Generating Demand for OPV

IMB
1 October, 2013
We recommend that the Programme urgently construct and implement a plan to correct its crippling under-emphasis on social mobilization and communications.

This should address:

– the need to rehabilitate the reputation of the vaccine in places where it has fallen into disrepute;

– to elevate the social mobilization networks to excellent performance;

– and to bring substantially more communications expertise to the table in the Programme’s key strategic forums, including partnership, headquarters and TAGs/ERCs."
GPEI Communications Plan

All partners contributed to a plan that will ensure:

– Trust in OPV, the programme, and the frontline workers is strengthened (Concern for the Child; Competence; Morality; Honesty)

– All polio priority countries deliver a core package of excellence in communications and C4D by 2014

– Communications expertise is strengthened within the GPEI at all levels
Building Trust
To reach every last child
Scale up of social mobilization networks (#), January – July 2013

Source: UNICEF Data
Feeding Trust: Nigerian Mobilizers Go Beyond Polio to Fight Malnutrition

• KANO STATE:
  
  • Underweight: 37%; Wasting: 11%
  • Refusal of OPV: 1% of all children <5
  • Among these children, about 40% are refused vaccine because they are sick, or their parents want other services.

  • Volunteer Community Mobilizers (VCMs) have recently been trained to recognize severe malnutrition, and measure it using MUAC.

  • Children are referred to Community-based Management of Acute Malnutrition (CMAM) sites for therapeutic feeding

  • Children are vaccinated at CMAM sites – often the most vulnerable, 0-dose children

  • This model needs to be scaled up in 27 Very, Very High Risk LGA’s

“Many of us used to think that the polio vaccine is a plot by Western countries to make our children impotent. Not anymore” – Abdul Labi Abo; Father
Polio Eradication Campaign and Endorsement by Muslim Scholars
Reasons for refusal in KP (%), January – July 2013

Note: Control Room Data reflects number of refusals in the entire province where campaign took place; COMNet Data reflects number of refusals in areas with COMNet staff. Reasons for refusal are collected in areas with COMNet staff only.
### Reasons for Missing Children in Southern Afghanistan

**Vaccination Team Reporting, September 2012 - February 2013**

<table>
<thead>
<tr>
<th>Date</th>
<th>Reason</th>
<th>Age Not Supportive</th>
<th>On-going Fighting</th>
<th>Perceived Danger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep 12</td>
<td>Perceived Danger</td>
<td>6,744</td>
<td>9,458</td>
<td>14,846</td>
</tr>
<tr>
<td>Jan 13</td>
<td>On-going Fighting</td>
<td>1,946</td>
<td>356</td>
<td>7,717</td>
</tr>
<tr>
<td>Feb 13</td>
<td>On-going Fighting</td>
<td>581</td>
<td>194</td>
<td>2,970</td>
</tr>
</tbody>
</table>

**Shawalikot District**

**Target children:** 31989

**Children missed Jan – Jul 12:** All

**Reason:** AGE not supportive due to issues with selection of District Supervisors

**Resolution:** Successful negotiations with AGE and reselection of District Coordinators Sep campaign allowed to proceed.

**Access to all areas allowed**
BrainTrust to reach every child in Pakistan

• Over 20 experts from diverse fields coming together to help identify innovative solutions to promote polio eradication in a context of acute insecurity and distrust in the programme

- Security
- Geo-political strategy
- Technology & Non-Violence
- Access Negotiation & Peace Building
- Anthropology
- Communication Strategy
- Media & Social Media
- Creative Animation
- Marketing and Public Relations

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." - Margaret Mead
Missed children due to refusal in endemic sanctuaries as share of all under-5 children targeted (%), January – July 2013

Globally, refusals have been reduced from 1.6% to 0.9%, January – July 2013

Source: Independent Monitoring Data

Note: Global average of refusals in January: 1.6%, March: 1.1%; July: 0.9%
Going viral
Circulating rumours and misconceptions can impact on wild polio cases

Wild poliovirus cases linked to refusal families in polio-endemic countries as share of total 2012–2013 cases (%)

* Note: 2012 data represents analysis of 114 cases in Nigeria, 58 in Pakistan, and 11 in Afghanistan. 2013 data represents analysis of 45 cases in Nigeria, 27 in Pakistan, 3 in Afghanistan as of 11 September 2013

Source: Detailed WPV Case Investigation Forms, 2012–2013
Communications Expertise in the GPEI

“We heard of several instances in which one person is trying to do the job of two or three; of organograms that currently resemble Swiss cheese – full of holes.” – IMB, May 2013

• Now over 70% of posts are filled in HQ
• Communication experts have been proposed to all TAGs/IMB
• Global partnerships with Harvard, BBC, Islamic Advisory Council led by WHO
• BrainTrust – led by BMGF and UNICEF
• Country partnerships – E.g. Moby Media, Afghanistan Cricket Council & Football Federation
“To view communications as the responsibility of a single agency is unsophisticated and bureaucratic. Communication is everybody’s business.” – IMB, May 2013
Extra Slides
Rotary: Expanding Trust in the Highest Risk Areas

- **Health camps** established by Rotary in Peshawar, Nowshera, Mardan and Charsadda; KP, and HRA’s of Balochistan
  - Over 5,000 children reached with medicine, immunization, and other health services

- **Resource Centres** in KP, Balochistan and Sindh also established to built community trust and address refusals
  - Over 2,500 children vaccinated and 1,000 refusals converted

- **12 Immunization Centres** established through collaboration with local hospitals, community and health centres

- **Transit posts** address chronic refusals, missed children and transient populations in high risk areas.
  - 9 Permanent Transit Points; in Karachi, Balochistan, Peshawar, KP, Punjab and Sindh