

TYPE	CAREGIVERS (1/2)			
AUDIENCE	FATHERS	MOTHERS	ELDERS, GRANDPARENTS, & OTHER RELATIVES	TRANSIENT CAREGIVERS
OVERVIEW	<p>Fathers or Mothers play a distinct cultural role, and in some societies they may be the key decision-maker behind access and vaccination, inside their household as well as within a community at large.</p> <p>It may make sense to approach them differently, or even separately, as their cultural roles and influence may differ based on gender and family role.</p>		<p>Health is typically a private matter kept within the family and relevant professionals. Relatives can be an important influence on caregivers, and in some cases may be the final decision-makers as for their entire family.</p>	<p>Transient caregivers assume similar roles as nontransient caregivers concerning the decision to vaccinate but require a different approach because they do not have a permanent home and are more difficult to reach.</p>
DESIRED ROLE	<p>Allow access to and vaccination of vulnerable children in the target group.</p> <p>Influence other parents in the community to also vaccinate by openly approving of vaccination.</p>		<p>Approve of vaccination and vocally advocate for it within the family.</p> <p>Connect and spread pro-vaccination information through extended family networks.</p>	<p>Allow access to and vaccination of vulnerable children under the age of five.</p> <p>Approve of vaccination and vocally advocate for it within the family, and to the other families they may be in transit with.</p>
POTENTIAL CONCERNS	<p>Caregivers may not be aware of the recent outbreak, the potential risks of the disease, and the importance of vaccination. For those who are aware, it may not be enough to motivate caregivers to vaccinate on their own if they face pressure to resist from influencers within their community or have come to believe rumours about polio or the vaccines.</p>		<p>Older relatives may have traditional or cultural views that bias them against vaccine and perceptions of polio as a threat, and they may buy into rumours that position polio as a primarily foreign concern, rather than a local concern.</p>	<p>Polio may not have been an issue from their place of origin.</p> <p>Vaccination may not have been socially promoted in their place of origin.</p> <p>They may not understand and identify with prevailing campaign communication.</p>

TYPE	CAREGIVERS (2/2)			
AUDIENCE	FATHERS	MOTHERS	ELDERS, GRANDPARENTS, & OTHER RELATIVES	TRANSIENT CAREGIVERS
<p>ENGAGEMENT FOCUS</p>	<p>Provide information about the disease and the safety and efficacy of the polio vaccination. Create a sense of crisis to increase threat and risk perception to capture Acceptors and create initial demand.</p> <p>Socially normalise immunisation by emphasising the collective responsibility to vaccinate every child for the good of all children.</p> <p>Humanise health workers by portraying them as honest, competent, and as members of the community.</p>			<p>Same as nontransient caregivers, but specifically:</p> <p>Introduce polio as a critical regional issue.</p> <p>Introduce polio vaccination as a critical social norm.</p> <p>If possible, synchronise messages and branding with place of origin.</p>
<p>SAMPLE MESSAGES</p>	<p>Sample 1: Polio: spreads from child to child, paralyses for life, has no cure.</p> <p>Sample 2: Protect our children from Polio. Vaccinate every child under five, every time.</p> <p>Sample 3: Unite. Together we are stronger than polio.</p> <p>Sample 4: Keep up the fight. Every polio drop gets us closer to victory. Vaccinate every child under five, every time</p>			<p>Sample 1: The polio virus is contagious. So whether you are a visitor or resident, when traveling, you must get every child under five vaccinated every time its offered by a dedicated vaccination team.</p> <p>Sample 2: Polio is a serious problem in [Country]; the only way to continually protect our children from polio is to routinely vaccinate them.</p> <p>Sample 3: Polio is a dangerous disease that does not respect borders. Vaccinate your child at the border or a regional health camp.</p> <p>Sample 4: Don't let polio be your travel companion.</p>

TYPE	INFLUENCER: COMMUNITY (1/2)			
AUDIENCE	EDUCATORS	COMMUNITY & RELIGIOUS LEADERS	TRADITIONAL HEALERS	COMMUNITIES AT LARGE
OVERVIEW	<p>In addition to parents & family, educators directly influence younger members of the community and may have the best access to kids aside from caregivers, depending on the extent of the educational system.</p>	<p>Political leaders, tribal leaders, religious leaders, and influencers all care about the health and wellbeing of the members of their communities, and they can have a decisive impact on setting behavioural norms.</p>	<p>In some communities and cultures, traditional healers are highly trusted and can help advocate for immunisation, depending on their beliefs and attitudes towards vaccination.</p>	<p>Communities themselves play an essential role in their members' identities, customs, and behaviour. Communities can vary in type and size, but to ensure message efficacy it is important to address the specific need and values of their members.</p>
DESIRED ROLE	<p>Help establish the role that vaccination and preventative medicine play in happiness and prosperity when it comes to community and life in general.</p> <p>Promote the importance health workers play in society.</p> <p>Dispel negative rumours.</p>	<p>Approve of polio vaccination, routine immunisation, and counter harmful narratives of rumour and distrust within the community.</p> <p>For religious leaders: promote a religious basis for supporting vaccination.</p>	<p>Approval and participation in vaccination</p> <p>Identification and access to mothers and children under 5.</p> <p>Support against rumours and falsehoods about polio and OPV.</p>	<p>Collective investment in eradication through cultural and social norms that frame vaccination and health workers positively.</p> <p>Perception of health workers as noble and praiseworthy.</p> <p>Social and cultural permission for wives, daughters, and granddaughters to join the programme.</p>

TYPE	INFLUENCER: COMMUNITY (2/2)			
AUDIENCE	EDUCATORS	COMMUNITY & RELIGIOUS LEADERS	TRADITIONAL HEALERS	COMMUNITIES AT LARGE
POTENTIAL CONCERNS	<p>Educators may have traditional and cultural views that bias them against vaccine and perceptions of polio as a threat.</p>	<p>Individual leaders may not possess the trust of their communities and support for vaccination could be seen as negative.</p> <p>Leaders could also directly work against vaccination themselves. They may have a political agenda that conflicts with the polio programme's goals.</p>	<p>Traditional healers may have traditional or cultural views and practices that bias them against vaccination, as well as skew their perceptions of polio as a threat. As trusted members of their communities, they are particularly harmful if spreading rumours about vaccines.</p>	<p>Credibility of message can be difficult to establish without support from key community influencers.</p>
MESSAGING FOCUS	<p>Promote facts about polio and the polio vaccine that combat on-going rumours.</p> <p>Promote the credibility and importance of health workers.</p> <p>Promote the notion of community immunity.</p>	<p>Support their role and acknowledge the trust and importance they have within their community.</p> <p>Engage them to normalise vaccination and immunisation.</p> <p>Emphasise the collective responsibility to vaccinate every child for the good of all children.</p> <p>For traditional healers, it is important to specifically emphasise the role they play before, during, and after childbirth.</p>		<p>Emphasise the collective responsibility to vaccinate every child for the good of all children.</p> <p>Educate on herd immunity.</p> <p>Recognition of collective identity. Align eradication with community goals.</p>
SAMPLE MESSAGES	<p>Sample 1: Protect our children by promoting polio vaccination to parents. Remember: vaccinate every child under five, every time.</p> <p>Sample 2: Polio spreads from child to child, paralyses for life, and has no cure.</p>	<p>Sample 1: Protect our children from polio by promoting polio vaccination as safe and necessary. Together we can be the guardians of health.</p> <p>Sample 2: Be the leader your community needs in the fight against polio.</p>	<p>Sample 1: Your work protects the health of our children everyday; continue to protect our children by ensuring that every child under five is vaccinated every time.</p> <p>Sample 2: Polio spreads from child to child, paralyses for life, and has no cure.</p>	<p>Sample 1: All of our children will be safe the day every child is vaccinated with polio drops. Together we can beat polio.</p> <p>Sample 2: Vaccinate every child, for the good of all our children.</p>

TYPE	INFLUENCER: SOCIETY (1/2)	
AUDIENCE	CIVIL SOCIETY INFLUENCERS & CELEBRITIES	GOVERNMENT OFFICIALS
OVERVIEW	<p>Influencers and celebrities have unique reach, credibility, and engagement within their cultures, and their support for polio vaccination can be an important factor in a response.</p>	<p>Government officials are key allies and primary partners in any response, especially trusted local figures who may be personally known or even related to caregivers.</p>
DESIRED ROLE	<p>Actively advocate for vaccination.</p> <p>Participate in vaccination firsthand as a recipient and (ideally) as a health worker to legitimise and normalise vaccination and immunisation.</p> <p>Address and dispel rumours.</p> <p>Motivate frontline health workers.</p>	<p>Demonstrate commitment and ownership of the success or failure of polio eradication.</p> <p>Distribute vaccine, facilitate access, provide security, and establish the legitimacy of the outbreak and the importance of action.</p>
POTENTIAL CONCERNS	<p>Because celebrity engagement tends to be labour intensive, determine where celebrities can add value to your communication goals and engage them only if the value they add is unique and relevant to target audience needs.</p> <p>Other aspects of their public and personal lives could contradict or undermine messages.</p>	<p>Other competing priorities.</p> <p>Central governments may not be as trusted as local governments or vice versa.</p> <p>Political leaders may need additional motivation beyond altruism to ensure full support.</p>

TYPE	INFLUENCER: SOCIETY (2/2)	
AUDIENCE	CIVIL SOCIETY INFLUENCERS & CELEBRITIES	GOVERNMENT OFFICIALS
MESSAGING FOCUS	<p>Normalise and legitimise vaccination.</p> <p>Advocate that parents vaccinate children to protect them and the community from polio.</p> <p>Motivate frontline health worker performance.</p> <p>Messaging should align with public image.</p>	<p>Avert the crisis before it begins: stop polio by informing constituents, praising health workers, and countering harmful narratives about the disease.</p>
SAMPLE MESSAGES	<p>Sample 1: Be the role model we need and protect our children from polio. Promote the safety and necessity of polio vaccination.</p> <p>Sample 2: You can help eliminate polio. Encourage and honour health workers for making a difference.</p>	<p>Sample 1: Polio spreads from child to child, paralyses for life, and has no cure. Advocate for a polio-free world.</p> <p>Sample 2: Support the health workers in your community. They are our fearless leaders in the fight against polio.</p>

TYPE	DIRECT INFLUENCERS (1/2)		
AUDIENCE	FRONTLINE HEALTH WORKERS	SOCIAL MOBILISERS (SMs)	MEDICAL PRACTITIONERS
OVERVIEW	<p>Frontline health workers are the central touchpoint of the vaccination experience for many, and a key element in the mass vaccination efforts that diseases like polio require. As an essential element in vaccination, they are the foundation of the "brand."</p>	<p>SMs play a key role in engaging their communities with positive dialogue about the norms and behaviours related to vaccination, and they may be able to reach and access people who would reject official health workers.</p>	<p>As the existing health infrastructure within the community, these individuals play a key role in all polio responses and may be highly trusted within their communities.</p>
DESIRED ROLE	<p>Motivated, thoughtful, and diligent job performances that focus on empathy and service to get acceptance rates as high as possible.</p>	<p>Unbranded community influence: SMs can often access and influence places others cannot, creating demand for polio vaccines and other health services, and facilitating the job of frontline health workers.</p>	<p>Disseminate credible information and approve of vaccination. Identify vulnerable children and assist in vaccination efforts as directly as possible. Specifically endorse technical issues when it comes to vaccination.</p>

TYPE	DIRECT INFLUENCERS (2/2)		
AUDIENCE	FRONTLINE HEALTH WORKERS	SOCIAL MOBILISERS (SMs)	MEDICAL PRACTITIONERS
POTENTIAL CONCERNS	<p>Poorly trained, unpaid/underpaid, unmotivated, disrespected, and mistreated frontline health workers and SMs who perform poorly, who do not speak the local language or don't come from the local community can drastically reduce access and acceptance rates.</p>		<p>In some contexts, doctors or medical practitioners have publicly questioned the need for multiple doses of OPV, creating a harmful narrative.</p> <p>They may also call attention to the resources they falsely believe are diverted from other initiatives to polio.</p>
MESSAGING FOCUS	<p>Humanise health workers by depicting their noble motives clearly, and honour and respect their efforts in a sometimes thankless and dangerous job. Credit them in all successes and emphasise sources of pride and recognition from the government, children, and ordinary people in their communities.</p> <p>Addressing thematic issues for refusals, absences, and access issues within communities.</p>		<p>Information about polio and how to stop it from spreading.</p> <p>The importance of advocacy within the community.</p> <p>Information about the contents, ingredients, safety, and efficacy of the vaccine.</p>
SAMPLE MESSAGES	<p>Sample 1: You are the protectors of our children's health. Vaccinate every child under five, every time.</p> <p>Sample 2: Keep up the fight. Every Polio drop gets us closer to victory. Vaccinate every child under five, every time.</p>	<p>Sample 1: Help parents protect their children by educating them about the necessity of polio vaccination. Together, we can overcome polio.</p> <p>Sample 2: Together, we can overcome polio. Do your part by informing communities about polio and promoting the vaccination of children under five.</p>	<p>Sample 1: As you know, polio spreads from child to child, paralyses for life, and has no cure. Educate parents about the safety and efficacy of OPV during every visit.</p> <p>Sample 2: Protect our children from polio. Ensure that every child under five is vaccinated every time it's offered.</p>