



**Polio Communication
in Context of IPDs
NIGERIA**

TAG Recommendations

Draft

29 June 2007

Context

- The evidence suggests an epidemiological and operational opportunity in 2007-08 for interruption;
 - Have almost been here before
 - Progress remains fragile and the gains need to be consolidated
 - See epi data in all presentations
 - There is a need to act to capitalise on this opportunity;
 - Communications is an important element of this;
 - There is a need to strengthen social mobilisation and communication activities – focus on high impact strategies
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- Apparently encouraging case trends – way down
 - More positive media environment
 - Need for a solid and thorough Communication Strategy
 - Significant State and Federal Government and International Agency investment and commitment
 - Clear desire for increased local [Nigerian, State and LGA] ownership – on principle and for effectiveness

Intention

- To support improvements to the solid base that has been established over the past two years
- To introduce communication related suggestions and recommendations with a view to accelerating and strengthening short term polio action and strengthen the overall base for sustained polio, RI and other primary health care action

The Main Polio Issues

The specific strategies and particular ideas that follow are intended to address

1. Missed Children – eg non compliance
2. Vaccinators
3. Ownership at State and LGA and community level
4. Coordination – all main parties
5. Data Quality
6. The implications of a broader IPD and PHC focus

It is these factors that may undermine or reverse progress.

The recommendations – as a package – seek to make positive impact on these



Recommendations

Multi-Year Strategy

Recommendation:

That a multi-year communication strategy for stopping polio transmission, sustaining polio-free status through certification, and strengthening routine immunisation in Nigeria in the context of primary health care Nigeria.

6 to 12 months

2 years

5 years

State Focus

Coherent Impact Related Communication Indicators

Recommendation:

The following should be the core set of evaluation and monitoring indicators [others can be added] on which the impact of the communication work is assessed – including correlation with operational and epi data

- ✓ 75% recall of major messages of key knowledge shared through communication action
- ✓ 50% of people have discussed polio/routine with a friend/family member in the past week
- ✓ 80% of respondents got 3 of 5 major polio/routine facts correct
- ✓ In community dialogues [a] the dialogue primarily hears local community voices [b] community members are central in agenda setting
- ✓ 70% of household respondents stated that the vaccinators both [a] took the time and [b] were courteous and polite in discussing any concerns that they may have had about vaccinating their child
- ✓ Associate these measures with operational and epidemiological performance data at relevant level (village, ward or LGA)

Ongoing collection and review between every round at agreed time interval
Correlate these with overall programme outcomes

Communication-Related Data

Recommendation:

For SM/C to work, it needs to be based on sound operational data.

Significant improvements are required to the quantity and quality of communication related data including:

- ✓ Better estimate the overall population of under-fives in each state, LGA and ward as well as the numbers of missed and zero dose children and those in non-compliant households.
- ✓ Reporting data should be prepared using both percentages and absolute numbers for coverage. With this, realistic identification of missed children, 0-dose and non compliance can be used to plan well-targeted SM/C activities.
- ✓ More in depth qualitative knowledge to be gathered related to “non-compliance” – such data to be collected with the support of independent agencies that have the required skills – results fed back into round planning

Independent Monitors

Recommendation:

Strengthen the independent monitoring systems
and capacities

Someone needs to fund!

Community Dialogues

Recommendation:

Improve Community Dialogues by:

- ✓ Reviewing and consolidating the approach, purpose and practice of CDs
- ✓ Ensuring that data gathered during the dialogue is fed back
- ✓ Identification of appropriate local facilitators
- ✓ Training those facilitators in facilitation and agenda development skills – not simply cascade training – this has resource implications
- ✓ Sustain and grow women only and peer group dialogues
- ✓ Following Katsina's lead – integrating community dialogues with local radio
- ✓ Negotiate a role for Ward Development Committees

Social Mapping

Recommendation:

Use overall social maps as a tool for both building data and as part of the community dialogue process

Build the polio, routine and other primary health care knowledge into those social maps

Rationale:

- ✓ Places the specific issues – eg polio – in the context of overall community, LGA, State and other resources and opportunities
- ✓ Mapping out the full depth of social resources will help identify and track important local partners for the IPDs over time.
- ✓ Data presently shows that the involvement of some CBOs and NGOs is irregular and there is evidence to show that in some communities they may be getting fatigued.
- ✓ Reviewing and updating these on a regular basis will enable tracking over time and support communication strategies to strengthen and build on these relationships and respond to changes between rounds.
- ✓ Provides a coherent platform for accumulating knowledge and taking advantage of relationships
- ✓ Important post polio

Vaccinators as the Communication Front Line

Recommendation:

That vaccinators are formally recognised as the front line communicators for polio, routine and other primary health care initiatives and be supported to be more effective communicators through:

- ✓ An improved selection process that stresses experience; skills; the ability to understand and relate to household dynamics; and personal commitment to child health
- ✓ More extensive inter-personal communication skills training
- ✓ A support 'package' that increases retention and motivation possibilities – allowance, transport, equipment

Rationale

As the public interface between the delivery system and the households the quality of the communication by vaccinators is vital for success – this aspect of their work has been overlooked.

Data Collection and Analysis (WF)

Recommendation:

Data collection and analysis needs to be improved

This has real implications for ownership and coordination

In short term increase resources to LGA level for data analysis

What is technically possible?

- ✓ All vaccination teams having at least one PDA
- ✓ Adaptation of existing data collation software to polio/routine/primary care requirements
- ✓ Translation of the forms to online systems
- ✓ Online collation that supports local access and analysis according to the differing interests of each context [geographic, issue and relationship]

Strengthening Knowledge Sharing

Recommendation:

Establish a platform through which the very significant knowledge being generated at LGA, State and Federal levels and throughout the full range of partners can be shared and critiqued in support of improved action – so for example what is learned in Katsina can be easily accessed by Jigawa

Key actions to include:

- ✓ A monthly update – email/print – on [a] key developments in past month [b] major learnings [c] main issues and [d] new communication programme developments [Federal level to facilitate]
- ✓ Text message network – so people from an agreed communication support network can both [a] share key developments quickly and [b] seek guidance on particular issues
- ✓ An online knowledge base
- ✓ Financial data sharing

Media and Communication Support Unit

Recommendation:

That a national mass media and communication support unit be established through an agreement with suitably qualified Nigerian entities - agency/university/company

The knowledge generated would be targeted for use by all partners and states that:

- ✓ Generates a comprehensive map of the Nigerian media landscape with state specific breakdowns.
- ✓ Monitor the impact of mass media communication programmes at national and state level
- ✓ Working with Partners to develop and place content in mass media
- ✓ Develop sustainable partnerships with media
- ✓ Ensure accurate and high quality knowledge sharing – eg the 4!
- ✓ Provides regular communication and information and support to partners and government

Rationale:

Engaging Key Community Groups

Recommendation:

Consolidate, institutionalise and further strengthen partnerships with grass-roots traditional, religious, women and youth groups including Quranic school teachers in their role in PEI, RI and other PHC initiatives

HECTIC

Recommendation:

Partners and Government to support HECTIC to realise its objectives as an institution that provides services through

1. Production of IEC materials
2. Presentation of Drama
3. Training of Health Care Workers

On a state and regional basis



Thank you – over to you