



**The story of the SBC campaign “Red Card against Polio in DRC”**



# The Impact

The innovative and viral campaign "Red Card against Polio in the DRC", in support of stopping the circulation of variant polioviruses in the country, has made it possible to:

- improve the percentage (from 85 to 98%) of parents and caregivers informed before, during and between campaigns;
- reach more than 45 million Congolese with polio prevention messages;
- involve new actors in the fight against polio: leaders of religious denominations, women and girls national and provincial leaders, U-Reporters, Web Watchers, influencers (actors, athletes, football referees, musicians, etc.), pediatricians, nurses and midwives, journalists and media professionals, etc. ;
- reduce the proportion of refusals from 20% to 5% in some provinces;
- make SBC data and evidence available in real time through real-time social listening (online, offline and community);
- Map refusals and plan for their management.





# The Story

- The innovative and viral "Red Card against Polio in DRC" campaign is an initiative that was inspired by a similar *"Red Card against Violence, I commit"* campaign in the Central African Republic (CAR).
- Indeed, an SBC staff who worked at MINUSCA (United Nations Multidimensional Integrated Stabilization Mission in the CAR) had initiated this project in this war-torn country.
- CAR is a country where football is rife. On weekends, everyone takes up football: young people (girls and boys), old people, women, armed groups, politicians, members of the armed forces (military, police, gendarmes, etc.).
- On the football pitch, everyone respects and accepts the rules of the game, including the yellow card for minor fouls and the red card for serious fouls. And on the field, everyone runs after a single ball, representing peace.
- So, they were led to do the same in the community and for all of them to work for peace in the same way that they stand together on the field to win the game. Those who are violent in the community will receive a red card and will be sidelined (brought before the chief's box or sent to the judicial authorities).
- This campaign has contributed to pacifying the west of the country, where the national reconciliation movement that led to the signing of the Peace Agreement resulting from the Khartoum negotiations in 2019 was a part.



21 sept 2017 **LA JEUNESSE CENTRAFRICAINE BRANDIT UN CARTON ROUGE CONTRE LA VIOLENCE !**

## Carton rouge des sourds-muets contre la violence et la haine en Centrafrique

Voix de Centrafrique Non classé 30 septembre 2018 1 Minute



A l'occasion de la 60<sup>e</sup> célébration de la Journée des Sourds le 21 septembre, l'Association Nationale la Main des Sourds-muets pour le Travail et le Développement de la Centrafrique (ANMSTDC) a joué un match de football, 29 du mois au Lycée des Martyrs.



# How the story began in the DRC... Responding to Challenges

- Generate SBC data and evidence to address challenges related to communication around polio eradication activities;
- Innovate in the mass and digital communication approach, and community engagement to reach new targets to amplify the message and manage refusals related to vaccination;
- Increase the percentage of parents and caregivers who are informed about polio campaigns;
- To know the perception and opinion of communities on polio vaccination in order to address rumours, false information, the infodemic and to do social listening online, offline and in the community;
- Involve new actors including women, young people including girls, religious leaders, influencers and celebrities;
- Documenting good practices in the field...

were all the challenges facing the polio programme and which were brilliantly addressed through the "Red Card against Polio in the DRC" campaign.





# Key results: Digital communication

Social Media Posting:  
More than 6300 posts with the hashtag #StopPolioRDC

Reach :  
More than 25 million people reached with polio messages  
More than 1000 personalities and influencers involved at the national and provincial levels  
More than 15,000 U-Reporters mobilized  
More than 240 committed "Web Watchers"  
Boost and promote the Expanded Programme on Immunization social media

 Veilleurs du web RDC @veilleursduweb · 29 juil. ...  
🌱 La polio est une maladie contagieuse qui peut ruiner la vie des enfants.

🗣️ Faites vacciner les enfants de moins de 5 ans.

📌 Ensemble, brandissons le **carton rouge** contre la Polio.

👉 Pour participer à la campagne, clique ici : [bit.ly/43SIX7X](http://bit.ly/43SIX7X).

#StopPolioRDC



Campagne de vaccination  
contre la Poliomyélite

 Veilleurs  
du web



**Ensemble,  
brandissons  
le carton rouge  
contre la Polio  
en RDC!**

Pour plus d'infos,  
envoie POLIO par SMS  
au 101. C'est gratuit.

#StopPolioRDC

Campagne de vaccination  
contre la Poliomyélite

 Veilleurs  
du web



**Ensemble,  
brandissons  
le carton rouge  
contre la Polio  
en RDC!**

Pour plus d'infos,  
envoie POLIO par SMS  
au 101. C'est gratuit.

#StopPolioRDC



### Community Involvement:

In the DRC, community engagement is done through the Community Animation Cells (CACs), which are volunteer committees, made up of the community's driving forces, composed of 10 to 15 members elected by the communities.

In support of this campaign, more than 23 million parents and caregivers are informed by 92,460 CACs (including more than 900,000 members) in the 26 provinces. In practice, the CACs went door-to-door to both inform and sensitize parents and caregivers about polio vaccination campaigns (why, date, and targets), count target children, identify cases of vaccine refusal and engage in dialogue, check the immunization schedule of children of routine age, identify "zero-dose" children and those who are under-vaccinated, etc.

### Involvement of local influencers:

More than 1000 personalities and influencers were involved in this campaign. Politico-administrative leaders, leaders of religious denominations, chiefdoms and traditional legitimities, community leaders, women and girls leaders, young people, celebrities from the arts, culture and sports... all lent their voices to brandish their red card against polio.

## Key Results: Community Engagement and involvement of local influencers



## Key results: Traditional media (radio, TV, participatory theatre)

- Production and broadcast of a 2-minute video (in French, Swahili, Kikongo, Tshiluba and Lingala) with the influencers to launch the red card challenge;
- Broadcast of 20,700 spots, broadcasts, video and audio messages (in French, Swahili, Kikongo, Tshiluba and Lingala) on 100 radio and TV stations in the 26 provinces, including:
- *5 TV channels with national coverage: RTNC TV, Bone TV, Molière TV, RTGA TV and Siloe TV*  
*45 Classical Radio Stations and 45 Community and Religious Radio Stations in the 26 provinces.*

Current population	Current population	Estimated Affected Population
<b>KINSHASA</b>	17 716 000	9 035 160
<b>HAUT KATANGA</b>	2 812 000	1 434 120
<b>NORD KIVU</b>	1 100 000	753 500
<b>TANGANYIKA</b>	607 020	382 422
<b>MANIEMA</b>	453 941	283 713
<b>LUALABA</b>	1 023 214	583 231
<b>KASAI ORIENTAL</b>	2 892 000	1 446 000
<b>KASAI</b>	1 961 181	983 590

- Sponsorship of 4 theatre groups for the staging of participatory theatres for a better voice at the community level: the CINARC and SANS SOUCIS troupes for the province of Kinshasa and its surroundings; the MANSEBA troupe for Greater Katanga (Haut Katanga, Lualaba and Haut Lomami); and the MUNTU NI MUNTU troupe in the Grand Est (Tanganyika, Ituri, North and South Kivu)

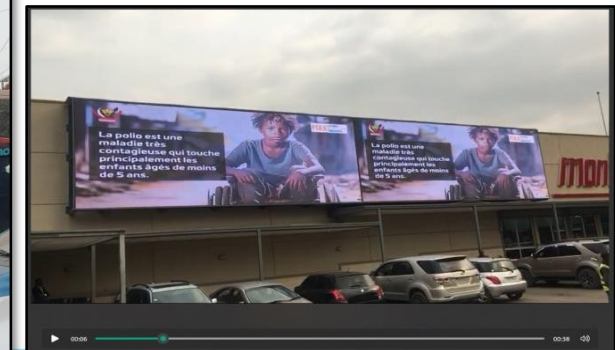




# Key results: Panel displays, bus branding, LED screens

Use of 5 LED screens to disseminate polio messages to the general public:

- Ballers screen, in front of the Orange General Management
- Monishop screen, towards the Macampagne station
- Boulevard du 30 juin screen, Enigma
- Kintambo Store Screen
- UPN Roundabout Screen
- Branding of 15 public buses running in Kinshasa and surrounding areas with polio messages
- Use of 20 giant billboards to display polio messages to the general public in Kinshasa province and surrounding areas; Greater Katanga (Upper Katanga, Lualaba and Upper Lomami); and in the Grand Est (Tanganyika, Ituri, North and South Kivu)





# Key results: promotion of routine immunization

- The "Red Card Polio" campaign included activities to promote routine vaccination:
- To this end, the following activities have been initiated:
- Printing of 10,000 copies of the vaccination calendar in A3 format;
- Posting of 10,000 copies of the immunization schedule in 5,000 health centers in the 25 provinces;
- Organize thematic radio programs on routine immunization;
- Digital social media campaigns to promote routine immunization and the fight against all vaccine-preventable diseases.

**POLIO** GLOBAL ERADICATION INITIATIVE

PEV  
Programme Élargi de Vaccination  
RD.Congo



**FAISONS VACCINER TOUS NOS ENFANTS**

**Calendrier vaccinal pour les enfants de 0 à 15 mois**

<b>À la naissance</b> Vaccins contre : Poliomyélite Tuberculose	<b>À 1 mois et demi</b> Vaccins contre : Poliomyélite Diphtérie Tétanos Coqueluche Hépatite viral B Méningite Pneumonie Diarrhées à (Rotavirus)	<b>À 2 mois et demi</b> Vaccins contre : Poliomyélite Diphtérie Tétanos Coqueluche Hépatite viral B Méningite Pneumonie Diarrhées à (Rotavirus)
<b>À 3 mois et demi</b> Vaccins contre : Poliomyélite Diphtérie Tétanos Coqueluche Hépatite viral B Méningite Pneumonie Diarrhées à (Rotavirus)	<b>À 9 mois</b> Vaccins contre : Rougeole et Rubéole Fièvre jaune Poliomyélite	<b>À 15 mois</b> Vaccins contre : Rougeole et Rubéole

**Respectons ces 6 rendez-vous de vaccination gratuits pour garantir la bonne santé de nos enfants**



## Some quotes: they said...

"I am participating in the Red Card campaign against polio and I invite all parents to get their children vaccinated. Together, let's show the red card against polio", **Elisha Lukoo, a young man from Goma.**

"The red card campaign against polio is a clear success. It informed a large number of parents and caregivers with key messages on polio prevention and information on vaccination dates, locations and methods for campaigns. Red card against polio has also been beneficial in educating the general public about the polio emergency in the DRC," **Lusamba Kabamba, GPEI coordinator in the DRC.**

"We needed to innovate our polio response strategy in the DRC. This mass communication and behaviour change campaign has been an important contribution to this end. Since the launch of the polio red card, the proportion of parents and caregivers at risk of polio has increased. We also note the involvement of new actors in response activities," **Ms. Elisabeth Mukamba Musenga, Coordinator of the Polio Emergency Operations Committee (COUP) DRC.**



Elisha LUKOO @elisha\_lukoo · 11 août

Je participe à la campagne **carton rouge contre la poliomyélite** et j'invite tous les parents à faire vacciner leurs enfants.

Ensemble, brandissons le **carton rouge contre la polio.** 🇷🇺

[#StopPolioRDC](#) [#UReportRDC](#) [#VeilleursduWebRDC](#) 🇷🇺



Vous et 9 autres personnes



## Some quotes: they said...

"Red Card Against Polio" is an action to mobilize and commit everyone against polio with glowing results. In addition to involving new actors such as associations of pediatricians, nurses and midwives, leaders of faith-based religious organizations, women and girls' leaders, U-Reporters, "web watchmen", the campaign has made it possible to reach more than 45 million Congolese men and women with the key messages for the eradication of polio in the DRC." **Grant Leaity, UNICEF Resident Representative in DRC.**

"Polio is a very dangerous disease that can cripple children for life. I urge parents and caregivers to vaccinate all children aged 0-5 against this disease. I am participating in the red card campaign against polio. Together, let's show the red card against polio," **Jemima Kasongo, a young U-Reporter girl.**

"Polio is a very serious disease that can ruin the lives of children. I encourage parents and caregivers to vaccinate all children aged 0-5 against polio. I am participating in the red card campaign against polio. Together, let's raise the red card against polio", **Herman Amisi, famous comedian and influencer from the DRC.**



## Next steps in 2024:

- 
- Production of the documentary film "In the DRC, all united to show the red against polio";
- Premiere screening of the documentary film;
- Implementation of the project "Red Card against Polio in Schools";
- Digital communication campaign "Zero dose children's challenge";
- Organization of the Forum of Women and Girl Leaders for Polio Eradication and Promotion of Routine Immunization.
- 





# Les liens pour télécharger les photos et lire les publications

[https://drive.google.com/drive/folders/10I-E6IC\\_gBwJMWELkNBXD9AyM0nZpmkv](https://drive.google.com/drive/folders/10I-E6IC_gBwJMWELkNBXD9AyM0nZpmkv)

<https://drive.google.com/drive/folders/1GimXDv3ScRMuCE2HEpG4yAmjEB14RWDx>

[Lien des publictions carton rouge. \(1\).docx](#)

# Thanks

