

Communication Review

Priority Activities

Communication Review

Review recommendations focus on improving quality and visibility of polio immunization campaigns

Also, emphasizing strategic shift to proactive engagement of leadership and communities to rather than retrospective focus on refusals

Advocacy

Advocacy at the State, LGA and ward level (March IPDs, to be expanded based upon evaluation)

Outcomes

Quality services, through a good supervisor and team members from within the communities

Flag offs / improved visibility at the community level

Partnerships with traditional leaders (at ward level)

Advocacy

Activities

Members of national SMWG to visit three high risk states (Bauchi, Kano, Jigawa), to work with state tasks forces. (one week)

Letter from director, NPHCDA to states, informing them of initiatives (sent and carried with SMWG during visit)

Advocacy

State task force asked to convene meeting of high risk LGA chairmen.

**Work to identify means for timely release of funds
LGA chairmen are to convene meeting of high risk
Ward Head**

Ward Heads are asked to

**Support local flag offs (them and other
leaders)**

**Ensure supervision (supervisor selection,
schedule, maps and overall work-plan)**

**Oversee vaccinator team selection to
ensure appropriate and local members**

Identify and partner with traditional leaders

Advocacy

Partnerships

State task forces create formal partnerships with FOWMAN and Koranic School Associations.

FOWMAN—women at ward / settlement level in their areas 1) inform communities prior to campaigns of need to immunize all children, and 2) in their immediate area they accompany vaccinator teams during rounds to ensure all children are immunized.

Koranic Schools—partnership asking for association to use traditional channels / institutional structure to formally orient Imams of all schools, to get them to allow access to all children under five years of age, and to ensure vaccinators visit if they are missed.

Identify other opportunistic partnership at State, LGA and Ward level to help promote immunization service delivery and community participation.

Advocacy

Evaluate after the March round and by May NIDs expand the same to all high-risk states

SMWG teams visit the same states to evaluate and update advocacy plans

Other SMWG team members visit remaining HR states to implement activities

Media

Expedite roll out of mass media operational plan, including the contracting of PR agency.

Fixed-post Banners to be produced and available by April 2009

Write out steps for producing branded posters and street banners, with timelines and budgets and then assess it as per the priority

Look in to the possibility of increasing frequency of jingles in the high-risk states provided the budget is available.

Training

By end March the training sub-committee articulates the challenges and the needs for the vaccinator and supervisor training as per their task to finalize the comprehensive training package, with a time line, budget and action plan, including provision for external assistance as necessary.

By end March SMWG will articulates the challenges and the needs for the social mobilization training as per their task to finalize the comprehensive training package, with a time line, budget and action plan, including provision for external assistance

LGA Facilitators (recently hired) should receive a 2 hour orientation / training on social mobilization during their regular state/LGA level meetings.

Management

SMWG is empowered to make decisions directly (mechanisms to be defined internally), and will be chaired by Gov. of Nigeria.

SMWG members are assigned HR states, which they visit / monitor for at least three rounds to support activities, follow up on progress and report back to SMWG.