

Polio Technical Advisory Group (TAG)
Communication Meeting

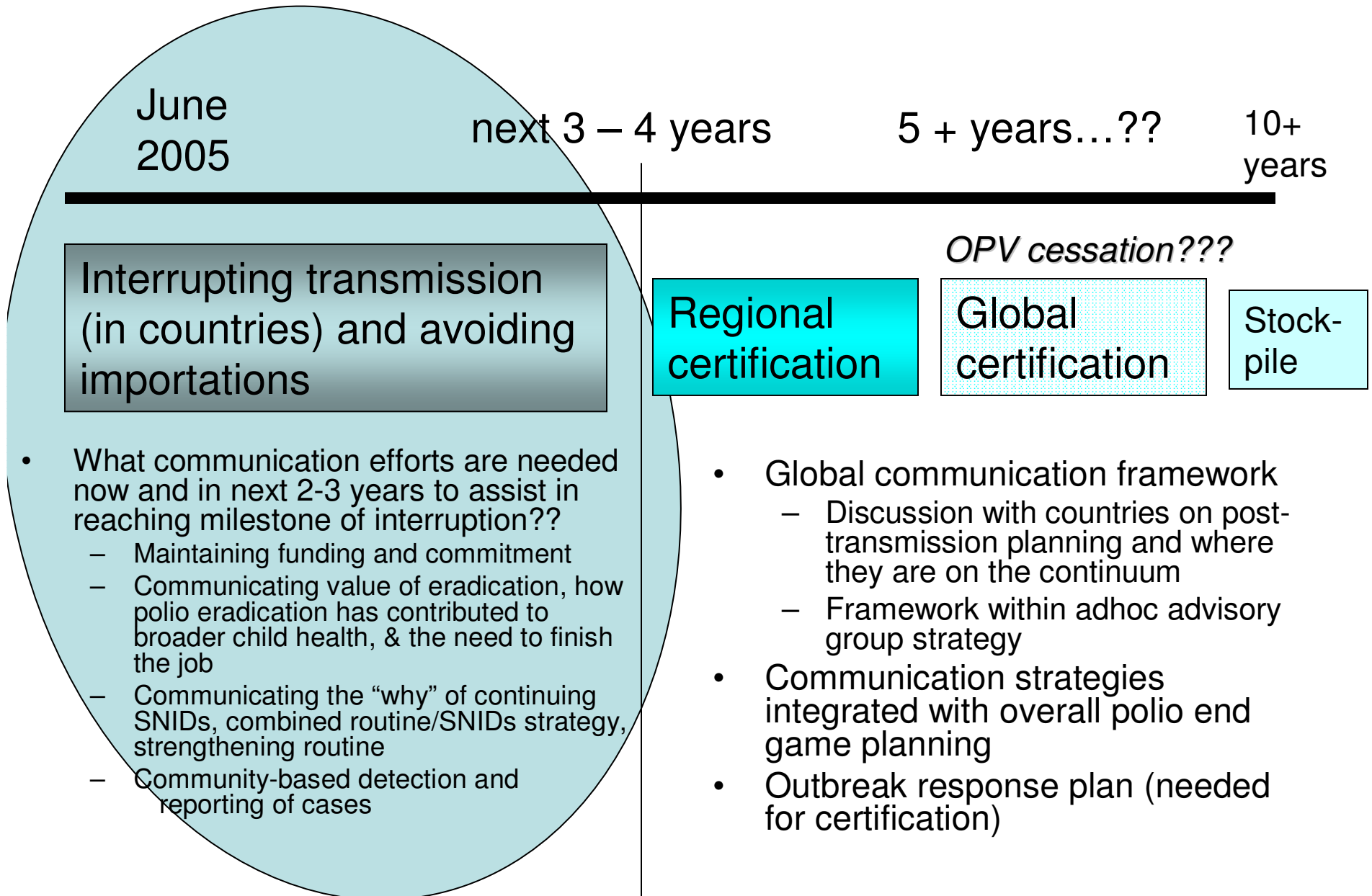
Post Eradication Working Group
Report
June 2005

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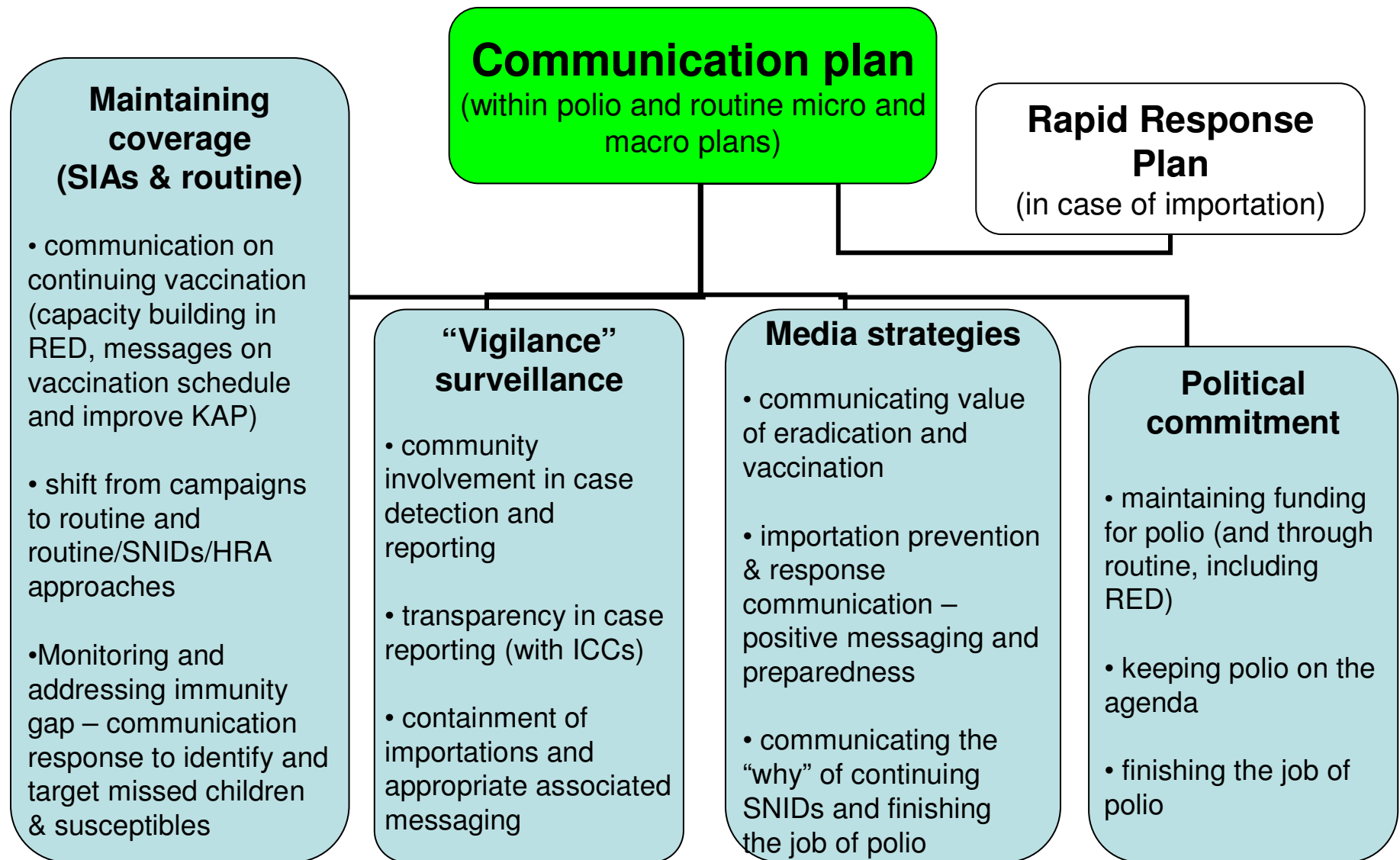
Objectives for the working group

1. Identify and prioritize the key communication issues within the polio eradication continuum
2. Develop a preliminary outline for integration of these issues into the end-game strategy
3. Discuss a proposed timeline and follow-up steps

Polio eradication continuum



Interrupting transmission and avoiding importations – Communication issues



next 3-4 yrs	Country	Regional	Global
<p>Advocacy and Policies</p> <p>Planning</p>	<p>-Transition strategy - Communication on shift from campaigns to routine and routine/SNIDs/high risk approaches</p> <p>--Strategy for mobilizing additional communication resources</p> <p>-Preparedness plan (including communication/media strategy) for VDPVs, outbreaks, and/or importations; caution on declaration of “polio free” to avoid potential negative consequences</p>	<p>Maintaining funding for regional TAGs and communication meetings</p> <p>Guidance to countries on when they can declare themselves “polio free”</p>	<p>Share key recommendations from this meeting with “ad hoc advisory committee” and receive their endorsement for global end polio communication strategy</p>
<p>Media Management</p>	<p>-Media plan for positive messages on preparedness and moving towards end of polio; addressing misconceptions and rumors; reporting AEFI</p> <p>-Strategic use of media for promoting routine immunization and increasing awareness of community VPD reporting</p>	<p>- Work with media on strategy to communicate value & importance of completing eradication</p> <p>- Managing risks & expectations in regions</p>	<p>Guidance on communication & media strategy – keep polio on agenda and positive, realistic messaging</p>
<p>Communities / families</p>	<p>Sustaining immunity</p> <p>-Communication on continuation of routine and participation in SNIDs</p> <p>-Community link with services to monitor immunity gap: identify/track and vaccinate missed children, susceptibles, newborns</p> <p>-Communication on surveillance (care-seeking behavior and reporting of cases)</p>	<p>Monitoring immunity gap – analysis of district/country data to assist countries with strategy development and revision</p>	<p>Continuing to engage countries and NGOs in mid and long-term communication planning and strategy adjustment</p>