

Designing by Dialogue

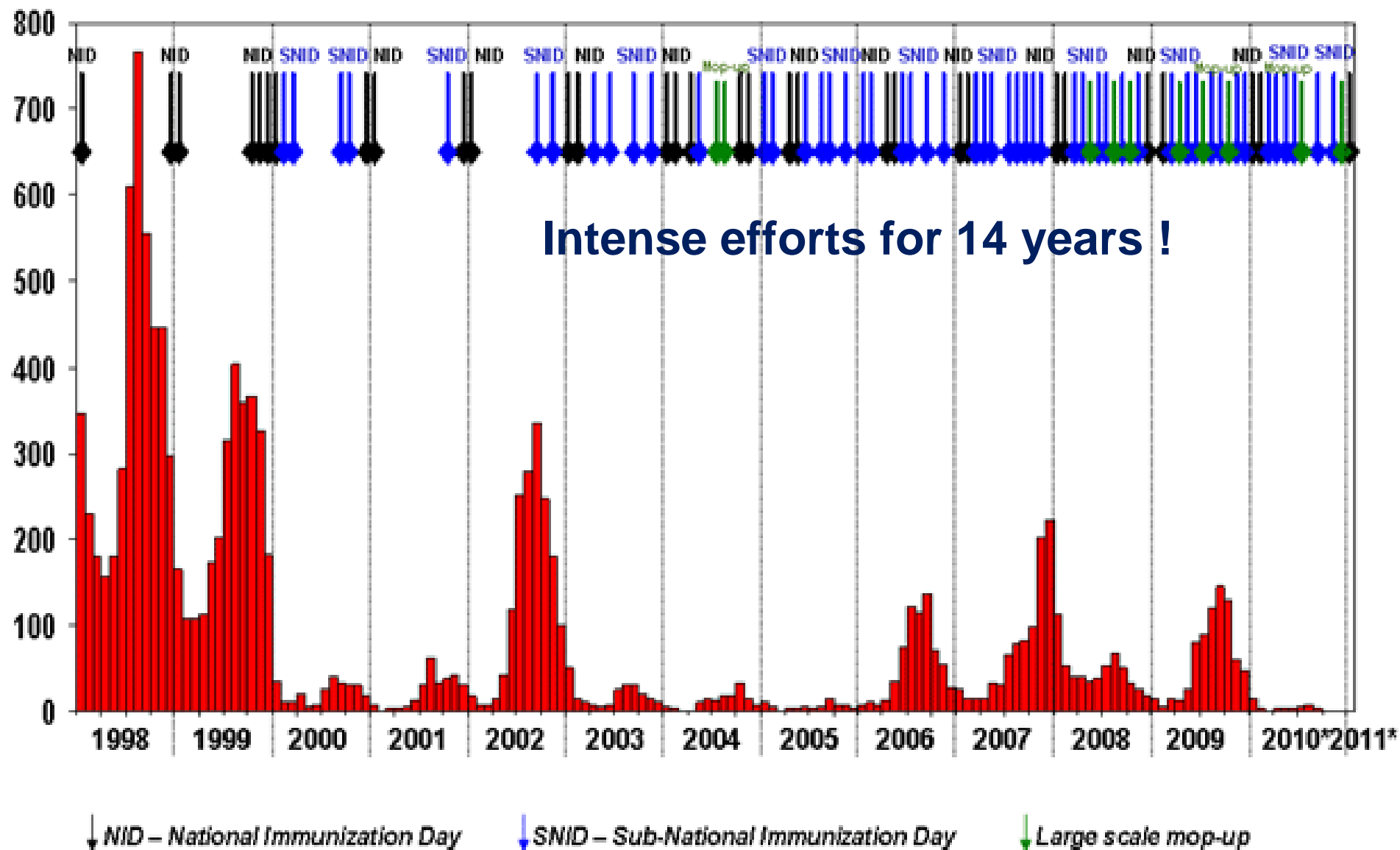
Dr. Roma
Solomon,
CORE India
Director



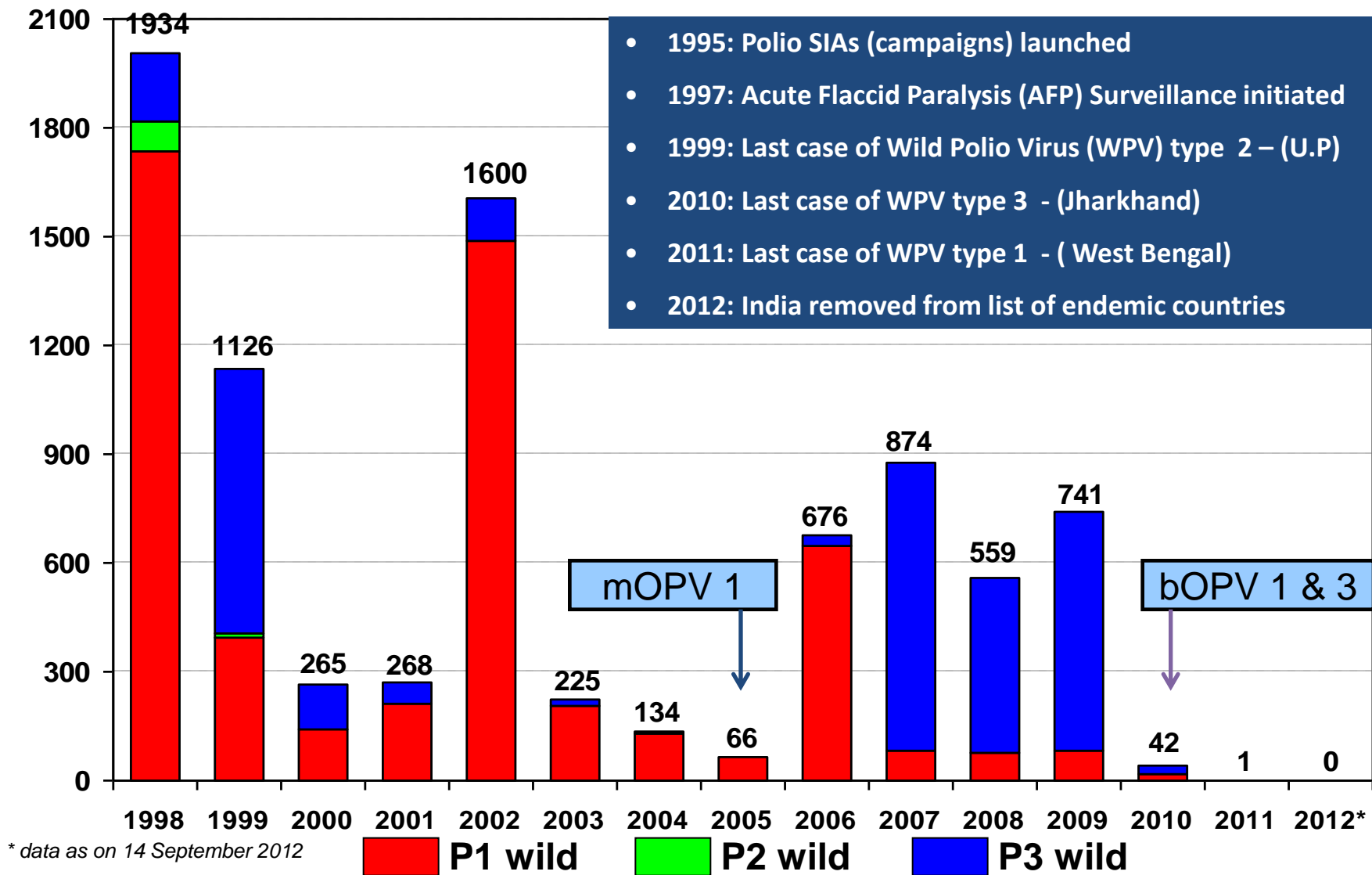
Monthly incidence of polio in India

January 1998 – January 2011

Number of cases



Progress in India – A snapshot

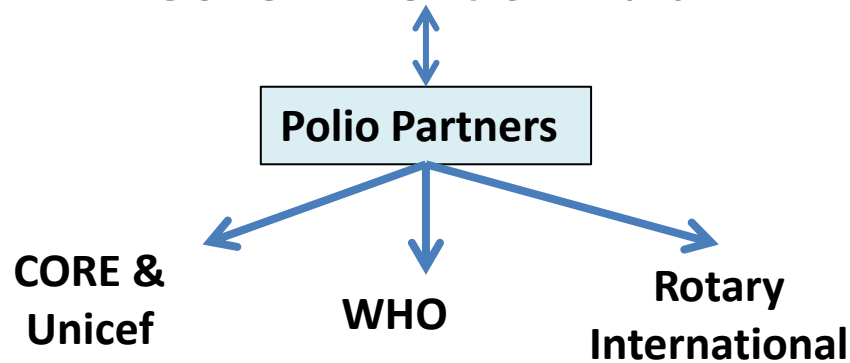


India's Polio Eradication Program began in 1995



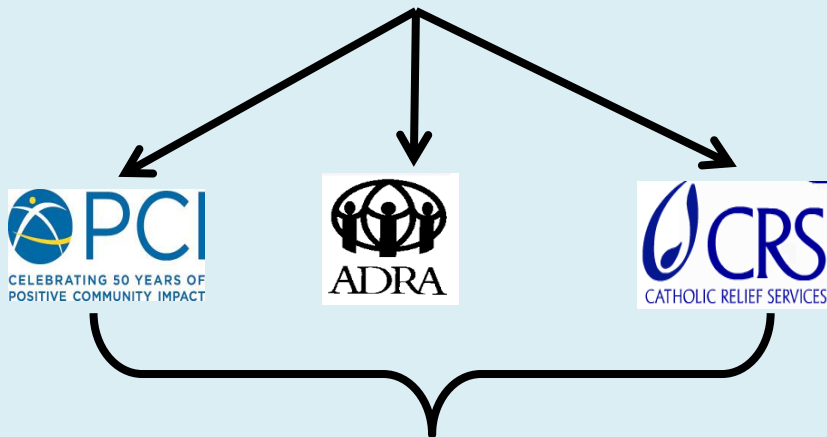
**More than 2.3 million
vaccinators & 10,000
mobilizers immunize
172 million children
under 5 every
National
Immunization Day
(*Booth based*)**

**Under the leadership of the
Government of India**



In coordination with above partners

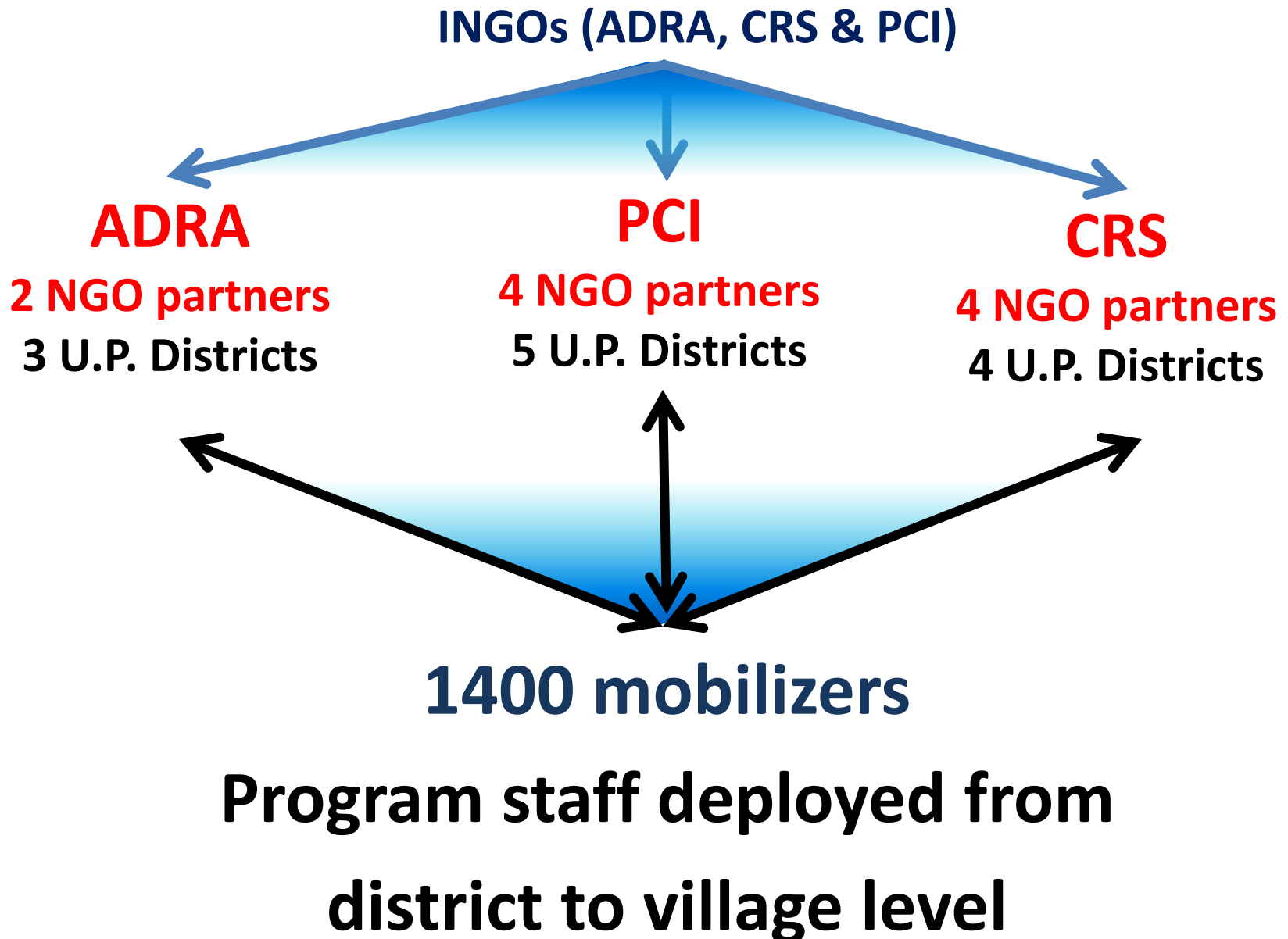
CORE Works with three INGOs



Implements directly & with local NGO/CBOs

**CORE
Secretariat
established in
1999
in
Delhi, India
to coordinate
activities at the
national level.**

CORE Group Polio Project, India Secretariat





1999

**House to
House
vaccination
started**

&

**So did stiff
resistance**

Suspicious began...

I have heard
that polio
vaccine
causes
impotency

2 drops = 2 children?
Hmmm... family
planning program

I have seen
a *fatwa*
against
polio drops



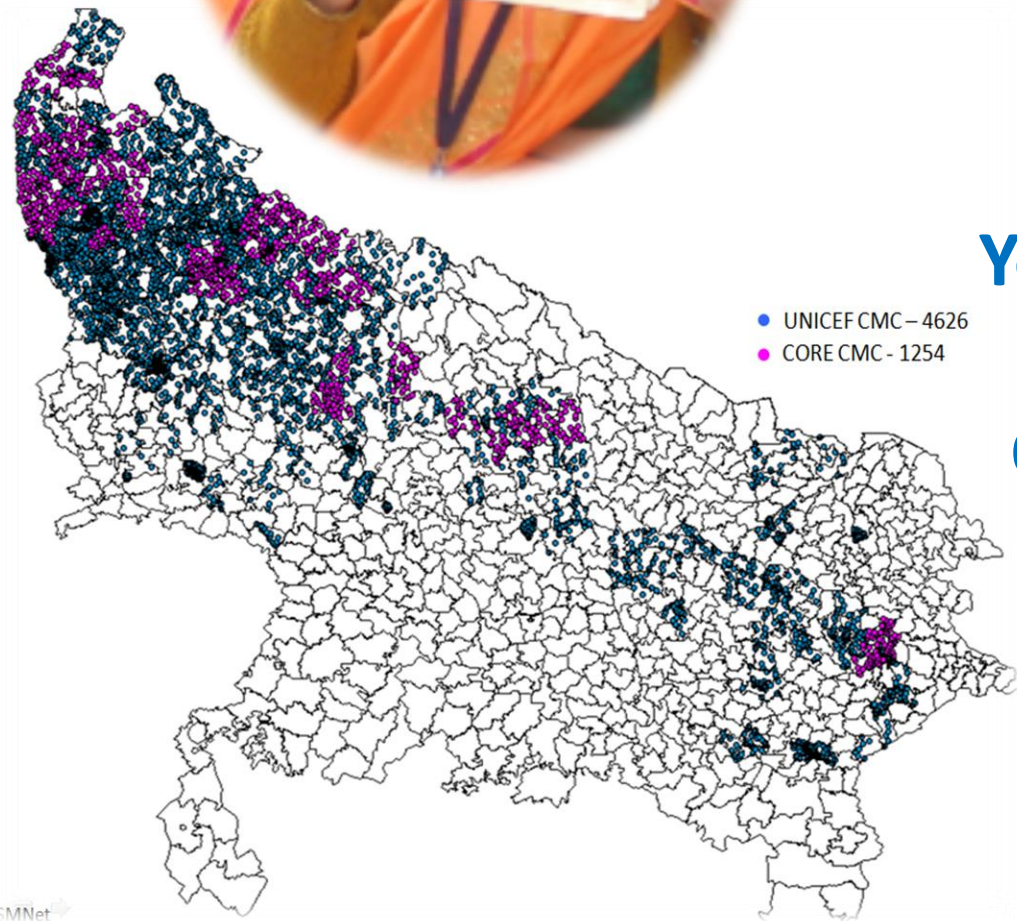
Weak community participation & 10-15% children missed

CORE deployed volunteers from schools, nursing schools & NGOs in high risk areas to create awareness about polio vaccination



In 2002 Social Mobilization Network formed in Uttar Pradesh by Unicef & CORE

Young women selected as
Community Mobilization
Coordinators (CMCs) from
the same communities to
overcome resistance and
sustain community
participation



Strategic, positive communication approach was based on two factors

1. Adapted for an eradication programme
2. Had to overcome resistance to polio vaccination



Shift from extensive awareness approach to addressing needs of specific groups



Change from instructive to negotiation approach



Mobiliser capacities built on

- How to conduct effective IPC sessions, group meetings.
- Analysing 'Resistance' and developing 'Negotiation' strategies
- Data collection & analysis

Enhanced communication package used



High quality & interesting inter personal communication sessions (IPC) and group meetings organised

Indigenous communication tools used



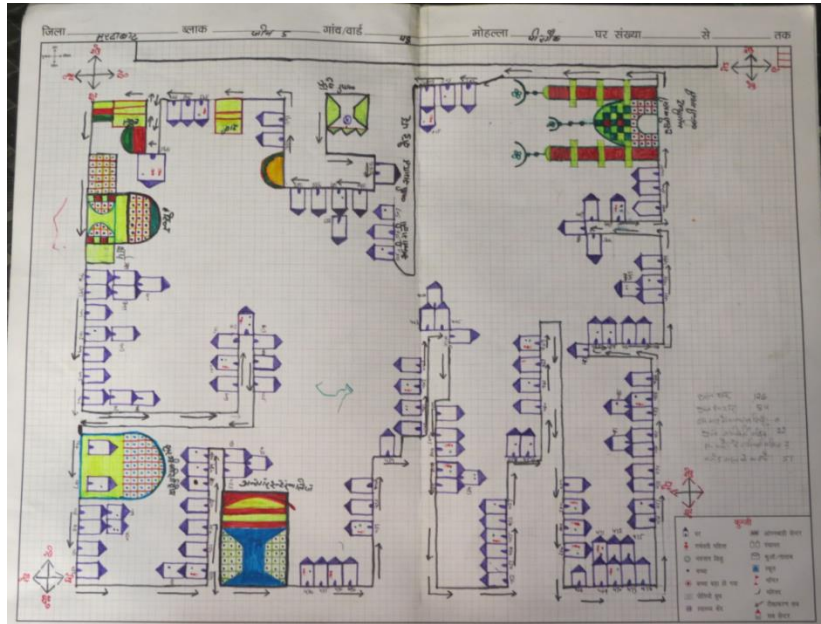
**IPC with mother, father
& other family members**



**Group meetings with mothers, fathers,
influential people, adolescent girls and
religious leaders**

Immunization status of all Under 5 children tracked

Area maps developed and every house & child, tracked



Immunization status of each child shared with vaccination teams



Involvement of children as messengers



- Children's brigades "***bulawa tolis***" formed to inform parents and fetch children to the booths
- Rallies organised
- Fun classes in schools to promote handwashing and use of toilets.



**Involvement of
religious leaders
& institutions**

&

Identification of

Influencers

Such as...

religious leaders,

Shopkeepers,

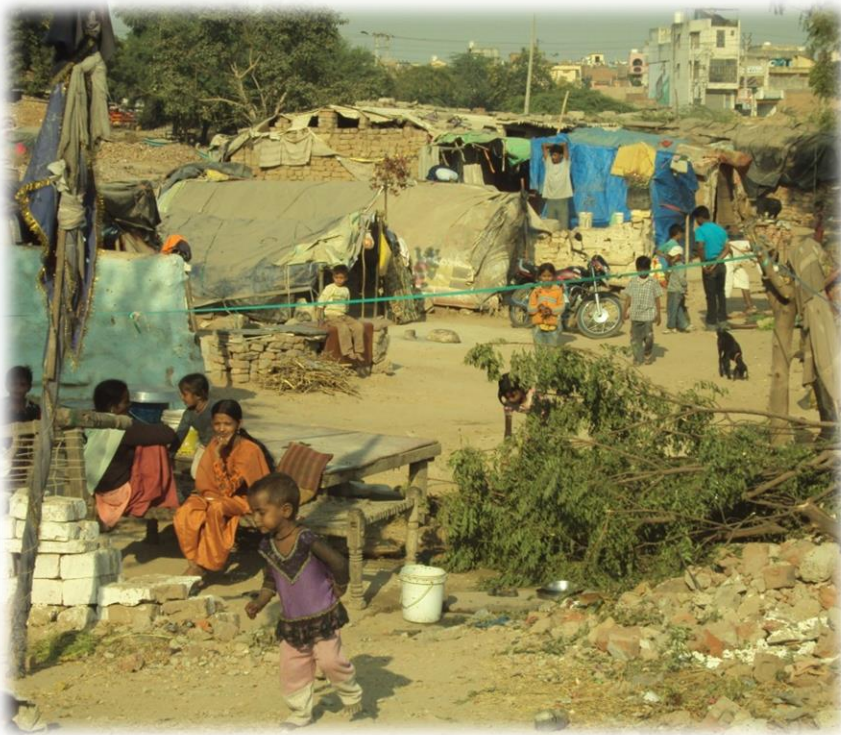
community

leaders, teachers,

etc.

Transit Strategy

“Anywhere you go, immunize against polio”



Tracking Migrants



**Immunising in trains
and buses**

**Creating
informers!**

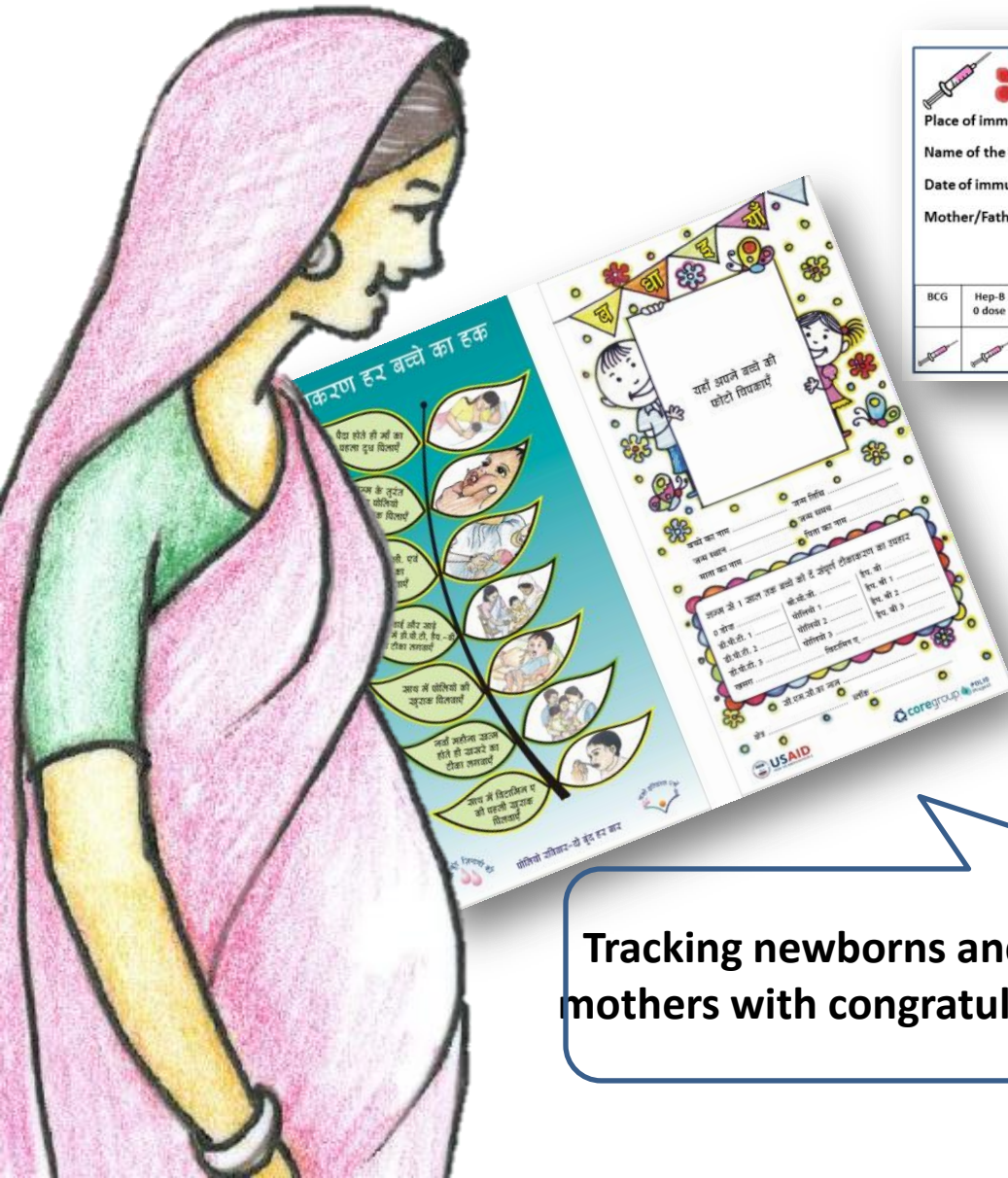
**Barbers &
shopkeepers
engaged as
informers to
inform
mobilizers about
arrival of mobile
populations**



600,000 families reached by CORE



Innovations such as Invitation slips for immunisation sessions, Immunization card holder, Congratulatory card, etc



Tikakaran sandesh patra
ICDS & CORE-PCI, Meerut

Place of immunization

Name of the child

Date of immunization

Mother/Father name

मूल न जाना,
टीकाकरण
जल्द करवाना!!

| BCG | Hep-B 0 dose | Polio 0 dose | DPT/1/2/3 Penta | Polio/1/2/3 IPV | Hep-B 1/2/3 | Measles 1/2 | VIT-A 1/2/3/4 |
|-----|-----------------|-----------------|--------------------|--------------------|----------------|----------------|------------------|
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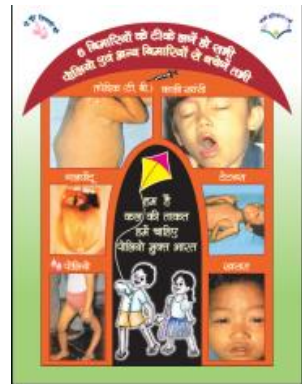
Invitation slips



Instrumental in
increasing
coverage and card
retention

Tracking newborns and greeting
mothers with congratulatory cards

Communication materials created & used



2005



**Monovalent
OPV
introduced**

2010



**Bivalent OPV
introduced**

2015



**Introduction
of IPV**

2016



**Switch from
tOPV to bOPV**

Celebrations...

1999: Last type 2 WPV in the world, reported from Aligarh, India

2011 : Last polio case in India - 13 January, 2011

2012 : Removed from list of polio endemic countries

2014 : India declared Polio - Free by WHO

2015 : WPV TYPE 2 eradicated from the world

**Jamborees
celebrating mobilizers
contribution**



Lessons Learnt

- Strong government ownership, leadership and accountability critical for success
- Seamless partnership of all stakeholders
- Meticulous planning & implementation of vaccination campaigns lead to high coverage, even in areas with weak health systems
- Accurate, real time monitoring data on campaign quality drives immediate corrective actions
- Robust and apt communication strategy vital for programme effectiveness

Contd...

- Conscious and persistent efforts to search, mobilize and vaccinate missed children crucial to achieve eradication
- Research based innovations helped overcome technical, operational and communication barriers
- Community involvement crucial – must remain a People's Programme



2013

World's first Polio Square constructed in Moradabad

A tribute to civil society contribution towards polio eradication



2014

Polio Gallery established in District Hospital, Moradabad, UP

A pictorial depiction of India's Polio Eradication journey



2014

Polio Eradication Gate

Constructed by village chief in District Muzaffarnagar, UP