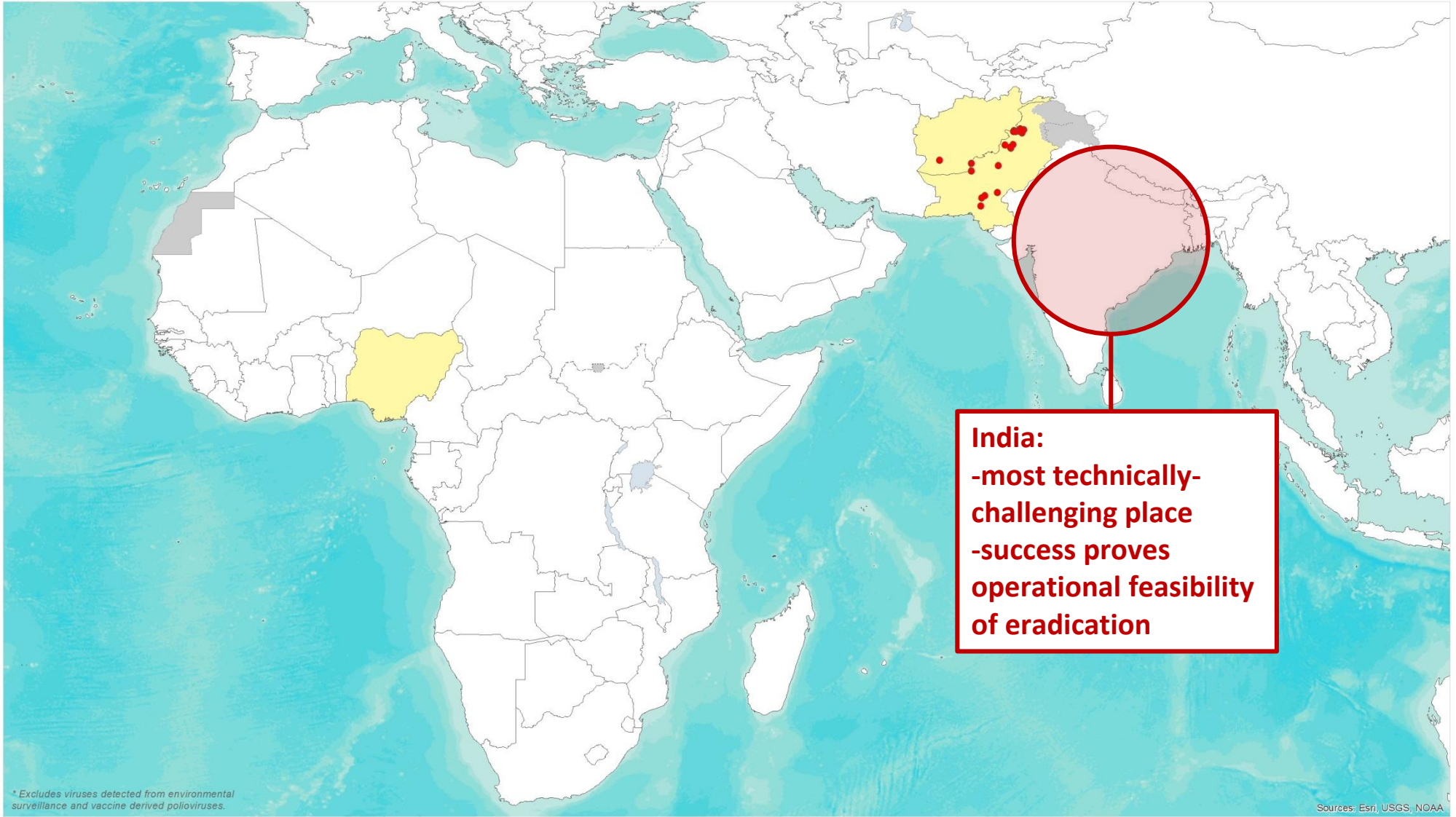


Social mobilization for polio eradication – lessons from India

Fondation Mérieux Conference
29 September 2015

GLOBAL WILD POLIO CASES* - CURRENT YEAR

Map shows the incidents of global wild polio cases in current year



* Excludes viruses detected from environmental surveillance and vaccine derived polioviruses.

Sources: Esri, USGS, NOAA

Map Scale (A3): 1:40,000,000

1 cm = 400 km

Coordinate System: GCS WGS 1984

Datum: WGS 1984

Units: Degree



Data Source:

Admin. Boundaries: World Health Organization

Base Map: Esri, USGS, NOAA

Map Production: Global Polio Eradication

Initiative, World Health Organization



Wild Poliovirus Type 1



Endemic countries



Country with WPV case

The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.

January 2011, West Bengal, India



Social mobilization part of key technical strategic mix

Strategies for polio eradication:

- Microplanning
- Independent monitoring
- Vaccine supply
- Cold chain
- Mobile population groups
- Transit strategy
- High-risk areas
- Fixed-post
- House-to-house
- Social mobilization
- And many more...

The Army of Voluntary Community Networks engaged by UNICEF's Social Mobilization Network involved in community mobilization



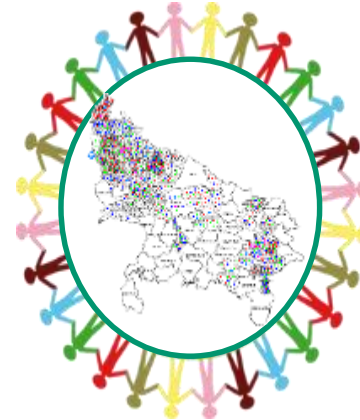
31,079

**Community
Influencers**



26,649

**Number of
Informers**



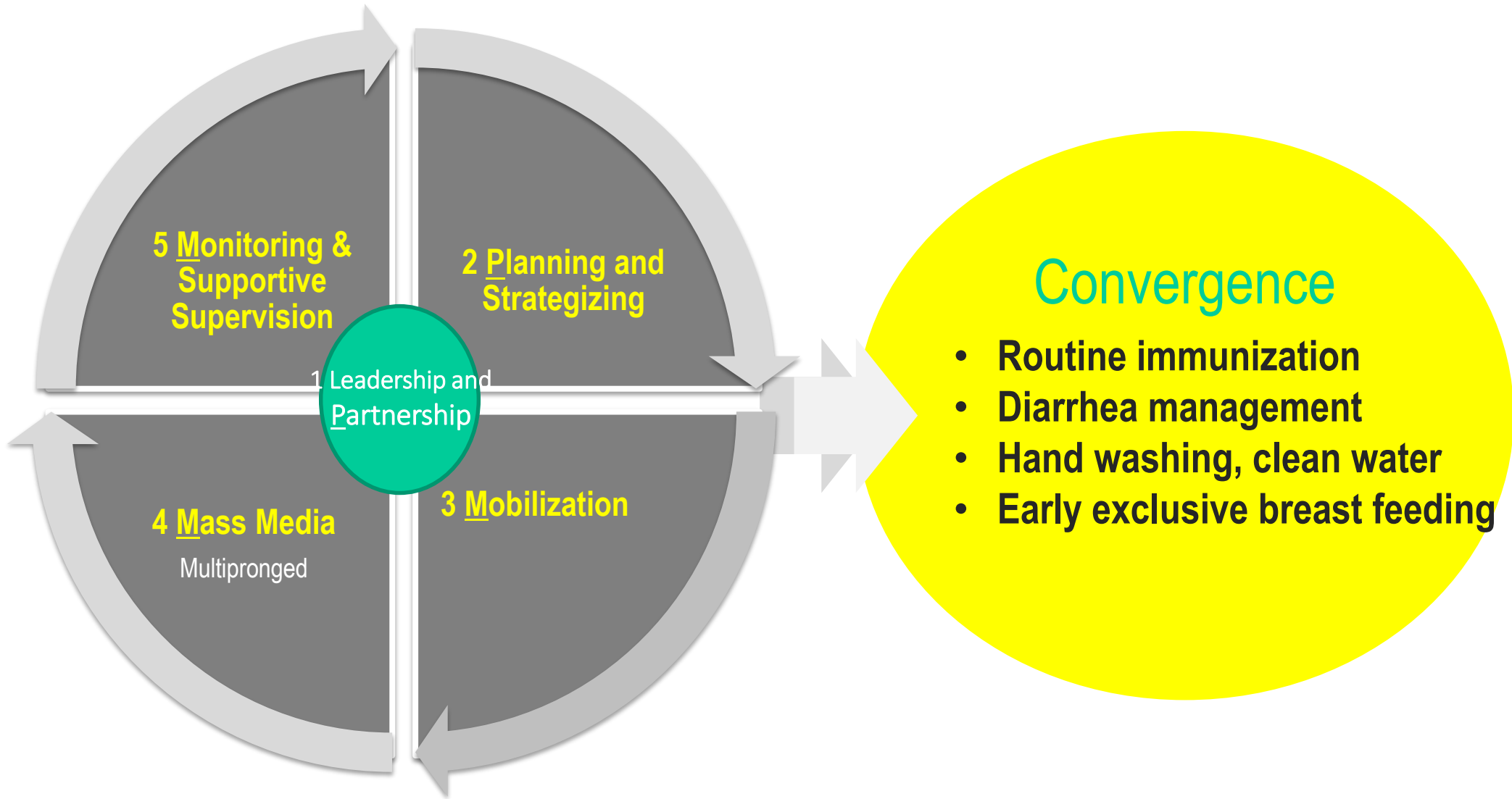
2,075

**Religious
and
Educations
institutions**



14,261

**Mosques with
public
announcement
system**



5 Monitoring & Supportive Supervision

2 Planning and Strategizing

1 Leadership and Partnership

4 Mass Media
Multipronged

3 Mobilization

Convergence

- Routine immunization
- Diarrhea management
- Hand washing, clean water
- Early exclusive breast feeding

Mass Media

ले 5 साल, अपने बच्चे को दें दो बूँद हर बार



पोलियो का कोई
इलाज नहीं
2 बार है
सही.



कहीं
भी
नयो
ार

NATIONAL



Distinctive branding



Reaching the 'hard to reach'

Example Kosi River basin



Identifying, planning and micro-planning to reach high risk groups and areas



Migrant groups

Identification and targeting high risk groups, particularly migrant communities - brick kilns, nomads, construction workers, slums and other migrants

Every month their locations/movements are updated in microplans.

Involving children



Children as Agents of Change

Polio Classes

Polio Rallies

Children's callings groups

Planning to Reach Children on the Move



Children on move

- 8 million children in transit immunized in India each round
- 100,000 of these in running trains
- More than 306,000 children were vaccinated every month at India-Nepal borders in 2014

Planning to Reach Children on the Move

continued..



Children on move

2.5 million children vaccinated in congregations/festivals each year, which are mapped in calendars and have caught many children -often from other states -that would have been left out

Targeted Mothers' meetings



Engagement with the right Influencers



Imams
Doctors or local
traditional medicine
men/women
Medical interns
Teachers
Housewives!

Conclusions

- **Social mobilization is part of the strategic approaches**
- **It must be data-driven**
- **Full ownership and engagement of partners and government at all levels**
- **Invest in capacity**



www.polioeradication.org