

# Conflict & its Impact on Polio Eradication South Khyber Pakhtunkhwa

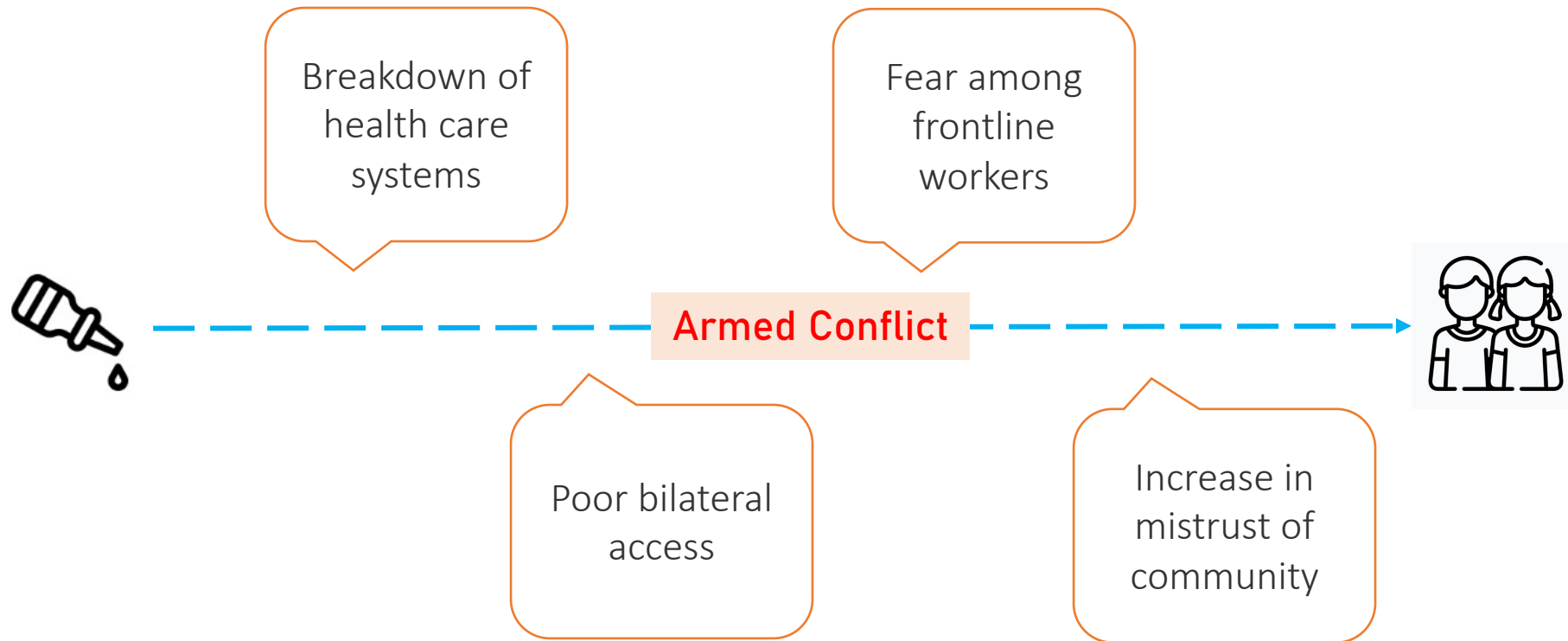
Innovative Social & Behavior  
Change Strategies & Models

Presenter – Ejaz ur Rahman



*Fleeing North Waziristan – Photo  
Credit CNN*

# 1. Polio Eradication in Area of Conflict



## 2. SKP Context

Following the US invasion of Afghanistan in 2001, Pakistan and the merged Tribal Districts, particularly the North Waziristan Tribal District (NWTDD), experienced increasing violent conflict.



### 3. Conflict & Challenges for Polio Eradication – The Evolving Role of SBC

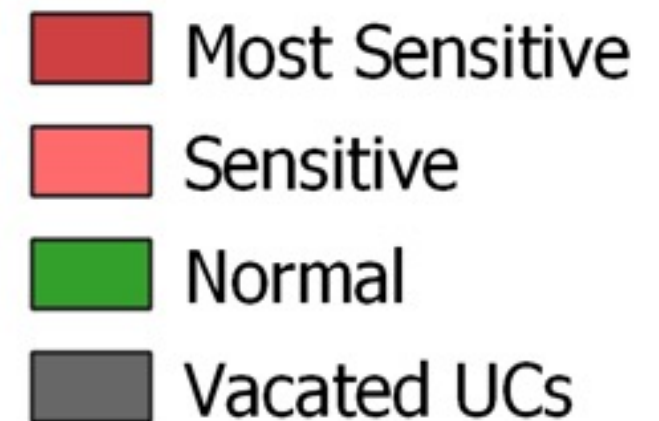
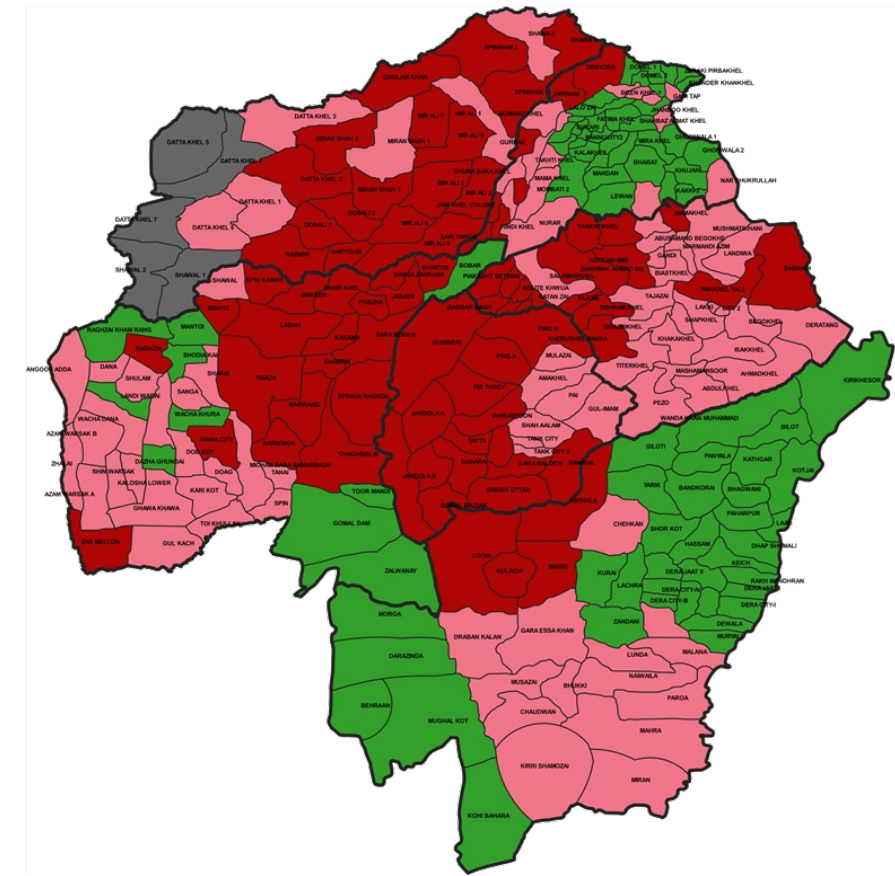
Known Chronic Refusal Clusters

Key Challenges  
& Risk  
Categorization

Large Scale Demand based  
Refusals

Fake Finger Marking & other  
hidden Refusals

Fear & Mistrust Among communities



## 4. Social Interventions are designed to match operational & security context

### **Security is a key determinant of SBC interventions**

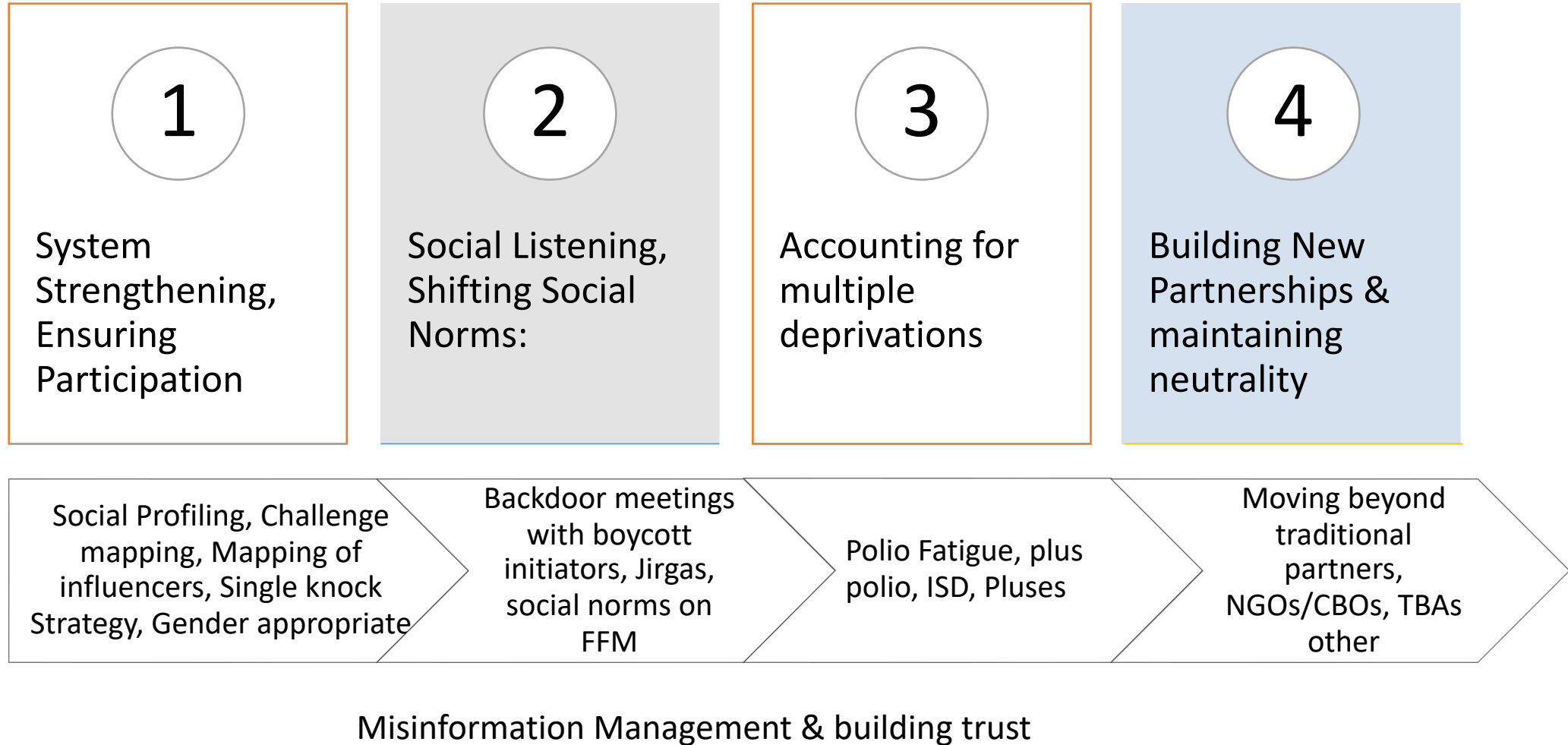
Overlaid different data sources: security data; anthropology and local and Epi data to identify the challenges in each UC/area

Super imposed the available data on refusals/PMC/NA and challenge mapping on the security map to identify appropriate community engagement approaches

Local based consultant from KP (Dawar tribe) engaged. Conduct low profile Focus Group Discussions (FGDs) & interviews to identify drivers and relevant approaches for community engagement.

Areas for the FGDs will be guided by the security mapping, communication challenges and cluster refusals

## 5. Four Key SBC Areas of Work in SKP

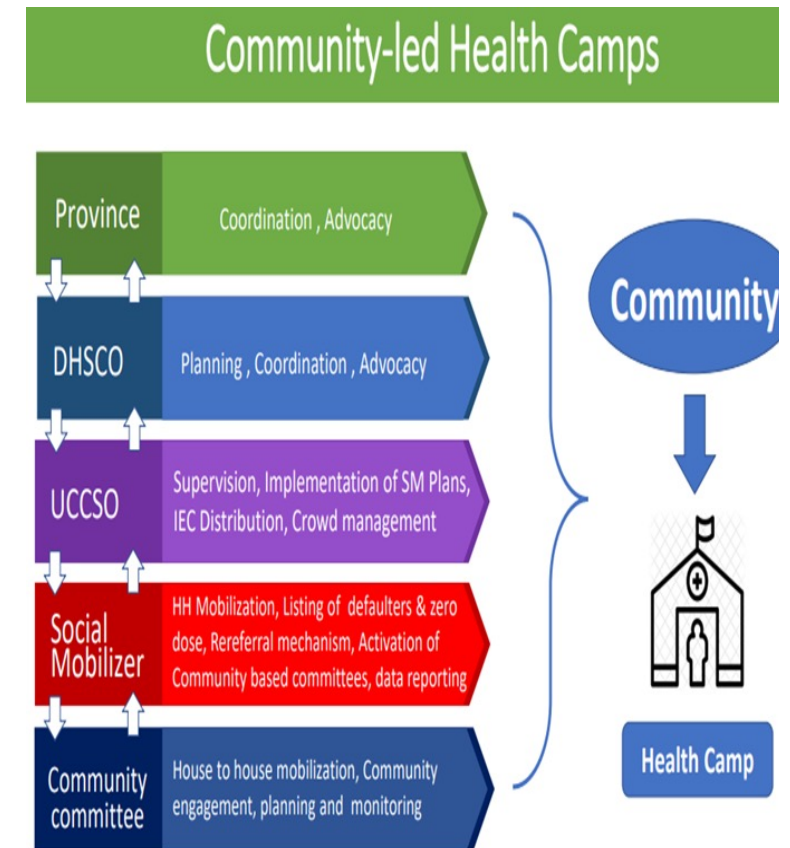




## 6. Community Owned Approaches & Masher Strategy addressing trust and multiple deprivations :

### Process:

- Multi stakeholder engagement for mapping of Mashers
- Going beyond high level (Tainted leadership) to sub-tribe level Leadership. - The 'Masher Strategy'.
- Block wise identification of "Community Leads for PEI (Dada/Masher)
- Coordination through 'Dada' for active vaccination & Community trust
- Orientation and capacity building of 'Mashers' through COMNet
- Facilitation of regular Jirga's by Dadas through their own Loya Jirga system (only elders are invited)
- Using other forum is 'Maraka', meaning consensus)of the village on a particular issue
- Micro plan validation through local Mashers



# 7. Initial Results

- Reduction in Fake Finger Marking
- 97% resolution of all Boycotts
- 100,000 additional children vaccinated with support of pluses
- Detailed mapping of sub-tribe level influencer mapping and engagement
- Implementation of first ever community owned health camps

