

IMMEDIATELY AFTER THE OUTBREAK BEGINS

- 1 Review epidemiological and social information about all polio cases associated with the outbreak.
- 2 Analyse the media and social landscape to identify how to reach as many people as possible through trusted channels.
- 3 Create and disseminate simple announcement messages in all formats identified in Step 2.

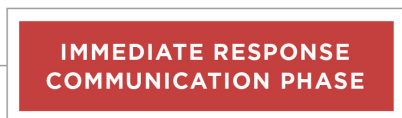
GOAL Maximise awareness of the outbreak and impending response to improve vaccine coverage rates.

WHEN AWARENESS OF CAMPAIGN EXCEEDS 90%

- 1 Analyse performance data to identify where and why children are still being missed, particularly refusals and children who are inaccessible to the program—either at the household or community.
- 2 Use the [COMMUNICATION WORKSHEET](#) (page 27) to create a response to factors identified in Step 1.

GOAL Close the Outbreak.

BEGINNING OF OUTBREAK



90% CAMPAIGN AWARENESS ACHIEVED



OUTBREAK CLOSED

FOCUS ON

- 1 **MESSAGE CONTENT:**
 - Awareness of polio/OPV
 - Details on the response and campaign dates
 - Introducing the coming health workers
- 2 **MESSAGE FORM:**
 - Communicate a sense of urgency
 - Simple, clear, and authoritative
 - Utilise mass media and key public spaces
 - Based on [IMMEDIATE RESPONSE CREATIVE CONCEPT](#) (page 34)

FOCUS ON

- 1 **MESSAGE CONTENT:**
 - Adapt to the specific causes for missed children
- 2 **MESSAGE FORM:**
 - Adapt to reach parents of unvaccinated children, particularly those who are refusing to vaccinate at all or repeatedly.
 - All forms of media should complement and reinforce each other; media engagement, mass media, social mobilisation and IPC.
 - All communication should be based on the [ADAPTIVE PHASE CREATIVE CONCEPT](#) (page 34) or a locally identified concept. Message consistency is very important.