

COMMUNICATION FOR IMMUNIZATION

E-LEARNING RESOURCES

18 | SAMPLE TERMS OF REFERENCE FOR A COMMUNICATION WORKING GROUP /COMMITTEE

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The role of the (National, Regional and District or Working Group) is to plan, coordinate and ensure successful implementation and management of communication activities for immunization, with a focus on reaching the unreached children and other priority target populations such as women of child-bearing age, in order to help reach the country immunization goals and targets. The Committee/Working Group reports to the (national operations group or its equivalent).

The Committee/Working Group will:

- Develop and implement national, regional, district and community-level communication plans for establishing and monitoring immunization outcomes in leadership and communities, particularly to reach the unreached and attain country immunization goals.
- Meet regularly according under the auspices of a Chairperson who will be (nominated by the group); and run meetings in accordance with national norms and standards
- Identify issues and barriers to communication, including management of communication research activities in collaboration with immunization staff and other resource persons
- Use research findings to develop strategies and plans for addressing identified issues in immunization programming
- Oversee implementation of communication including advocacy activities, social mobilization and social and behaviour communication activities; and of crisis communication plans
- Plan and supervise implementation of major communication initiatives, such as communication activities for campaigns and new vaccine introductions
- Mobilize resources for communication programmes internationally, nationally and within local communities
- Identify and form partnerships that mobilize stakeholders for immunization
- Facilitate formation of national and lower level committees (such as state and district) and other structures to support achievement of immunization goals

- Work with the immunization training team to develop and implement training and other capacity-building activities that will strengthen communication related to immunization goals
- Work with the monitoring and evaluation team to ensure mechanisms for monitoring, evaluation and utilization of data collected to improve planning and implementation of communication for immunization activities at all levels
- Provide quarterly reports of progress and challenges to the national operations group and other bodies (such as the NITAG) as requested
- Regional and district groups are responsible for developing and implementing communication plans relevant to their immediate catchment areas.

Membership:

The national committee should be multidisciplinary in nature, with broad membership, to enable mobilization of community support and resources from a wide base.

Membership should include but not be limited to:

- the Ministry of Health
- Other relevant Ministries –e.g. of Information, Education
- Core immunization partners such as UNICEF and WHO
- Additional NGO and CBO partners (such as the Red Cross/ CHAI or others)
- Appropriate associations (e.g. womens', religious)
- Other partners (such as donors)

Communication committees at lower administrative levels – such as regional or district - should draw members from similar organizations operating at their level.

