


























Virtual Digital IEC Clearing House







Medium	Description	Organization	Preview
Poster	A date notification street poster to promote the date of SNID in the country with Partners logo/NRHM logo (Hindi/Urdu). The poster uses the branded colours of the polio campaign and calls on all parents to immunize their children. The poster gives a warning that polio is still spreading and immunization is critical.	UNICEF	
Poster	Poster with message and date of polio mop-up round (Hindi/Telugu/Assamese)	UNICEF	
Poster	'Apne doctor ki maano baat, polio se bachao ke liye pilao polio khurak' - Poster for putting up at doctors' (paediatricians) clinic. Primary message is on polio and secondary message is on routine immunization (Hindi)	UNICEF	
Poster	Popular Indian cricketer endorses polio campaign.	Rotary	






Medium	Description	Organization	Preview
Banner	A banner in Hindi/Urdu with date, to be used at Polio 'booths' identifying the location and purpose of the booth. The idea is to help create a festive atmosphere at the booth, and also to help raise visibility around the location.	UNICEF	
Banner	Street banner with date of mop-up round (Hindi/Assamese)	UNICEF	
Banner	A street banner to promote the date of the SNID in the country. The banner uses the branded colours of the polio campaign and a visual showing a child receiving OPV (Hindi/Urdu)	UNICEF	
Banner	A rally banner, in branded polio colours to raise visibility during social mobilization activities. Frequently used in Uttar Pradesh by children during rallies and street marches (Hindi/Urdu)	UNICEF	
Banner	A hand-held rally flag, in branded polio colours, to raise visibility during social mobilization activities. Frequently used in Uttar Pradesh by children during rallies and house-to-house visits. The flag is double-sided, designed to be die-cut and pasted on a stick (Hindi & Urdu).	UNICEF	
Banner	Vinyl Banner with signatures of Members of Parliaments with the slogan, 'We stand united for a polio free India'	Rotary	






Medium	Description	Organization	Preview
Banner	Banners used during health camps and congregations under the polio campaign (Hindi)	CORE	
Hoarding	Polio message on waterproof board/hoarding targeting transit populations such as construction/ brick kiln workers and mobile population at bus stops (Hindi).	CORE	
Hoarding	A hoarding calling on everyone to wage a war against polio and make India polio-free (Hindi).	UNICEF	
Wall Painting Template	A template for wall painting to promote the date of polio round. The design is part of a branded outdoor media campaign. It is complemented by other IEC materials, such as posters, wall paintings and banners (Hindi/Urdu).	UNICEF	
Training modules/films	Capacity building training module for community mobilisers on the polio eradication campaign (Hindi)	CORE	



Medium	Description	Organization	Preview
Training modules/films	Short training film on inter round activities for community mobilisers (Hindi/English)	CORE	
Training modules/films	'CMC <i>ki potli</i> '- a message kit on polio related issues for community mobilisers (Hindi)	CORE	
Training modules/films	Training manual for vaccinators (in printing)	NPSP/WHO	
Training modules/films	Flip book on polio designed for use by community mobilizers and others who come in direct contact with families and communities to discuss the polio eradication programme in Bihar. The flip book presents basic information about the programme, how the virus spreads and how immunization can stop polio. It provides a global context, and then the Bihar situation. It explains how the programme is implemented, VVM, and house marking (Hindi).	UNICEF	
Training modules/films	Operational manual/ booklet with detailed information on polio and related issues and role of Rotarians. The manual is shared with Rotarians.	Rotary	
Booklet	Advocacy booklet that documents lists of politicians approached by Rotary and the role they played in the campaign	Rotary	

Medium	Description	Organization	Preview
Booklet	Social mobilization booklet that documents all social mobilization efforts and list of non-text IEC items	Rotary	
Booklet	Informative book for teachers on polio, sanitation and hygiene for teachers of primary schools (in printing)	Rotary	
Booklet	Informative comic book for children on polio, anti-diarrhea, sanitation and hygiene education through illustrations (in printing)	Rotary	
Booklet	Advocacy booklet 'Sehatmand log, sehatmand muashara, roshan mustakbil' on health & hygiene in Islam. Used during meetings with Muslim religious leaders	UNICEF	
Booklet	Behaviour charts on routine immunization, diarrhoea/cough & cold and hygiene - for mothers and care givers, used by community mobilisers (Hindi)	CORE	
Booklet	A flip book prepared specifically for UNICEF supported community mobilizers in Uttar Pradesh to support polio eradication. The flip book is used by mobilizers in local neighbourhood meetings, women's meetings and for communicating with local influencers. It addresses frequently asked questions, promotes immunization for all children and introduces issues around routine immunization (Hindi).	UNICEF	

Medium	Description	Organization	Preview
Booklet	Booklet developed for Rotary's Muslim Ulema Committee in U.P.	Rotary	
Booklet	A flip book on polio and related issues, used by community mobilisers during home visits and interaction with mothers/caregivers (Hindi)	CORE	
Booklet	A flip book on polio and related issues, used by Anganwadi Workers during home visits and interaction with mothers/caregivers (Hindi)	UNICEF	
Pamphlet /Leaflet	Informative pamphlet for the community on importance of zinc and ORS supplements for diarrhea management in children and its relation to polio (Hindi).	Rotary	
Pamphlet /Leaflet	'Suno sunao, shanka mitao' - FAQs on Polio (Hindi). Used during meetings with community leaders, influencers, Muslim religious leaders and mothers	UNICEF	
Pamphlet /Leaflet	A leaflet designed to motivate teachers for involving themselves in the polio programme in UP (Hindi)	UNICEF	

Medium	Description	Organization	Preview
Pamphlet /Leaflet	Informative leaflet on mop-up rounds highlighting the need and urgency for polio vaccination (Hindi/Telugu/ Assamese)	UNICEF	
Pamphlet /Leaflet	An information package on OPV birth dose in the form of an envelope with the following two inserts in Hindi/Urdu: (a) a greeting card to the family on the birth of the newborn (b) a double-sided card providing information on birth dose and key care practices in the first month of life, and the RI schedule. The envelope is delivered by vaccinators during home visits as part of an operational plan to implement a birth dose strategy in high risk areas of western UP.	UNICEF	
Pamphlet /Leaflet	A set of 20 flash cards on polio and associated issues like hygiene and sanitation. Used by community mobilisers during home visits and interactive counseling sessions with mothers (Hindi).	CORE	
Pamphlet /Leaflet	A <i>badhai</i> card for parents of the new born emphasizing on routine immunization and polio vaccination for the new born (Hindi).	CORE	
Pamphlet /Leaflet	Pictorial hygiene kit with messages on polio and associated issues such as hygiene and sanitation (Hindi). The kit targets transit populations and has soap strips attached to it for use by the target group.	CORE	

Medium	Description	Organization	Preview
Interactive game	An interactive game of 'snakes and ladders' with information on polio and related issues. The game is played by mothers/caregivers, facilitated by community mobilisers during mothers meetings (Hindi).	CORE	
Buntings and danglers	Buntings and danglers with information on the importance of Zinc and ORS for diarrhea management. It talks about two modes of prevention from polio – routine immunization and polio vaccination.	Rotary	
Buntings and danglers	Streamers/buntings with messages on polio, routine immunization, diarrhea and cough/cold, used as visibility and decorative IEC during health camps and congregations, adding a colourful festive touch to the polio campaign (Hindi).	CORE	
Calendar	A 'Haj Calendar' distributed to Haj Pilgrims in Uttar Pradesh before embarking on the pilgrimage. The calendar has messages on polio vaccination.	Rotary	
Press Advertisement	Press advertisement in black & white with information on mop-up rounds – the need and urgency (Hindi/Telugu/ Assamese)	UNICEF	

Medium	Description	Organization	Preview
Supportive IEC	A simple sun visor used by participants in outdoor activities to promote polio eradication, such as rallies, marches and during door-to-door visits. Mostly used with children in Uttar Pradesh. The sun visor is designed as per a specific polio brand norm, using the yellow colour prominently (Hindi/Urdu)	UNICEF	
Supportive IEC	Supportive IEC materials like sunshades, whistles, caps badges, used for publicity and awareness during polio rounds and immunization activities	Rotary	
TV PSA	This is a new film made for 1 st March, 2009 SNID. This film was made with the help of National cricketers and Bollywood films star Amitabh Bachchan reminding people not to forget the 1 st March SNID Polio Day and bring their children <5 years to polio booth for administering polio drops. Available in Beta and CD format in Hindi/Urdu/Hindi for Bihar.	UNICEF	
TV PSA	Films made for 16 th Nov/27 th July 2008 SNID (Hindi & Hindi for Bihar) to make the public aware of Polio Eradication Programme. These films depict interactions between husband/wife; mother-in-law/daughter in law; sister-in-law. These spots have been re-dated from earlier Polio rounds.	UNICEF	
TV PSA	Films made for SNIDs to make the public aware of Polio Eradication Programme (Hindi/ Marathi/ Bihari/Bengali /Oriya/Garo/ Jayantia/ Khasi/ Nagamese/Hindi for Bihar/Gujarati/Punjabi)	UNICEF	
TV PSA	A 30 second TV PSA featuring Jaya Bachchan appealing to people in UP to support the polio eradication campaign. The spot features well-known images from the state, and suggests that progress is being held back because of polio – with an unfair burden of disease being placed on children. She challenges all parents to not let this happen (to facilitate re-dating, version with no voice over for the brand window is also available).	UNICEF	

Medium	Description	Organization	Preview
TV PSA	<p>A 15 second edit from a series of three TV PSAs for routine immunization, featuring Shah Rukh Khan. The 1st spot promotes the importance of four visits to a health clinic in the first year to ensure children are protected from 6 vaccine-preventable diseases. The treatment is light-hearted, and is set at a bus stand in which SRK portrays four different characters (Oriya).</p> <p>The 2nd spot promotes completion of RI schedule in the first year, by ensuring measles vaccine in the ninth month. The treatment is light-hearted, and is set at a health clinic in which SRK portrays four different characters (Hindi).</p>	UNICEF	
Radio PSA	<p>These Radio spots have been developed to make the public aware of Polio Eradication Programme and are run preceding the SNIDs & mop-up rounds. These dated spots have been re-dated from earlier Polio rounds (Assamese/Hindi & Hindi for Bihar/Bihari/ Bengali/ Hindi/Marathi/ Oriya/Punjabi)</p>	UNICEF	

❖ *The content of the virtual digital IEC clearing house is as per the information shared by polio programme partners (September 2009 to January 2010). This is a dynamic page, which would require updating by partners on a periodic basis.*