



## Measles SIA

### Pre Campaign Evaluation Narrative/Pictorial Report

#### Prologue

A team comprising of Dr. Najam Ullah Baig, Deputy Director (Operations) and Zahid Wasif Communications and Social Mobilization Officer visited Districts Sajawal and Thatta in order to conduct a pre Measles SIA Campaign evaluation on 13<sup>th</sup> May, 2014.

#### Highlights of Field Visits

- The team started with a visit to Civil Hospital DHQ Sajawal and started the proceedings with discussing the display of outdoor campaign branding and marking interventions.



Fed EPI Team members sharing Communications and Social Mobilization techniques with the relevant staff

- After monitoring the IEC materials display mechanism the Federal EPI Team interacted with the EPI focal person in the health facility to discuss the developments at their end.



Federal EPI Team going through the Micro Plan

- The composition of the teams, their roles and responsibilities along with the status of the training conducted for all team members were discussed and recorded in the standard evaluation questionnaire.



Federal EPI Team Briefing on the team roles and responsibilities

- All available EPI concerned staff present on the occasion were interacted with and they were asked probing questions to gauge their readiness for the campaign.



Federal EPI Team asking about AEFI and Cold Chain Management Systems

- After going through all the documents inside, the team accompanied the local staff to evaluate the status of the waste management plan.



Dr. Najam Ullah Baig advising on the appropriate pit management techniques

- After the Sajawal, the Federal EPI Team commuted to Thatta and visited the Civil Hospital DHQ Thatta in Makli. The run down exercise to fill in the questionnaire was performed there as well.



Federal EPI Team interacting with the local EPI staff

- To gauge the impact of the communications and social mobilization intervention conducted in the area various guardians were approached and asked a few questions.



Federal EPI Team interacting with a female guardian to gauge her info

- 5 to 10 guardians were interviewed in their local and urdu language to evaluate the impact of ongoing communication and social mobilization interventions conducted in the district.



Federal EPI Team interacting with a male guardian to gauge his info

- After evaluating all pre campaign aspects the Federal EPI Team visited the DHO Office in Thatta city to share the findings. Dr. Zahoor Ahmed Memon, DHO Thatta was very welcoming and appreciated the role of visiting staff.



Federal EPI Team in a meeting with EDO Health, Thatta

- During the meeting with DHO Thatta, a breaking news on channel were aired about the notice of Measles Incidents in Districts Thatta and Sajawal. Hence the Federal EPI Team also participated in that discussion as well also Dr.



Measles Cases in Thatta and Sindh Related News on air