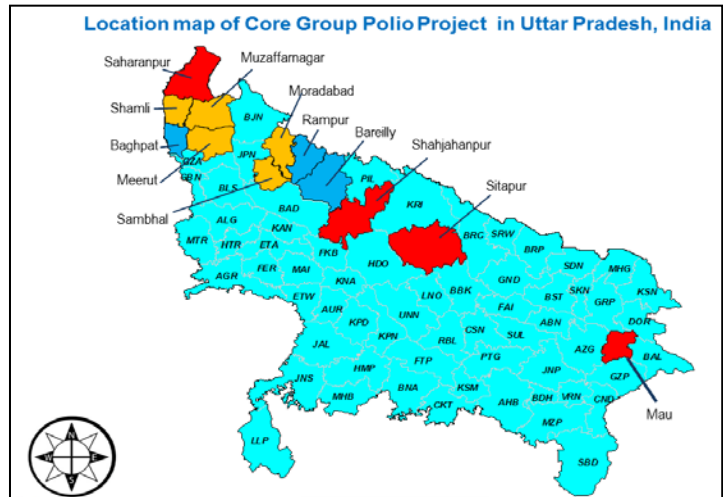


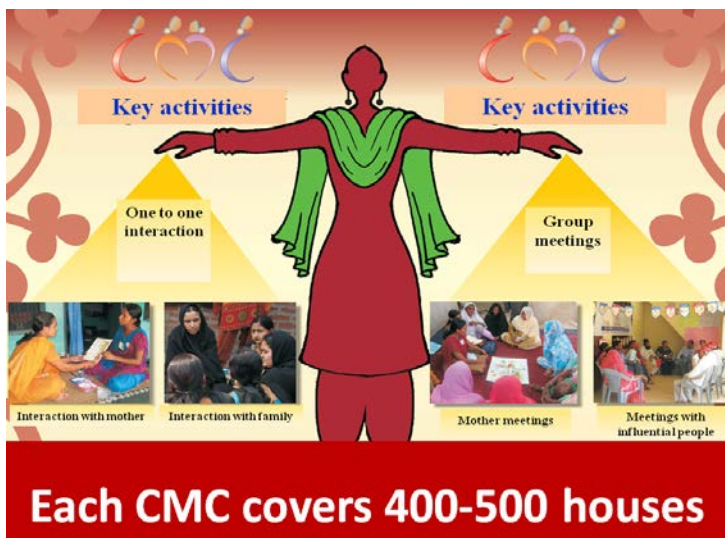
The CORE Group is a membership association of 70 U.S. Private Voluntary Organizations that strengthens local capacity on a global scale to measurably improve the health and well being of children and women in developing countries. Since July 1999, CORE Group, in partnership with World Vision, UNICEF, WHO, Rotary International, and various governments including India, Ethiopia, South Sudan, Angola, Nigeria and Nairobi are working for polio eradication by mobilizing communities to participate in Polio campaigns and routine immunization services.

The Core Group Polio Project includes a funded secretariat and CORE member PVOs with their local partners. The India CORE consortium members are ADRA, PCI and CRS. The secretariat works in close collaboration with the Ministry of Health, WHO, UNICEF, Rotary International and USAID.

In India, in 2003, UNICEF & CORE started working together as the 'Social Mobilization Network' (SM Net) to provide concentrated support in social mobilization in high risk areas of Uttar Pradesh (U.P). CORE works in 12 districts of Uttar Pradesh through a three-tier network of mobilizers that conducts social mobilization activities.



**The PVOs (Private Voluntary Organizations)** work with grass root NGOs to mobilize community involvement in the polio eradication program and improve Routine Immunization (RI) in the HRAs (High Risk Areas as per Govt. of India and WHO-National Polio Surveillance Project designated criteria) of Uttar Pradesh.



- **At the first tier** is the Community Mobilization Coordinator (CMC) responsible for about 500 households and mobilizing community members using one to one and group meetings as main tools for behavior change.
- **At the second tier**, the Block Mobilization Coordinator (BMC) oversees social mobilization activities at the block level.
- **At the third tier**, the District Mobilization Coordinator (DMC) is in charge of social mobilization activities in the district.

A total of 0.4 million mothers and 0.6 million children under the age of five are reached by community mobilizers in 12 districts of Uttar Pradesh.

The **CORE Secretariat** aims to build partnerships within the consortium and among all stakeholders. It also strives to improve the quality of the polio eradication programme and strengthen existing routine immunization efforts by...

- **Behavior change communication (BCC)**



CORE's BCC strategy is a systematic process beginning with formative research done periodically, followed by planning, implementation and monitoring of communication activities. Audiences for BCC materials are carefully segmented, messages and materials are pre-tested, and both mass media and interpersonal channels and activities are conducted to achieve defined behavioral objectives for polio eradication. These are achieved through various mobilization activities.

In addition to this, CMCs also mobilize communities for health camps, routine immunization sessions and special outreach sessions on routine immunization.

- **Capacity building**

CORE builds capacities of its field staff on polio, routine immunization and communication skills. These are achieved through appropriate participatory learning environment and skill development that are conducted periodically.



- **Establishing monitoring and reporting systems**

A user-friendly monitoring & reporting system has been established as described below.



1. **Village level:** Community Mobilization Coordinators fill data by hand in their registers. Reporting formats have carbonless sheets that are handed over to Block Mobilization Coordinators (BMCs) each month
2. **Block level:** Block Mobilization Coordinators collate data from all community mobilization coordinators in their block and record by hand in their register. Reporting formats have carbonless sheets that are handed over to district mobilization coordinators every month.
3. **District level:** District Mobilization Coordinators compile data electronically received from their Block Mobilization

Coordinators. A Monthly District Progress Report - a combination of quantitative & qualitative reports is sent to Sub Regional Coordinators every month.

4. **Country level:** CORE receives a monthly progress report from each sub regional coordinator representing consortium members - ADRA, PCI and CRS. A quarterly report is sent to the CORE HQ on description of various communications, capacity building activities, networking and partnership and program challenges.

**More than 100,000 families reached with health messages by 1300 community mobilizers**