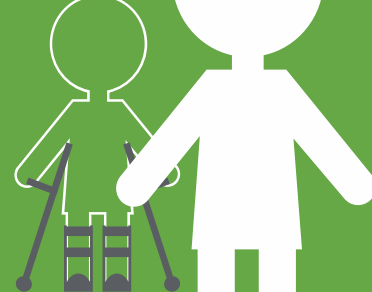


Communication update

EOC Pakistan



The Communication Unit of National Emergency Operation Centre for polio eradication, set up on the recommendation of Independent Monitoring Board (IMB), became fully operational on December 15, 2014. This is the first weekly communication of the Unit.

Polio Case Details

The total number of polio cases as of December 18, 2014, has reached the 290 mark. A majority of the cases are reported from FATA where 173 children have been paralyzed with polio followed by 65 in KPK. The number of polio cases reported from Sindh is 29, 20 in Balochistan and 3 in Punjab. All the cases reported this are of polio virus Type-1.

The social characteristics of the 280 cases reported till December 12, 2014, shows that 92 % cases are from Pashto speaking families, 84 % are below the age of two years, 85 % are from insecure areas, the parents of 90 % children have no formal education, 54 % are zero dose for routine and SIAs while 86 % are zero routine dose.

Communication Activities

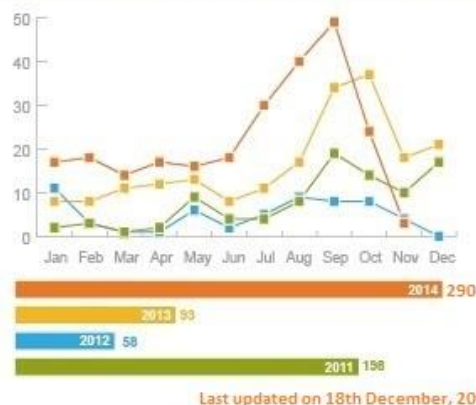
In Nov-Dec more than 8.5 million (IVRs) voice messages of various influencers were sent out through Zong Cellular Network across the country, with a special focus on priority districts, particularly in KPK and FATA. These messages focused on raising awareness on routine immunization and the importance of polio eradication.

At the same time the scripts for radio drama around PEI / EPI and other child health messages addressing vaccine misconceptions are in the final stages and production of an eight-episode Pashto drama will start within December. These will be broadcast across KPK and FATA,

In the light of increasing demand from the field 40,000 Fatwa booklets on polio and routine immunization are being printed for sharing with the teams in the field to help strengthen their activities aimed at addressing religious misconceptions.

Similarly, pictorial EPI booklets are being printed for the province of Punjab that provide necessary information on each of the nine antigens to help the social mobilizers raise awareness and promote immunization behaviours.

Pakistan Polio Case Counter



Communication update

EOC Pakistan



Media / Mass Media

Following is a brief on the mass media support that has been extended to the NIDs since September 2014.

- 13 Child Health TV Talk Shows of 30-min duration each on 7 mainstream TV channels which included 182 airings in various languages i.e. Urdu, Pashto, Balochi, Saraiki and Sindhi were broadcast during Nov-Dec.
- 11 testimonial of leading religious scholars; 5 Celebrity Endorsements, 8 PSAs and 1 mini documentary focusing on the importance of repeated campaigns were broadcasted during various campaigns on TV, Radio and Cable networks reaching across Pakistan
- The national outdoor campaign in all high risk districts which included placement of billboards, banners, vehicle branding, wall chalking and location branding continues since November.
- A 4-page newspaper supplement on World Polio Day was published in 24 mainstream and regional newspapers with messages from the honorable President, the Prime Minister, Minister of State for Health Services, PM Focal Person on Polio and provincial ministers of health.
- Newspaper adverts in 37 newspapers on various converging themes including RI (9 antigens), Polio, Vitamin A, Islamabad Declaration and other local fatwas are being published.



CSR / Free of Cost Content

Leveraging on CSR/FOC with TV channels various endorsements and guest placements were arranged, a snapshot of the activity is as follows:

- Forums on polio and child health conducted by 11 mainstream newspapers participated by politicians, health experts, civil society and academia. Full page reports published in each newspaper
- FOC mileage on TV in shape of scroll, logo, PIP, break bumpers, announcement and promos
- FOC mileage on cable in shape of logo and scrolls
- FOC mileage on FM in shape of opening / closing break bumpers and announcements

Following is the summary of month-wise FOC/CSR airtime since Sep-2014 on electronic media in various time-bands.

Period	TV	FM	Cable	Total
Sep	814	1125	68000	69939
Oct-Nov	1600	2150	173000	176750
Dec	737	1292	68000	70029
Total Minutes	3151	4567	309000	316718

Communication update

EOC Pakistan



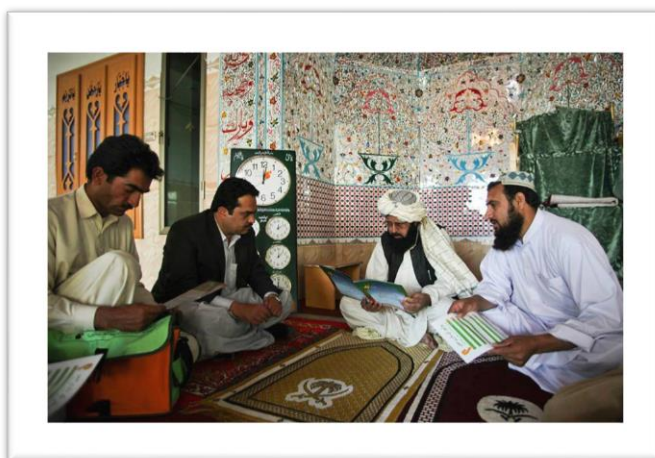
Communication Support to the NIDs

- Managed Information flow from district to national level through Communications Officers
- Daily media releases to share updates
- Media monitoring and responses
- Field monitoring to oversee distribution of IEC material and communication activities;
- SOP on case response developed

Religious engagement

The capacity building trainings of district religious support persons for high risk union councils was conducted in the month of Nov-Dec which were attended by as many as 120 participants. These DRSPs are designated to provide support to the vaccination teams in addressing refusals at the ground level.

NIAG core group meeting was held in December at the Islamabad International Islamic University and Chaired by Maulana Hanif Jalandhuri. It was attended by 10 members of the NIAG Secretariat



The engagement with writers and editors of religious publications continues across the country. As many as six such workshops have been organized in Lahore, Multan, Peshawar, Bannu, Rawalpindi, Quetta and Karachi with a combined participation of more than 180 religious writers. The activity aims to address misconceptions and raise awareness on the importance of vaccination through religious publications.

Advocacy with Parliamentarians

The engagement with the parliamentarians is aimed at advocacy at the decision making level to garner support for EPI / PEI interventions. A number of sessions with the parliamentarians have been conducted so far with a meeting organized with the members of the Sindh Assembly on November 11, 2014 in the Sindh Assembly premises. The meeting ended with a declaration issued by all members of the Sindh Assembly in support of the immunization and compulsory immunization legislation in the province.



Innovation

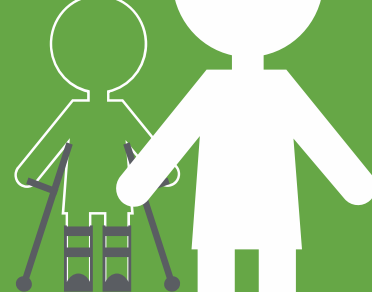
Neighbourhood Polio Watch - the objectives of the initiative is to create trust and local ownership in the community, engage local police to support the security during campaign. The initiative has moved forward and so far following steps have been taken:-

- Concept note drafted
- Meeting with potential partners for implementation in Peshawar and plans to scale up in other KP districts

The focal person for the initiative is in the process of developing TORs for hiring of a consultant/ institution for having a dedicated function in place to work on the multi-agency approach; creating

Communication update

EOC Pakistan



links with the existing community police forums working in Peshawar and reviewing the existing local community support models for safety and security of teams such as in key high risk areas of Karachi, Bajaur, South Waziristan, etc.

Web and Social Media

Since launch in 2013, Pakistan Polio Eradication Initiative partners (Government of Pakistan, UNICEF, WHO) website (www.endpolio.com.pk) has shown significant growth of unique visitors from 131 countries and 1,200 cities around the world and has received more than 70,000 page views. This website serves as an important source of information for the local media, general public, partners and donors. The website provides factual updates on polio situation on daily basis, human interest stories, media releases, surveillance, national and international reports, photos and videos.



It is accompanied by a strong and vibrant social media presence taking advantage of the huge number of young Pakistanis on Facebook (Fb/polioeradicationinitiative) and Twitter (@PolioReporting). Facebook page has crossed the milestone of 5,500 fans with more than 300,000 post views. This also provides PEI an opportunity to communicate regularly with a vast pool of followers. PEI social media has comprehensively covered Immunization campaigns, working with religious leaders, cross-border coordination, transit teams and great contribution of frontline workers across Pakistan towards polio eradication.

Coming up

- Capacity building of DRSPs planned for KPK and FATA in end December.
- Advocacy briefing session on polio and routine immunization with members of the Punjab Assembly on December 24, 2014
- Capacity building session with writers and editors of religious publication in Karachi on December 20, 2014
- Female community mobilizers training on social mobilization and work with the community to increase vaccine acceptance
