

Polio Outbreak Response Public Communication Package

Your guide to using the Information Education and Communication (IEC) materials during the polio response

What is outbreak public communication package?

The package consists of a menu of messages and materials, which are all easily localised and adapted based on different community needs. There is detailed guidance on how to change the materials so they are relevant to the particular location, context and other needs of each outbreak. A set of globally approved core messages and additional messages are also provided for your use as detailed below.

Why this package is important?

If you are reading this guide, there is probably a polio outbreak in your country, or you are being deployed to support the team of the Country Office where the outbreak has been declared.

This package was developed to minimise the time you and your team need to spend on the development of public communication materials or messages to support the C4D polio outbreak response strategy. This package is also aimed at ensuring standard quality Information, Education and Communication (IEC) materials and messages used across all outbreak scenarios and are based on Standard Operating Procedures (SOPs) and Global Outbreak C4D guidance.

Which phase of the outbreak response is this package intended?

All the materials included have been designed to help you cater to the most likely scenario(s) during each phase of the outbreak.

According to the global definition **outbreak countries** are those affected by either re-infection, due to an imported poliovirus, or by the emergence of a circulating vaccine-derived poliovirus. Each outbreak response goes through three main phases. During every phase there are different communication needs and also several barriers that you will encounter.

AT CONFIRMATION OF AN OUTBREAK: Phase I

It covers the first three months of the outbreak response, with the communication goal of raising the risk perception of polio and increasing awareness of the outbreak and its implication on a community. The focus is on maximising vaccination coverage as fast as possible and minimising the time taken to respond to the outbreak.

ENDURING / complex OUTBREAK: Phase II

It covers months four to six, with the communication goal of addressing the refusal to vaccinate children or other reasons they have been missed out. The focus of this phase is to overcome barriers to polio immunisation and transition into a Maintenance Phase.

MAINTENANCE: Phase III

It covers from month seven to outbreak closure, with the communication goal of addressing campaign fatigue and raising the sense of collective responsibility, while reaching every last child. The overall emphasis of Phase III must also transition from a singular focus on polio to an overall focus on routine immunisation and health.

What's inside the OB IEC package?

A2 size **posters** for Phase I, Phase II and Phase III
Vertical **banners** for Phase I, Phase II and Phase III
e-banners for Phase I and Phase II
Factsheet for the health providers
Factsheet for the opinion leaders and influencers

Below you will also find the technical guidance on how to adapt the materials and some suggestions on when and how to use them.

What material to use when as per the phased approach?

OUTBREAK CONFIRMATION - Phase I

As soon as an outbreak is confirmed and a social investigation is completed, you need to quickly decide on the media and communication mix you will use. You should look through the different types of materials and messages available and select those that will best fit the country you are in. This may depend on the size of the community, literacy level of the population, faith as well as social norms that you should consider.

Conceptually the communication in the first phase of the outbreak focuses on informing the public about polio and providing the information about campaign dates and the target age group. The communication activities and materials should aim at raising the risk perception of polio, increasing awareness and making clear the implications of the outbreak.

Proposed materials of the Phase I IEC package include messages centered around **knowledge, attitude and call for action.**

ENDURING / complex OUTBREAK - Phase II

During Phase II of the response, you are likely to observe an increased number of parents who are hesitant or start refusing the vaccination. Once you receive reports of missed children or refusals from the field you should quickly adapt your communication mix accordingly.

Conceptually the second phase entails crafting tailored communication to address reasons for refusals and missed children, encompassing the social norms in the country.

The messaging and materials should be focusing on the **attitudes, behaviour change and call for action.**

Maintenance – Phase III

In Phase III the barriers are different than those in the Outbreaks and Enduring Outbreaks phases. The overall strategic goal is to maintain a high rate of vaccine coverage by establishing childhood vaccination as common and routine behavior for caregivers.

Conceptually this phase should aim at addressing campaign fatigue and raise the sense of collective responsibility, while reaching every last child and sustaining the result achieved by polio campaigns through routine immunization.

The materials you use and the messages should have **behaviour focus and call to action.**

How to use the included materials?

Posters

The main function of a poster is to capture a moving audience or reach the 'captive audience' with a message (images and/or words). Posters are also meant to make a quick, immediate visual impression on your intended target audience. In most places

posters are affordable in terms of production costs, easy to produce, distribute and display in key locations, where they are likely to reach your target audience.

While making the decision on your final communications mix and planning the production of posters, keep in mind that the main objective is to inform audiences about the polio outbreak, the risk of polio, increase positive vaccination behaviours and inform audiences about campaign dates.

Key target audiences for this medium are caregivers of the children of the campaign target age, as well as influencers, namely, a child's grandparents and community leaders.

When planning the production of the posters, do not forget to budget for the transportation and distribution costs. Provide clear guidance to your counterparts and partners on where to display posters.

During each Phase of the polio outbreak posters can be displayed almost anywhere. However, places, where you have a "captive audience", are the best:

- school classrooms (particularly when you're targeting younger children)
- examination and waiting rooms in the health facilities
- buses or other public transit points
- community service organization offices
- community bulletin boards in markets
- windows of small shops
- places of worship
- any place where people will be standing in line

Horizontal outdoor banners

Outdoor banners can be used for special events, such as a polio campaign launch. They are also very visible identification for the fixed immunization sites, booths and transit points, where children can get vaccinated. Banners usually contain basic information such as: the location, the dates of the campaign and the target age group of the children that should be vaccinated. The idea is to help create a positive atmosphere during the launch, and to help raise visibility around the location where immunization is taking place.

While planning the production and distribution of the banners, consult with the production company on the type of materials they have available in the country and the weight of each banner. As with posters, it is important to keep in mind transportation and dissemination costs.

Advise your counterparts and partners that they can use the banners at a campaign launch event and then transfer them to the fixed sites, clinics and transit posts where vaccination takes place. Re-purposing the banners can save time and money.

Key target audiences for the banners are caregivers of the children of the campaign target age and influencers, namely, grandparents of the children, community leaders and special populations on the move.

Factsheet for health professionals

The factsheet for health professionals is designed to provide basic, structured information that they can use to counsel caregivers, to answer questions and address possible concerns.

The information in the factsheet is aimed at informing health providers about the polio outbreak, providing them with important talking points on how to counsel caregivers

about polio. It is also designed to encourage health providers to assume an active role in convincing caregivers to vaccinate their children against polio during every campaign.

This factsheet is not meant to be distributed to the parents, rather it should be used by the health providers during their Interpersonal Communication sessions with caregivers. The factsheet can also be used by the volunteers and nurses as a guide and support material during the campaigns.

Factsheet for opinion leaders and influencers

The factsheet for opinion leaders and influencers is designed to provide very basic information to those who have a big influence in the community: pastors, imams, teachers and community leaders. The information is presented in a simple way to provide the influencers with simple, yet compelling arguments in support of the polio outbreak response and polio campaigns.

The information in the factsheet is aimed at informing opinion leaders and influencers about the polio outbreak, basic facts and figures about polio and immunization. It is also designed to encourage them to assume an active role in convincing parents to vaccinate their children with every campaign.

This factsheet is not meant to be distributed to parents. It should be used as a support tool by the opinion leaders and influencers. It can also be distributed to any media representatives for their background information.

Social Media

In this package, you will find simple examples of Social Media e-banners that you can use for each phase of the response.

As the use of social media continues to increase there is a greater risk of the spread of misinformation and pseudoscience. Fortunately, we also have a lot of opportunities to distribute positive information on social media, which can be very powerful and far-reaching. Don't underestimate the power of social media no matter where you are in the world. Facebook, Instagram, Twitter, WhatsApp and other networks can play a big role in providing information quickly and reaching almost all audiences, particularly the young.

It could be overwhelming to try and post information on all social media networks at the same time. Start with identifying which social media platforms are most popular among caregivers in your country, and see if there are any influential online groups that you can engage with. Once you have chosen the social media networks you will work with and have selected your key messages, develop a weekly plan and start posting regularly.

Communicating on social media is about more than just posting one item on one social network. It is a dynamic, two-way engagement tool. You can use it to a) provide information about polio and the campaign dates; b) engage the audience in a discussion to bring up their questions and concerns and get answers quickly, and c) monitor any issues, questions or rumours that are arising in the communities in real time, so you can respond immediately.

Keep in mind that people might engage with the posts that they read. That means they might start discussions and ask questions. Therefore, make sure you are regularly monitoring the conversation and replying to the comments and questions directly.

It is also a good idea to use social media accounts that are run by your Country Office, local Health Authorities and any local or regional partner to maximise the reach of messages to target audiences.

Editing Polio Posters, Banners & Factsheet

Introduction

Font installation

Before starting to edit any document, the font package “Greycliff CF” and “FontAwesome” must be installed on your computer. The fonts can be found in folder titled “font”. To install on windows, right click the font file and select “install”. To install on a mac, double click on the font file and then select “install font”.

Microsoft Publisher installation

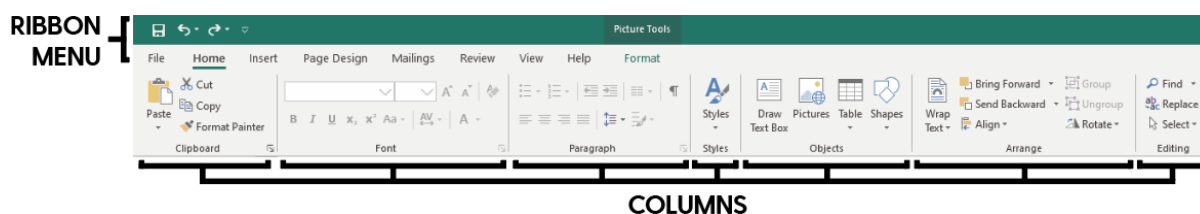
Microsoft Publisher is packaged with all versions of Microsoft Office. Assuming you have Microsoft Office, it should already be installed; if not, it will need to be installed. If you have an “Office subscription” (normally called Office 365) open Microsoft Word and then navigate to File > Account > Manage account. Follow the instructions to install Microsoft Office and subsequently Microsoft Publisher. If you have an “Office purchase” (normally called Office YYYY) you will need to use the medium (CD, Digital Download etc) which was originally used to install Microsoft Publisher.

Navigating to the correct file

Finding the correct file to edit should be straightforward. First select either “Banners” “Posters” or “Factsheet” depending on which of the two you want. Then select the phase poster/banner you want. You then may have a choice of two versions – one where the mother is wearing a head covering, and one where she is not. Select the appropriate version for your region.

Terminology used in the instructions

The terms “Ribbon menu” and “columns” are used in subsequent instructions. These terms are demonstrated in the image below.



Making Edits

Changing the date

Select the date and replace the date shown with the relevant date in a “dd – mmm” format (for example, 25 – NOV).

Changing the age

Select the body text showing the age (5) and replace with the relevant age.

Changing the crutches icon to a flag

1. Click the crutches icon.
2. Then select “Picture tools > Format” from the top of the ribbon menu.
3. Then in the adjust column, select “Change Picture > Change Picture”.
4. A box should appear giving you the option to select an image from file, or use the Bing image search box. To use the search box, type in “*country name* flag” and click search. Select the relevant country flag and click insert. Alternatively select an image of the flag you have on file.
5. Deselect the flag by clicking off the page.
6. The crutches icon should have been replaced. *Note: In some versions of publisher, the crutches icon will have been moved to make way for the flag, rather than replaced. This can be deleted, by selecting it and pressing delete.*
7. The flag will now be in the correct position, but might be stretched. If this is the case, with the flag selected, navigate to “Picture tools > Format” from the top of the ribbon menu.
8. Then under the crop column of the ribbon menu click “fit”. The flag should now resize to the correct proportions.

Changing the picture to a photo

1. Delete the existing graphic by clicking on it and pressing delete.
2. From the ribbon menu select “Page design”.
3. Under the column “Page background” select “Master pages > Edit master pages”
4. There is a placeholder box for you to insert the photo here.
5. Insert a photo which you have from file. Please make sure it is of a high enough resolution for printing. For the posters this should roughly be 5000px wide at 300dpi. For the banners this same resolution should be okay assuming it is being printed at 150dpi rather than 300dpi.
6. Reposition the photo within the box until you are happy.
7. Click “close master page” from the ribbon menu.

Adding additional logos

1. For the posters in the white space left of the three logos there are spaces for up to 3 additional logos. When you hover the mouse cursor over this space, dotted box outlines should appear. For the banners these boxes are located next to the logos.
2. Move the mouse over the box you would like to insert a logo onto, and double click the box.
3. Select the logo you wish to insert from your file.

4. The box will automatically crop the logo. Navigate to “Picture tools > Format” in the ribbon menu.
5. Then under the crop column select “fit”

Printing

Speak to your printer first

They might have specific requirements for you, but typically they need a pdf file with 3mm bleed – the documents are already set up for this.

Exporting a print-ready pdf

1. In the menu click File > Export.
2. Click “Save for a Commercial Printer”
3. Click “commercial press” and then click “custom”
4. Where it asks “Specify how this publication will be printed or distributed” select Commercial Press.
5. Click “print options” located at the bottom left of the “Publish Options” box.
6. Under the title “Paper”, change the size from “Publication Page” to custom.
7. Change the measurements to “48cm width x 65.4cm height” for the posters. “306cm width x 106cm height” for the banners. Or “303mm x 216mm for the factsheet”
8. Under the title “Printer’s marks” tick all three boxes.
9. Click “OK” and then click “OK” again.
10. Click “Pack and Go” Wizard.
11. Select where you want to save it and click finish.
12. You will only need to send the printer the pdf file – however, if they have any issues, they should be able to edit the publisher file if you provide it to them along with the font file.

Limitations of Microsoft Publisher

Most printers prefer you to have a PDF file with the colour mode set to CMYK. However, within Microsoft Publisher you can only export as RGB. The printer should be able to convert the PDF to a CMYK format for you and then match the following colours:

The yellow used in the text and the backgrounds (on some posters/banners):

C:0 M:27 Y:77 K:0

The deep red used in the text and the backgrounds (on some posters/banners):

C:14 M:100 Y:63 K:5

Notes

Editing banners within Publisher

Because the files you are editing are 3m x 1m in size, Publisher responds to commands quite slowly – so be patient. If it is too large to edit please use the illustrator file. If you don't have Adobe Illustrator – a lot of printers have access to the software and may be able to make the edits for you.

Phase 2 Alternative Banner

Within this banner you will only be able to edit the text.

If there is an issue with text moving onto the next line

Sometimes this may happen if you're using older versions of Microsoft Office, or a different version of the font provided. Assuming you're using the correct font sometimes it is necessary to adjust the character spacing so that it displays correctly. This setting can be found within the text tools section. Please check against the PDFs within the file to check they are displayed correctly.

Illustrator file

If you have Adobe Illustrator and can edit the Illustrator files instead of the Publisher files, this is preferable. A few notes on editing:

- Edit the text as you normally would within Illustrator.
- You can toggle the head covering on and off from the layers panel.
- When saving as a pdf for print please check "Trim marks" and "Use document bleed settings" under "Marks and bleed"