

## STRATEGIC OVERVIEW

### IMMEDIATELY AFTER THE OUTBREAK BEGINS

- 1 Review epidemiological and social information about all polio cases associated with the outbreak.
- 2 Analyse the media and social landscape to identify how to reach as many people as possible through trusted channels.
- 3 Create and disseminate simple announcement messages in all formats identified in Step 2.

**GOAL** Maximise awareness of the outbreak and impending response to improve vaccine coverage rates.

### WHEN AWARENESS OF CAMPAIGN EXCEEDS 90%

- 1 Analyse performance data to identify where and why children are still being missed, particularly refusals and children who are inaccessible to the program—either at the household or community.
- 2 Use the [COMMUNICATION WORKSHEET](#) (page 26) to create a response to factors identified in Step 1.

**GOAL** Close the Outbreak.

BEGINNING OF OUTBREAK

IMMEDIATE RESPONSE COMMUNICATION PHASE

90% CAMPAIGN AWARENESS ACHIEVED

ADAPTIVE COMMUNICATION PHASE

OUTBREAK CLOSED

#### FOCUS ON

- 1 MESSAGE CONTENT:
  - Awareness of polio/OPV
  - Details on the response and campaign dates
  - Introducing the coming health workers
- 2 MESSAGE FORM:
  - Communicate a sense of urgency
  - Simple, clear, and authoritative
  - Utilise mass media and key public spaces
  - Based on [IMMEDIATE RESPONSE CREATIVE CONCEPT](#) (page 33)

#### FOCUS ON

- 1 MESSAGE CONTENT:
  - Adapt to the specific causes for missed children
- 2 MESSAGE FORM:
  - Adapt to reach parents of unvaccinated children, particularly those who are refusing to vaccinate at all or repeatedly.
  - All forms of media should complement and reinforce each other; media engagement, mass media, social mobilisation and IPC.
  - All communication should be based on the [ADAPTIVE PHASE CREATIVE CONCEPT](#) (page 33) or a locally identified concept. Message consistency is very important.