

## POLIO MESSAGE BANK



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## POLIO MESSAGES BY AUDIENCE GROUP AND PHASE OF THE OUTBREAK RESPONSE

### Caregivers of children in immunization age

#### Phase I Messages

- There is a polio outbreak, there is a risk of further spread of the virus
- With every confirmed polio case there are 200 undiagnosed cases that are infected with polio
- The polio virus is very dangerous and highly infectious, can cause paralysis and in some cases, it can cause death
- There is no cure for polio, the only way to protect your children against polio is to vaccinate them with a multiple dose of the vaccine
- It takes multiple doses of the polio vaccine to achieve full immunization against polio
- ALL children below the age of **x years** must be vaccinated during each immunization campaign
- The polio vaccine is safe, and effective, has no side effects and according to international standards, and is the same polio vaccine used all around the world.
- All vaccines are monitored throughout the process of manufacturing, shipping, storing, and administering
- The polio vaccines are administered through experienced health providers both at fixed sites and at homes
- The polio vaccine is given in the form of a **couple** of **drops in the mouth or a simple injection**
- Finger markers are used to track missed children
- Vaccinate your children against all diseases, follow the routine immunization schedule
- All kids between **x years** need to get vaccinated in every campaign even if they had taken their RI scheduled shots
- Make sure to vaccinate your child during the upcoming vaccination campaign (**mention dates**)
- Encourage your relatives, neighbors and colleagues to vaccinate their kids against polio

#### Phase II Messages

- The polio vaccine is one the safest vaccines and millions of doses have been administered throughout the world and saved millions of children
- Polio vaccines can be in the form of drops or injection and both are safe and effective
- Vaccines, like any medicine, can have side effects. Most children who get the polio shot have no side effects. When side effects do occur, they are usually mild, like temporary redness and pain at the injection site.
- As long as a single child remains infected, children in all countries are at risk of contracting polio.
- All kids should be vaccinated, even if they are sick

- All children need to be vaccinated even if they have received all their scheduled vaccines
- In case of outbreaks, Health providers highly advise vaccinating all children “**every child - every campaign**” Children who are being breastfed are not protected from polio, and need to be vaccinated.
- Vaccines are safe from any harmful/forbidden ingredients and encourage by all religions
- Make sure to vaccinate your child during the upcoming vaccination campaign (mention dates)
- Encourage your relatives, neighbours and colleagues to vaccinate their kids against polio

### Phase III Messages

- It takes multiple doses of the polio vaccine to achieve full immunization against polio Every additional dose during the National or Subnational Immunization Days (NID/SNID) means your child gets extra protection against polio
- All children under the age of **x years**, should be vaccinated with every campaign, every time even if they have finished all their routine immunization
- If some children are not immunized during these campaigns, the risk of polio will remain.
- Make sure to vaccinate your child during the upcoming vaccination campaign (**mention dates**)
- Encourage your relatives, neighbours and colleagues to vaccinate their kids against polio

## Fathers of children in immunization age

In addition to messages directed towards caregivers, below are the additional messages directed towards Fathers

- You have a shared responsibility in protecting your kids against diseases by ensuring they are vaccinated
- Talk to your wife about protecting your kids against polio
- Talk to your health providers about polio vaccination

## Grandmothers of children in immunization age

- Phase I Messages**
- Polio is a highly infectious disease caused by a virus. It invades the nervous system, and can cause total paralysis in a matter of hours. The virus is transmitted by person-to-person spread mainly through the fecal-oral route
  - Polio can lead to paralysis and even death
  - Polio vaccine, given multiple times, can protect a child for life
  - Polio vaccines have saved millions of kids around the world and are safe, effective, and according to international standards
  - All kids between **x years** need to get vaccinated in every campaign even if they had taken their RI scheduled shots
  - You are a source of inspiration to your sons/daughters, make sure you help them make the right decisions to protect your grandchildren
  - You have a shared responsibility in protecting your grandchildren against polio by ensuring they are vaccinated
  - Talk to your sons and daughters about protecting their kids against polio
  - You have protected your kids against polio, and now it is time that you also protect your grandchildren and help the world become polio free

- Phase II Messages**
- Vaccines, like any medicine, can have side effects. Most children who get the polio shot have no side effects. When side effects do occur, they are usually mild, like temporary redness and pain at the injection site.
  - As long as a single child remains infected, children in all countries are at risk of contracting polio.
  - All kids should be vaccinated, even if they are sick
  - You have a shared responsibility in protecting your grandchildren against polio by ensuring they are vaccinated
  - Talk to your sons and daughters about protecting their kids against polio
  - You have protected your kids against polio, and helped eradicate polio and now it is time that you also protect your grandchildren and help the world become polio free

- Phase III Messages**
- It takes multiple doses of the polio vaccine to achieve full immunization against polio Every additional dose during the National or Subnational Immunization Days (NID/SNID) means your child gets extra protection against polio
  - All children under the age of x years, should be vaccinated with every campaign, every time even if they have finished all their routine immunization
  - You have a shared responsibility in protecting your grandchildren against polio by ensuring they are vaccinated
  - Talk to your sons and daughters about protecting their kids against polio

- You have protected your kids against polio, and now it is time that you also protect your grandchildren and help the world become polio free

## Health Providers

### Phase I Messages

- There is a polio outbreak, if this outbreak is not contained at early stages it can have larger negative effect on more children and the neighbouring countries.
- Vaccines have reduced and, in some cases, eliminated many diseases that killed or severely disabled people just a few generations ago. For example, smallpox was eradicated in 1979, and soon, polio will be history. It is estimated that vaccines save an estimated 2 to 3 million lives every year, according to the WHO.
- Success in vaccination programs is dependent on a high vaccination coverage rate. This directly protects the vaccinated individuals and indirectly the whole community by providing herd immunity and thereby reducing the transmission of VPDs.
- If we continue vaccinating now, some diseases of today will no longer be around to harm children in the future.
- As frontline health staff or a private practitioner you play a critical role in ensuring the quality of these services and providing parents the reassurance to trust and adhere to the service schedule.
- Children will need to receive polio vaccination during every campaign, irrespective of previous immunization status.
- OPV has a unique ability to stop person-to-person spread of the virus. Therefore, OPV is used in outbreak settings, to rapidly stop circulation of the virus in a community.
- Management and safety of the polio vaccine is closely monitored by UNICEF and WHO.
- Advise your patients **that has children in immunization** age to get vaccinated during the upcoming vaccination campaigns and every campaign to boost the community immunity.
- It is your duty to counsel parents who are against vaccines (rejecters, hesitant) and help them change their minds and ultimately vaccinate their **children**
- Remember that not all parents want the same level of medical or scientific information about polio vaccination. By assessing the level of information that a particular parent wants, you can communicate more effectively and build trust.
- Help parents make informed decisions about polio vaccination

### Phase II Messages

#### Explain to parents that

- Vaccines, like any medicine, can have side effects. Most children who get the polio shot have no side effects, when side effects do occur, they are usually mild, like temporary redness and pain at the injection site.

- As long as a single child remains infected, children in all countries are at risk of contracting polio.
- All kids should be vaccinated, even if they are sick
- You have a shared responsibility in protecting children from polio by ensuring they are vaccinated
- Talk to your patients/clients about protecting their children against polio

**Phase III Messages**      **Explain to parents that**

- It takes multiple doses of the polio vaccine to achieve full immunization against polio. Every additional dose during the National or Subnational Immunization Days (NID/SNID) means your child gets extra protection against polio
- All children under the age of **x years**, should be vaccinated with every campaign, every time even if they have finished all their routine immunization
- You have a shared responsibility in protecting children from polio by ensuring they are vaccinated
- Talk to your patients/clients about protecting their children against polio

## Media

- Phase I Messages**
- You have a vital role in educating the public on how dangerous polio is and the importance of polio vaccination
  - Reporting facts and ensuring frequent coverage on polio promotion messages specially in times of outbreaks
  - Help in the fight against polio and inform the public about vaccination campaigns happening and encourage them to take their children to get vaccinated
  - Stress the fact that the polio vaccine is safe, and effective, has no side effects and according to international standards, and is the same polio vaccine used all around the world.
  - Stress and build trust of caregivers towards the polio vaccines teams
  - Inform audiences that the polio vaccine is given in the form of a **couple of drops in the mouth or a simple injection**
  - Make sure to tell parents that there is no cure for polio, the only way to protect your children against polio is to vaccinate them with a multiple dose of the vaccine

- Phase II Messages**
- You have a vital role in educating the public on how dangerous polio is and the importance of polio vaccination
  - Report frequently on polio to help parents make informed decisions and vaccinate their children
  - Tackle any misconceptions and rumors about polio

### Phase III Messages

- You have a vital role in educating the public on how dangerous polio is and the importance of polio vaccination
- Report frequently on polio to help parents make informed decisions and vaccinate their children
- Stress that It takes multiple doses of the polio vaccine to achieve full immunization against polio, and encourage caregivers to vaccinate their children with every campaign
- Inform caregivers about the risk of having some un-vaccinated children, “If some children are not immunized during these campaigns, the risk of polio will remain”

## Religious Leaders

### Phase I Messages

- There is a polio outbreak, there is a risk of further spread of the virus
- There is no cure for polio, it can only be prevented through vaccination, the only way to protect your children against polio is to vaccinate them with a multiple dose of the vaccine
- You are parents’ most trusted source of information; therefore, you play a critical role in supporting parents’ decision to vaccinate their children.
- It is your duty to educate parents on vaccination, tackle rumours in relation to religious aspects and publicly support polio immunization.
- Make sure to use every opportunity to talk to caregivers on the importance of protecting children against polio

#### Explain to caregivers’ that

- Polio vaccines should be given to children to protect them against polio
- Polio vaccines are safe, no matter which country they are produced in. Before licensure, vaccines undergo extensive testing and review for safety and efficacy.
- Even after the vaccine has been approved, safety monitoring continues throughout the process of shipment, storing and administration of vaccines
- vaccine ingredients do not include any prohibited ingredients and are have been effective to save millions of children from polio
- Encourage caregivers to vaccinate their children in every campaign

### Phase II Messages

- You are parents’ most trusted source of information; therefore, you play a critical role in supporting parents’ decision to vaccinate their children.
- It is your duty to educate parents on vaccination, tackle rumours in relation to religious aspects and publicly support polio immunization.

- Make sure to use every opportunity to talk to caregivers on the importance of protecting children against polio

**Explain to caregivers' that**

- Vaccines, like any medicine, can have side effects. Most children who get the polio shot have no side effects, when side effects do occur, they are usually mild, like temporary redness and pain at the injection site.
- As long as a single child remains infected, children in all countries are at risk of contracting polio.
- All kids should be vaccinated, even if they are sick
- Tackle any misconceptions and rumors for religious reasons and support polio vaccination publicly

**Phase III Messages**

- You are parents' most trusted source of information; therefore, you play a critical role in supporting parents' decision to vaccinate their children.
- It is your duty to educate parents on vaccination, tackle rumours in relation to religious aspects and publicly support polio immunization.
- Make sure to use every opportunity to talk to caregivers on the importance of protecting children against polio

**Explain to caregivers that**

- It takes multiple doses of the polio vaccine to achieve full immunization against polio Every additional dose during the National or Subnational Immunization Days (NID/SNID) means your child gets extra protection against polio
- All children under the age of **x years**, should be vaccinated with every campaign, every time even if they have finished all their routine immunization
- You have a shared responsibility in protecting children from polio by ensuring they are vaccinated
- Talk to caregivers about protecting their children against polio

## Preschool Teachers

**Phase I Messages**

- There is a polio outbreak, there is a risk of further spread of the virus
- There is no cure for polio, it can only be prevented through vaccination, the only way to protect your children against polio is to vaccinate them with a multiple dose of the vaccine
- You are parents trusted source of information; therefore, you play a critical role in supporting parents' decision to vaccinate their children.

- Make sure to use every opportunity to talk to caregivers on the importance of protecting children against polio

**Explain to caregivers' that**

- Polio vaccines should be given to children to protect them against polio
- Polio vaccines are safe, no matter which country they are produced in. Before licensure, vaccines undergo extensive testing and review for safety and efficacy.
- Encourage caregivers to vaccinate their children in every campaign

**Phase II Messages**

- You are parents' trusted source of information; therefore, you play a critical role in supporting parents' decision to vaccinate their children.
- Make sure to use every opportunity to talk to caregivers on the importance of protecting children against polio

**Explain to caregivers' that**

- Vaccines, like any medicine, can have side effects. Most children who get the polio shot have no side effects, when side effects do occur, they are usually mild, like temporary redness and pain at the injection site.
- As long as a single child remains infected, children in all countries are at risk of contracting polio.
- All kids should be vaccinated, even if they are sick

**Phase III Messages**

- You are parents' trusted source of information; therefore, you play a critical role in supporting parents' decision to vaccinate their children.
- Make sure to use every opportunity to talk to caregivers about the importance of protecting children against polio

**Explain to caregivers that**

- It takes multiple doses of the polio vaccine to achieve full immunization against polio. Every additional dose during the National or Subnational Immunization Days (NID/SNID) means your child gets extra protection against polio
- All children under the age of **x years**, should be vaccinated with every campaign, every time even if they have finished all their routine immunization
- Talk to caregivers about protecting their children against polio

## Special Populations

### Phase I Messages

- Vaccines have saved millions of children worldwide and are the best way to protect your child from dangerous diseases.
- Vaccines are safe and effective. They undergo extensive testing for safety and efficacy.
- All vaccines provided at the public health centres are effective. They follow the process of licensure and approvals through the World Health Organization (WHO).
- Some diseases like polio have no cure; the only way to protect your children from polio is to vaccinate them through multiple doses of the vaccine
- Make sure to take the time and vaccinate your children during polio vaccination campaigns to save them from getting polio
- It takes multiple doses of the polio vaccine to achieve full immunization against polio
- It is your child right to get vaccinated, make sure to vaccinate them timely
- Polio vaccines can be in the form of drops or injection and both are safe and effective

### Phase II Messages

- The polio vaccine is one the safest vaccines and millions of doses have been administered throughout the world and saved millions of children
- Vaccines, like any medicine, can have side effects. Most children who get the polio shot have no side effects. When side effects do occur, they are usually mild, like temporary redness and pain at the injection site.
- As long as a single child remains infected, children in all countries are at risk of contracting polio.
- All kids should be vaccinated, even if they are sick
- Vaccine composition does not include any toxic items, or any prohibited ingredients
- All children need to be vaccinated even if they have received all their scheduled vaccines
- In case of outbreaks, Health providers highly advise vaccinating all children **“every child - every campaign** Children who are being breastfed are not protected from polio, and need to be vaccinated.
- Vaccines are safe from any harmful/forbidden ingredients and encourage by all religions
- It takes multiple doses of the polio vaccine to achieve full immunization against polio

- Make sure to vaccinate your child during the upcoming vaccination campaign (mention dates)
- It is your child right to get vaccinated, make sure to vaccinate them timely

#### Phase III Messages

- It is your child right to get vaccinated, make sure to vaccinate them timely
- It takes multiple doses of the polio vaccine to achieve full immunization against polio Every additional dose during the National or Subnational Immunization Days (NID/SNID) means your child gets extra protection against polio
- All children under the age of **x years**, should be vaccinated with every campaign, every time even if they have finished all their routine immunization
- If some children are not immunized during these campaigns, the risk of polio will remain.
- Make sure to vaccinate your child during the upcoming vaccination campaign (**mention dates**)