

# Polio "Plus"

## Communication Training Workshop for Community Mobilization Coordinators



Participants' Resource Manual

## INTRODUCTION

UNICEF has been a longstanding partner in the campaign against polio in India and the Communication Strategy for Polio Eradication is now in its seventh year of implementation. It has been led at the community level by an increasing number of frontline mobilisation workers who go door to door every month encouraging parents to have their children under the age of 5 take Oral Polio Vaccine (OPV) during the National Immunization Days (NIDs) and Supplementary Immunization Activities (SIAs). The goal is to include **every child, every time** OPV is offered. The Social Mobilization Network (SMNet) - now an army of approximately 7,000 staff across the highest risk areas of Uttar Pradesh (U.P.) and Bihar - has become a renowned impetus in the polio eradication campaign, and a model for health communication efforts globally.

As of mid-2011, the communication strategy is now being expanded to West Bengal where a recent polio case has been reported. New communication materials are being developed and training workshops organised to prepare frontline workers to meet the emergency challenges entailed.

In this spirit, this set of Resource Materials has been developed for a two-fold purpose:

- To accompany the Trainer's Manual for a Polio "Plus" Communication Training Workshop on Behaviour Change Messages toward taking OPV, four Health Care Practices to boost OPV immunization, and Interpersonal Communication (IPC) Skills
- To serve as a reminder of key messages that you can constantly refer to during the course of your work at the community level

Each module reinforces the content of the Trainer's Manual so that you can easily follow the flow of information as it is presented during the workshop. Backup IEC materials are also provided that you can use in combination with the Resource Manual when you are working at the community-level. These materials have been carefully developed to include the essential messages for achieving the polio eradication goal, followed by maintenance and consolidation.

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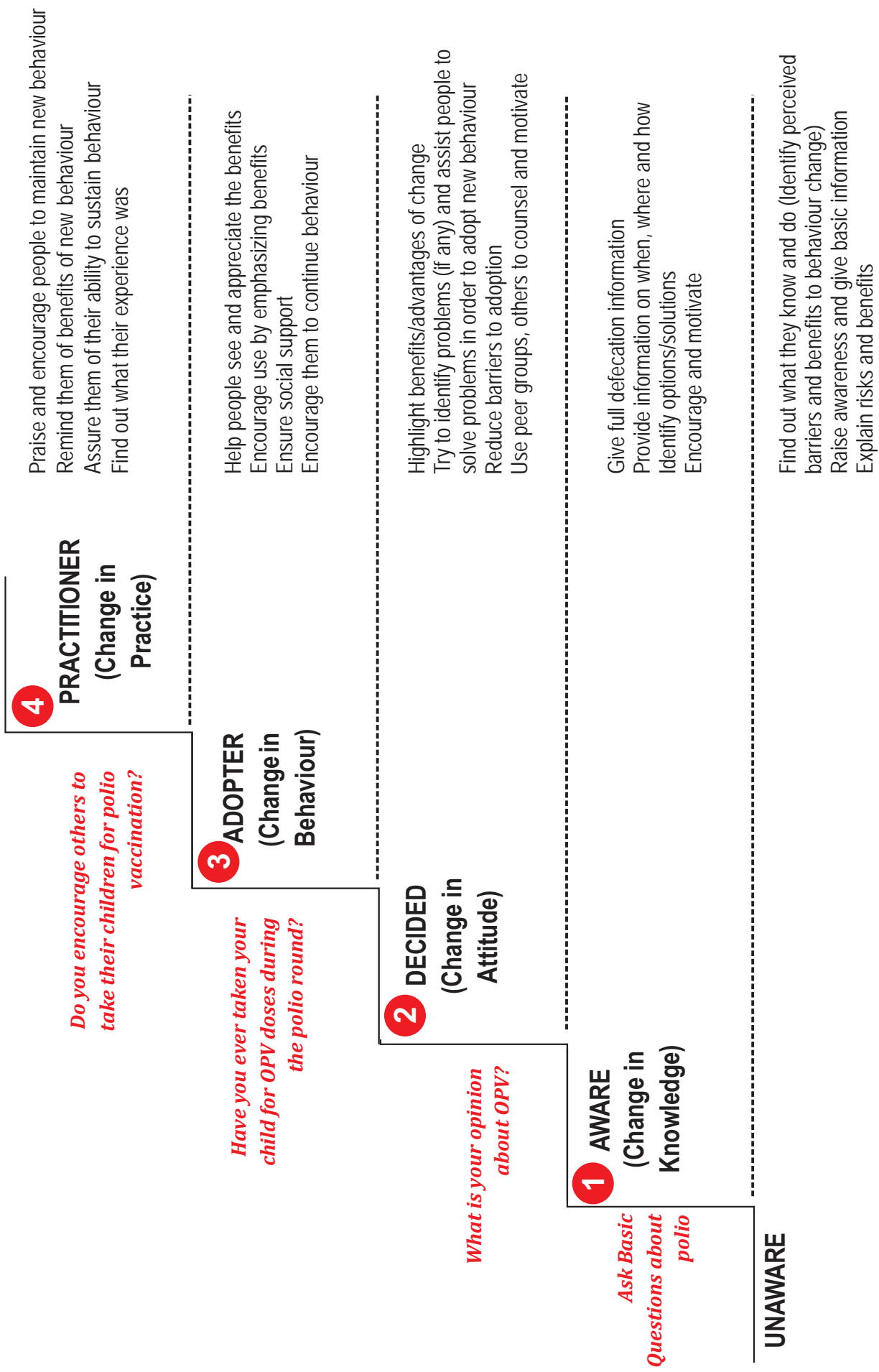
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**Module 1:** Behaviour Change Process

# Four Steps of Behaviour Change

# and Communicator's Action





## **Module 2:**

### **Key Behaviour Change Communication (BCC) Messages for Oral Polio Vaccine (OPV)**

**Key BCC message for OPV in general**

**For best protection against polio,  
your children up to 5 years of age  
should be given  
two drops of OPV  
every time it is offered**



### **For whom is this message?**

This message is for all parents and caregivers of children – up to 5 years of age in general, irrespective of caste, class and religion.

### **Why this message?**

Polio is a viral infection which generally affects children below 5 years of age. The poliovirus affects the nervous system and can cause paralysis or even lead to death. Thus, children up to 5 years need to be given OPV every time it is offered. Oral Polio Vaccine (OPV) is the best method of preventing the spread of poliovirus.

### **Explanatory messages**

1. Polio is an incurable disease.
2. Your newborn child must be vaccinated with two drops of OPV immediately after his/her birth.
3. You must ensure that your children up to 5 years of age have been given two OPV drops at every polio round until he/she turns five.
4. You should give OPV in each round because if you miss the rounds then chances of getting polio increases.
5. OPV is a safe vaccine and it is not harmful to take it multiple times.
6. Even if your child is suffering from minor ailments such as fever, cough, cold, diarrhea or some other illness on the day of polio vaccination, your child should still be vaccinated and it is safe to do so.
7. You should also encourage your elder children to take their brother/sister up to 5 years of age for OPV during the polio round.
8. You should also encourage your neighbours and relatives to get their children up to 5 years of age protected with OPV.
9. The symptoms of polio are the onset of fever and floppy limbs, or the inability to move. If you notice these symptoms in your child, report it immediately to the nearest health centre.



**Key BCC message for OPV among underserved Muslim communities:**

**“Children are the future of tomorrow and parents have a responsibility towards their upbringing and good health.”**

**(Hadith 4292; Bukhari 5263)**

**You can demonstrate this by giving complete dosage of OPV drops to your child**



### **For whom is this message?**

This message is for parents and caregivers from underserved Muslim communities with children up to 5 years of age.

### **Why this message?**

An analysis of refusal data shows that resistance to OPV is highest in underserved Muslim communities. Religious influencers are critical to bringing about acceptance.

### **Specific messages**

1. Prophet Muhammad (PBUH) said, "Consider your body respect-worthy before it is inflicted with illness." (Tirmizi Kitabujjahad, Hadith 2255).
2. A good person should take care of their own and family members' health and not ignore it.

## **Key BCC message for OPV among HRGs**

**Wherever you are,  
wherever you go,  
ensure your children up to 5 years of age  
get complete dosage  
by giving OPV  
every time  
to ensure best protection  
against life-crippling polio**

### **For whom is this message?**

This message is for all parents and caregivers of children up to 5 years of age belonging to migrant communities like Nomads, Seasonal Labourers, and Slum dwellers.

### **Why this message?**

The community is very receptive to immunization, but because of the mobile nature of the communities it is difficult to immunize the children.

### **Specific Explanatory messages**

1. Even though you might be travelling during the polio rounds, if you have a child up to 5 years of age, you must ensure that he/she has been given two OPV drops every time.
2. You should not miss the rounds even if you are travelling because if doses are missed the chances of getting polio increases.
3. You can get your child immunized with OPV by the transit teams at bus stands, railway stations and important junctions/crossroads.

## **Module 3:**

**Key Polio Plus BCC Messages for Routine Immunization, Sanitation and Hygiene, Nutrition, Diarrhea Management and their Correlation with polio**



**Poliovirus mostly attacks children with  
lesser immunity,  
hence to boost your child's immunity,  
in addition to OPV,  
adopt the following four care practices:**

**Routine Immunization,**

**Early and Exclusive Breastfeeding,**

**Good Hygiene & Sanitation**

**and**

**Diarrhea Management**

### **For whom is this message?**

This message is for all parents and caregivers of children up to 5 years of age in general, irrespective of caste, class and religion.

### **Why this message?**

Polio mostly attacks children with lesser immunity. Because the immunity is reduced, the child:

- does not have natural ability to fight diseases
- is affected by other deadly diseases
- is constantly suffering from diarrhea
- is exposed to fecal-oral disease transmission because of not practicing safe hygiene and sanitation practices.

### **Explanatory messages**

1. Routine Immunization vaccinates and helps the child fight against polio and other deadly diseases.
2. Exclusive breastfeeding for the first six months helps in building your child's natural ability to fight diseases and infections.
3. You and your family members should wash your hands with soap at least four critical times to prevent the spread of diseases including polio:
  - a. after defecation
  - b. before preparing or serving food
  - c. before eating or feeding the child
  - d. after disposal of baby's feces
4. ORS and zinc supplement should be given immediately to control diarrhea. And also give polio drops if it is scheduled during that time.

**Key BCC message for correlation of Routine Immunization and Polio**

**Routine Immunization (RI)  
protects against six deadly  
vaccine-preventable diseases,  
including polio**



### **For whom is this message?**

This message is for all parents and caregivers of children up to 5 years of age in general, irrespective of caste, class and religion.

### **Why this message?**

Routine Immunization is a safe and effective way of protecting your children against the six deadly vaccine-preventable diseases, including polio.

### **Explanatory messages**

1. Early protection is critical. RI (timely and scheduled) is especially important in the first year of the child.
2. You must take your child for RI five times before his/her first birthday and follow the advice of trained health workers for timely immunization of your child.
3. If the child is not immunized he/she is susceptible to getting polio, measles, diphtheria, tetanus, tuberculosis, whooping cough, and many other diseases that can result in stunted growth, permanent disability, or may even lead to death.
4. You should keep your child's immunization card with you, safely, at all times, and get your child immunized regularly. Whenever the health worker/CMC/BMC asks for the immunization card then you should always show it to them.