for OPV

The support of the religious leadership continues to strengthen as the influential Jamia Imam Muhammad Tahir Darul Quran and Sunnah Madressah, Swabi, issued a Fatwa in support of polio vaccination. The madressah has a huge influence on scholars and religious madaris students from KP, FATA and Afghanistan.

The Fatwa has been issued by the head of Darul Fatwa Sheikhul Hadith Mufti Sirajuddin who has served as a senior teacher for several decades. He is also the teacher of Maulana Muhammad Tayyab Tahiri, Head of Darul Quran and Sunnah Madressah. .

The Fatwa is expected to help address religious misconceptions, especially in KP and FATA, and will hopefully contribute to reduce hostilities towards the frontline health workers.



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Social Media

Social Media is playing a significant role in strengthening the polio vaccination campaign. A strong evidence came on January 14, 2015, when one Fazal ur Rehman wrote a message on Pakistan Polio Eradication Initiative Facebook page that the vaccination teams had not visited his house during the on-going campaign in the district.

The page admin requested Mr Rehman to share his contact details so that the authorities concerned are informed. A day later Mr Rehman came back to the

Pakistan Polio Eradication Initiative
Posted by S M Abid Azam [?] · January 14 · Edited

The Prime Minister's Focal Person on #Polio Eradication Ayesha Raza Farooq vaccinates a child against polio during the first day of a nationwide immunization campaign in Lahore, Punjab province. More than 41,000 teams will be vaccinating an estimated 17 million children in Punjab province.



1,908 people reached
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Gabriela Schaeferbender, Abrar Khan, Muhammad Danish Murali and 78 others like



Facebook page and reported that the vaccinators visited the house within hours of his intimation through the Facebook and inoculated the children with oral polio vaccine.

This is a classic example of how social media platforms are working to support the campaign and reach more children. Mr Rehman also needs to be appreciated for playing his due role as caregiver and using the available technological support to ensure that his children are protected against the wild polio virus.

K-Electric Supports Polio Eradication

The Karachi Electric has come forward to support awareness raising activities for the polio eradication initiative and inform the caregivers on the importance of ensuring that every child below the age of five years is vaccinated with two drops of polio vaccine every time it is offered.

The company has started publishing polio awareness messages on a regular basis under the KE Health Programme on the utility service bill that goes out to all the electricity subscribers across Karachi – the largest city of Pakistan with over 20 million population.



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Rotary Flame Reaches Pakistan

As part of Rotary International's efforts for polio eradication, a "Rotary Flame" was launched to travel around the world including the countries where polio still exists. "The Rotary Flame", a brain child of Rotary Club of Madras, India, was lit by Rotary International President Gary C.K. Huang in Chennai, India, in December 2014, and is travelling across several countries before reaching Sao Paulo, Brazil, for the 106th Rotary international convention.



The Flame arrived in Karachi on January 5, 2015, from Colombo, Sri Lanka, and reached Islamabad on January 20, 2015, after travelling through Hyderabad, Mirpur Khas, Nawabshah, Sukkur, Rahim Yar Khan, Multan, Faisalabad and Lahore.

An impressive ceremony was held at the National EOC in Islamabad where the flame was handed to EOC Coordinator Dr. Rana Safdar with a pledge for continuing efforts for polio eradication. A large number of Rotarians and reps. of partner organizations were present at the ceremony.

The "Rotary Flame" will be handed over to the Rotarians of Peshawar, and later to Rotary Kabul, Afghanistan, and will reach Brazil in June 2015, after traveling through several other countries.

Polio Ends With Me – Calendar 2015

The "Polio Ends With Me – Calendar 2015" features the stories of polio survivors, including social mobilizers who themselves suffer from polio and are not working to ensure that no other person has to suffer the title "Polio Ends With Me". The calendars with various stories have been shared with stakeholders, however, if you have not received a copy, do reach out to the National EOC and we will dispatch one to you.

