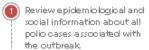
STRATEGIC OVERVIEW

IMMEDIATELY AFTER THE OUTBREAK BEGINS





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%**

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.

Use the COMMUNICATION WORKSHEET (page 26) to create a response to factors. identified in Step 1.

GOAL Close the Outbreak.

BEGINNING OF OUTBREAK

IMMEDIATE RESPONSE COMMUNICATION PHASE

90% CAMPAIGN A WARENESS **ACHIEVED**

OUTBREAK CLOSED



- Awareness of polio/OPV
- · Details on the response and campaign dates
- · Introducing the coming health workers

MESISAIGE FORM:

- · Communicate a sense of urgency
- · Simple, clear, and authoritative
- · Utilise mass media and key public spaces
- Based on <u>IMM EDIATE RESPONSE</u> CREATIVE CONCEPT (page 33)

FOCUS ON (1)

MESSAGE CONTENT:

· Adapt to the specific causes for missed children

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 33) or a locally identified concept. Message consistency is very important.