

COMMUNICATION FOR IMMUNIZATION

E-LEARNING RESOURCES

10 | MATERIALS DEVELOPMENT, PRODUCTION AND DISTRIBUTION

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Materials can range from talking points to feature length films. Materials should be tailored to the strategy, activity and audience. They need to be produced, designed, distributed and monitored.

Considerations for materials include:

Create a production plan: All materials will need time for writing, editing, designing, pre-testing testing, finalizing, printing and distributing. See the sample table below.

- Consider the issues that might add days or even weeks to the production plan. For example, is there a pre-approved designer and printer, or is it necessary to go for bids to external contractors?

Branding: Branding EPI materials with an attractive, standard look and feel will make them recognizable to people around the country (the Ministry will likely have guidelines for this).

Keep them short: most people are busy, have short attention spans or both. Less is more.

Language/literacy: Ensure materials include the right mix of words in the appropriate language, together with visuals appropriate to the audience's literacy level.

Images can speak louder than words. They can be photographs or hand-drawn designs. Ensure they are culturally appropriate.

Adaptability and “use-by” date: How long can the material be used before it's out of date? How can the material be adapted locally?

- Use blank spaces so that clinics can adapt and fill information like time, place, dates
- Avoid language with time-bound data (e.g. In Sept 2015 there were 235 measles cases)

Design: even simple materials will require a light design that should be attractive to the target audience.

Format: Decide on the final output (e.g. a printed leaflet, or a digital file).

Quality: Materials printed on low quality paper that easily tears or fades may be fine for a single event, but not for materials that need to last for months or years in heat, sunlight and humidity. Spend a bit more money to ensure the quality is fit for purpose.

Cost benefit: Materials can range from high quality video productions to inexpensive leaflets. Decide what will achieve the best outcomes for the money.

Quantity: How many to print or copy?

Distribution plan: Who will receive them and when and how will they be delivered? Materials without a distribution plan will remain in storage.

Displaying/Affixing: Will tape, glue, strings, ties, pushpins, paperclips or any other way to fix a material be required? Think about what's available in local health centres, and whether to send a roll of sticky tape, for example, with the shipment.



Sample material production plan

Activity	Material	Purpose	Production requirements	Final product/ package format/quality/size	Design and Printing Costs			
					Design costs	Number required	Printing Cost per item	Total Printing costs
Health worker and community capacity building	Illustrated educational flipchart	Used by health workers at EPI and health education sessions	-Write and edit texts -Design - Create illustrations	Flipchart of 8 double-sided pages - 50 X 60 cms in size - Metal coil Binding - 40 mm card backing	(to hire a designer)	75	\$5	tbc
Community information	Radio PSA	To air before the 6 pm news 4 Xs week for six months	- Write script - Hire actors - Record PSA - Produce with music - Edit and finalise file	- 30 seconds -MP3 file - Distribute on memory sticks	\$0	6 memory sticks (1 back-up)	\$10	\$60

The materials need a **distribution plan**. Who will receive them and how? This table includes the type of information required for a distribution plan.

Activity	Material	Distribution	Distribution Plan	Distribution Costs	Placement costs
Health worker and community capacity building	Illustrated educational flipchart	1 per health centre in districts 1,2,3 for total of 75 health centres	Distribute with bundled EPI vaccines the first week of next month	(if any)	\$0
Community Engagement	Radio PSA	To distribute to the three community radio stations serving the districts	UNICEF communication officer to personally deliver them to each station	(UNICEF communication officer travel costs)	50\$ per spot per station (\$50*4spots*24weeks *3stations)

Social Mobilization:

- Talking points of key messages for mobilizers
- Training and orientation materials for mobilizers
- Frequently asked questions for participants
- 1-page fact sheet
- Short motivational videos
- Social media - Facebook, Instagram or other that includes frequent updates and engagement with the audience (e.g. a local Rotary International Facebook page)
- Visual progress symbol that is updated every week (e.g. a vaccine vial that is slowly emptied as targets are reached)
- Branded materials – caps, aprons, t-shirts, banners

Social and Behaviour Change

- Training and orientation materials for health workers, community leaders
- Public service announcements on radio or television
- Guidelines on holding a community meeting
- Simple video explaining the issues, led by a trusted leader
- IEC materials – posters, leaflets, illustrated flipcharts
- Large paper and coloured pens for social mapping exercise
- Simple award certificates for caretakers who have completed child's immunization; or for health workers who have excellent supervisory reports
- Give away

