

CREATIVE CONCEPT

UNITE

In an outbreak, mass media communication needs to quickly create awareness and urgency for polio immunisations in the initial stages while still being able to adapt to a more nuanced approach focusing on community building and social norms for later stages. Drawing inspiration from UNICEF's commitment to children's rights, including the right to a life without preventable diseases, this concept takes on the visual language of a children's movement.

PHASE ONE: IMMEDIATE RESPONSE COMMUNICATION (IRC)

The IRC phase of the Unite concept promotes awareness of the outbreak, polio, OPV, the campaign, and important campaign dates, such as vaccination days. This phase of the Unite concept should be used at the start of the outbreak.

PHASE TWO: ADAPTIVE PHASE COMMUNICATION (APC)

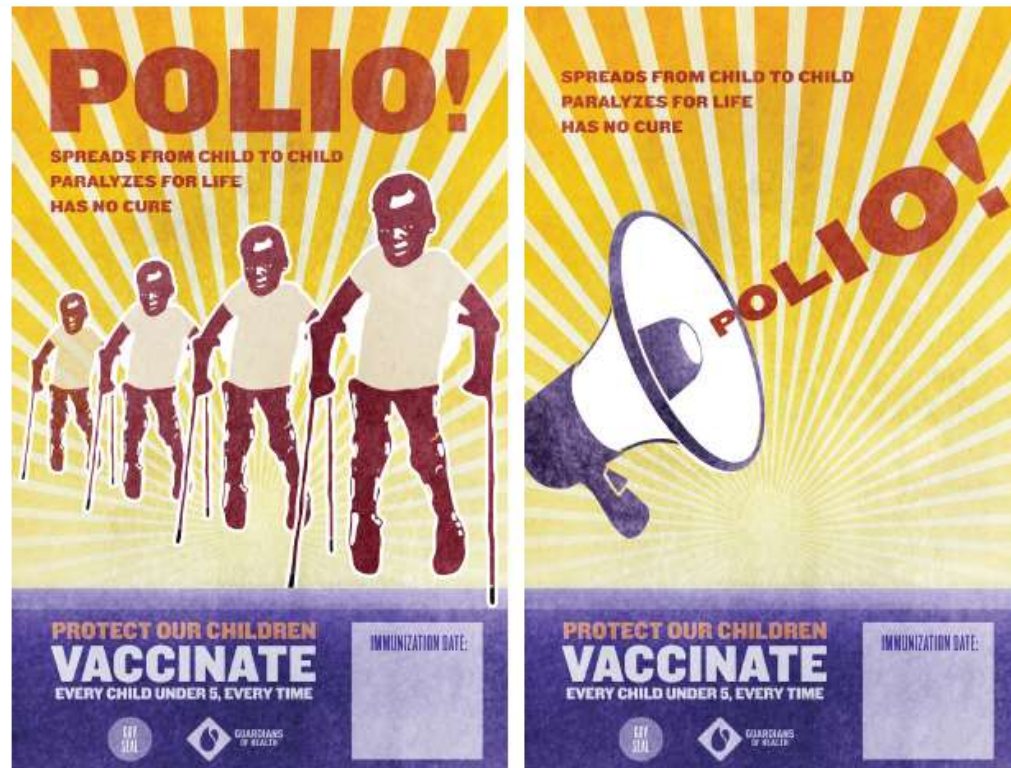
The APC phase of the Unite concept begins to build social norms around polio and vaccination. This phase of the Unite concept should be used once the awareness threshold has been reached or as soon as vaccination failures begin to emerge.



For more regarding the phases in an Outbreak Scenario, see [OUTBREAK COMMUNICATION PHASES \(page 2\)](#).

PHASE ONE: IMMEDIATE RESPONSE COMMUNICATION (IRC)

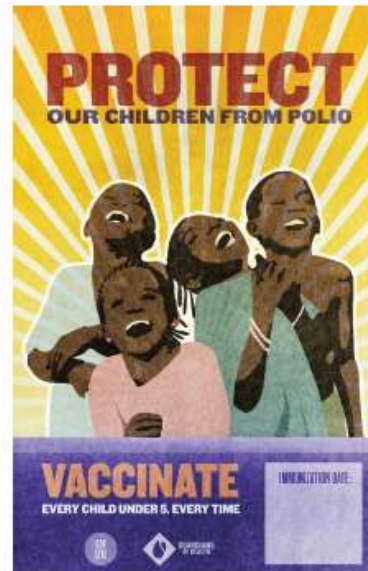
The bold graphic style allows for impactful visuals decodable by a low literacy audience. As the outbreak continues, the messages shift from an emphasis on fear and awareness to social norms.



Even if the audience is unable to pick out the details of the text, the repetition of the crutch bound child both amplifies the intensity of the message while also symbolically signalling the potential spread from child to child.

The megaphone is a familiar sight in many regions, wielded by town criers who distribute urgent information. By invoking the idea of the town crier, we signal the importance of the message in a less provocative way than the "crutches" poster.

PHASE TWO: ADAPTIVE PHASE COMMUNICATION (APC)



As we move beyond the onset of the outbreak and have reached most of the more easily reached people, we shift from creating awareness around polio to building social norms around immunisation. Instead of alerting to danger, we focus on protecting our children.

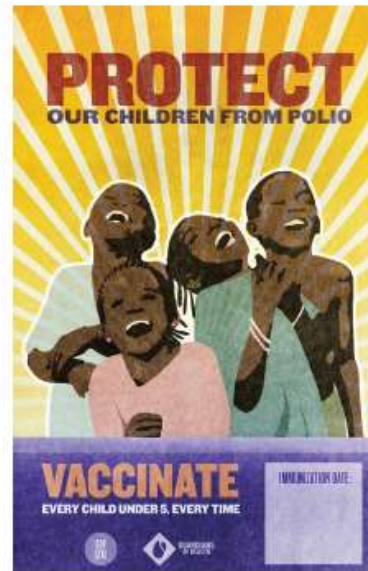


Immunisation ultimately depends on common behaviour. Until every child is immunised they are all at risk. One way to approach that is by encouraging the community to come together. By making the painted purple finger of a child who has just been vaccinated a symbol of solidarity, we present childhood immunisation as a human right.



Adopting the visual language and tone of morale-building propaganda communication, this poster reinforces the need for ongoing support and vigilance with ongoing vaccination campaigns.

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SCRIPT (CONT.)



VO: ... to prevent it.



VO: United, we are stronger than polio.



VO: The more times your child gets the drops, the better they work.



VO: Together, we can be Guardians of Health.



VO: Vaccinate every child under five, every time it's offered. Ask your neighbours to do the same.

In the initial phase, the focus is on educating about polio and promoting immunisation dates while planting the seed for the adaptive phase. In the adaptive phase the emphasis shifts from educating about polio to OPV. In both cases, the social norm of immunisation is central.

SCRIPTS

INITIAL PHASE

ANNOUNCER:

Polio spreads from child to child.
It paralyses for life.
There is no cure.
Polio drops are the only way to prevent it.
Give your children under five the drops every time they are offered.
And ask your neighbours to do the same.
Health workers will be coming door to door on [INSERT DATE].
United, we're stronger than polio.
Together, we can be Guardians of Health.

ADAPTIVE PHASE

ANNOUNCER:

Your children need you.
All the children in our community need you.
Polio still threatens to paralyse them.
And vaccination is the only way to prevent it.
The more times your child gets the drops, the better they work.
Vaccinate your children under five, every time it's offered.
Ask your neighbours to do the same.
health workers will be coming door to door on [INSERT DATE].
United, we're stronger than polio.
Together, we can be Guardians of Health.

PRODUCTION NOTES

See TV on page [36](#).