nOPV2 Introduction

Communications Toolkit
Introduction: Before You Begin

This document is designed to help communications teams in nOPV2 rollout countries build communications strategies and materials to engage audiences and support a successful introduction of nOPV2.

Contents

• **nOPV2 Audiences**: Who we are talking to about nOPV2
• **nOPV2 Positioning**: How we talk about nOPV2 to different audiences
• **nOPV2 Launch Plan**: nOPV2 launch journey for each audience, including potential channels and considerations for use at each phase
• **nOPV2 Key Messaging**: Key messages for use when developing nOPV2 communications materials
How to Use: Key Steps

1. Review the nOPV2 Behavioral Strategy Template

2. Situation Analysis: Collect and review research (KAP surveys, social listening results, etc.) to determine key barriers, opportunities & drivers of polio vaccination acceptance among priority audiences. For analysis, follow Part I of the nOPV2 Behavioral Strategy Template.

3. Positioning Adaptation: Select the positioning statement that best reflects your context.
   - Evaluate if the positioning statement aligns with local evidence
   - Revise positioning if necessary

4. Launch Plan Tool Review: Review the Launch Plan Tools included in this document in conjunction with your positioning and situational analysis findings and use the planning questions to identify how each stage fits your communications needs for each audience.

5. Behavioral Strategy Development: Use your answers to the planning questions and the launch plan tools to inform your development of Parts II, III, and IV of the nOPV2 Behavioral Strategy Template.
nOPV2 Audiences

This section of the toolkit defines who we are talking to about nOPV2.
nOPV2 Audience Considerations

The success of polio vaccination activities hinges on a complex network of vaccination enablers and caregiver influencers, including national stakeholders and policymakers, media, social influencers, health professionals, frontline workers, and caregivers. When evaluating the communications approach, it is important to consider the audience’s:

- **Understanding of OPV types**: Do they understand the different types of OPV? Do they need to?
- **Awareness of CVDPVs**: Does this audience know that CVDPVs specifically are a risk? Do they need to know?
- **Perception of the Polio Program**: Is the audience familiar with the polio program and do they have a favorable opinion of the program and program stakeholders (FLW)?

In answering these questions, determine if the audience should be communicated to about nOPV2 on a proactive or reactive basis. For some, the full details about nOPV2 may be too much information, these will be ‘nOPV2 reactive audiences’. For reactive audiences, detailed information about nOPV2 or a ‘new’ vaccine may increase hesitancy. For others, they will be assisting in the roll out of nOPV2 and will need to be kept in the loop, these are “proactive nOPV2 audiences”.

<table>
<thead>
<tr>
<th>nOPV2 Proactive Audiences</th>
<th>nOPV2 Reactive Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will receive information about nOPV2 without prompt or request.</td>
<td>Will receive standard polio messaging. nOPV2 messaging will only be shared upon request.</td>
</tr>
</tbody>
</table>
nOPV2 Audiences

Included below is a summary of how nOPV2 audiences are represented throughout this toolkit. Communications about nOPV2 should never be done on a large scale. Any large scale communications should still focus on polio vaccination more broadly.

<table>
<thead>
<tr>
<th>nOPV2 Proactive</th>
<th>nOPV2 Reactive</th>
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<tr>
<td>Program Ambassadors, including FLWs, Health Professionals, Social Mobilizers, and Social Influencers</td>
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**Desired Actions for Proactive Audiences:**
- Promote and facilitate the polio program activities
- Support nOPV2 when promoted by other stakeholders

**Proactive nOPV2 Communication**

<table>
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<tr>
<th>Caregivers</th>
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**Desired Actions for Reactive Audiences:**
- Accept polio vaccination every time it is offered
- Support polio vaccination when promoted by peers

**Reactive nOPV2 communication**

Proactive Polio Vaccination Communication

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Communications about nOPV2 should never be done on a large scale. Any large scale communications should still focus on polio vaccination more broadly.
nOPV2 Positioning

This section of the toolkit provides global positioning options for nOPV2 communications across audiences. Positioning is an internal tool to help select and prioritize messages about nOPV2, and should be reviewed and adapted to reflect the local communications context.
Positioning Overview

What is positioning?
Positioning is a one (1) sentence overview that clearly defines the core value of a product to target audiences.

How positioning it used?
Positioning is an internal-facing tool to help communicators develop and audit messaging about the product.

What does positioning look like?
To [audience], [product] is the [product category] that [core value] because [reasons to believe].
nOPV2 Positioning Overview

The following pages contain global positioning for adaptation and use when developing communications materials, targeting audiences in a C4D context, about the launch of nOPV2.

Positioning options are included for two nOPV2 launch scenarios.

- **Standard Scenario**: audiences are aware that polio is a risk
- **Afro-Certification Scenario**: audiences may believe polio has been eradicated. There is confusion about the types or presence of polio among the key audiences.

For each launch scenario, positioning options are included for proactive and reactive audiences.

- **Proactive**: Program Ambassadors, including Social Influencers, Health Professionals, Frontline Workers
- **Reactive**: Caregivers
Positioning Scenarios

Please review the positioning scenarios to determine which is most applicable for your country context. These two scenarios are developed because it is expected that certain audiences will interpret the eradication of wild polio virus to mean Africa is polio free.

- **Standard Scenario**: audiences are aware that polio is a risk
- **Afro-Certification Scenario**: audiences may believe polio has been eradicated. There is confusion about the types or presence of polio among the key audiences.
Adapting Global Positioning

Positioning statements provided on the following slides are meant to be used as a tool to shape country-level communications. Positioning statements should be reviewed and adapted to reflect local knowledge and data shaping the nOPV2 launch landscape in each country.
nOPV2 Positioning: **Standard Scenario**

*Audiences are aware that polio is a risk*

**Proactive Audience**

This positioning statement should inform how you communicate to audiences that need to know about nOPV2 (Proactive audiences). This includes FLWs, Health Professionals, Social Mobilizers, and Social Influencers. These audiences need to know about nOPV2 to help disseminate it and answer any questions from caregivers.

This positioning should be used to inform materials and outreach to these audiences only, nOPV2 should not be communicated widely in a proactive manner.
# Standard Scenario Positioning for Proactive Audiences

This positioning should be adapted by countries where audiences understand polio is still a risk.

<table>
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<tr>
<th>Positioning Element</th>
<th>Positioning</th>
<th>Rationale</th>
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<tbody>
<tr>
<td>Audience</td>
<td>To FLW, Health Professionals, Social Mobilizers, and Social Influencers</td>
<td>Type detracts from the novelty. OPV affiliates it with trusted vaccines. WHO and [country/community] government recommended builds connection to trusted group.</td>
</tr>
<tr>
<td>Product Category</td>
<td>nOPV2 is a type of WHO and [country/community] government recommended OPV</td>
<td></td>
</tr>
<tr>
<td>Core Value</td>
<td>That is best suited for the urgent need to continuously protect our [country/community] from polio</td>
<td>Urgent need provides a less controversial frame for EUL discussions. Protection focuses on the needs of caregivers.</td>
</tr>
</tbody>
</table>
| Reason to Believe   | Because:  
• OPVs in combination with other program activities have safely eradicated other polioviruses in our [country/community]  
• nOPV2 is specifically designed to provide protection from the only type of poliovirus that remains in our [country/community]  |  
• Highlighting progress frames past experiences as successful and can address confusion with cVDPVs.  
• Specifically designed differentiates this as a specific tool for a specific issue. |
nOPV2 Positioning: **Standard Scenario**

*Audiences are aware that polio is a risk*

**Reactive Audience**
This positioning statement should inform how you communicate to audiences that do not need to know about nOPV2 in detail (reactive audiences). This includes caregivers. Detailed information about nOPV2 or a ‘new’ vaccine may increase hesitancy.

This positioning should be used to inform materials and outreach to these audiences only, nOPV2 should not be communicated widely in a proactive manner.
This positioning should be adapted by countries where audiences understand polio is still a risk.

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<td>Polio drops are a health provider and social influencer recommended vaccination</td>
<td>• Polio drops focus on polio vaccination rather than nOPV2&lt;br&gt;• Health provider and social influencer recommended builds connection to trusted group&lt;br&gt;• Recommended vaccination addresses safety</td>
</tr>
<tr>
<td>Core Value</td>
<td>That are best suited for the urgent, continuous need to protect your child and our community from polio</td>
<td>• Urgent need provides less controversial frame to EUL&lt;br&gt;• Continuous need reminds caregivers that ongoing campaigns are needed – polio is still a threat</td>
</tr>
<tr>
<td>Reason to Believe</td>
<td>Because:&lt;br&gt;• Polio drops have successfully protected children from polio for decades, and continuous protection is needed&lt;br&gt;• Polio drops have safely eradicated other polioviruses in [country/community]&lt;br&gt;• [Other key, country specific messages based on KAP surveys]</td>
<td>• Highlighting progress frames past experiences as successful and can address confusion with cVDPVs.</td>
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nOPV2 Positioning: **Afro-Certification**

**Scenario**
Audiences may believe polio has been eradicated. There is confusion about the types or presence of polio among the key audiences.

**Proactive Audience**
This positioning statement should inform how you communicate to audiences that need to know about nOPV2 (Proactive audiences). This includes FLWs, Health Professionals, Social Mobilizers, and Social Influencers. These audiences need to know about nOPV2 to help disseminate it and answer any questions from caregivers.

This positioning should be used to inform materials and outreach to these audiences only, nOPV2 should not be communicated widely in a proactive manner.
**Afro-Certification Scenario for Proactive Audiences**

This scenario can be adapted by countries where there is **confusion** about the types or presence of polio among the key audiences. Audiences may believe polio has been eradicated.

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<td>That is best suited for the urgent need to protect children from the remaining type of poliovirus in our [country/community]</td>
<td>• Urgent need provides a less controversial frame for EUL discussions</td>
</tr>
<tr>
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<td></td>
<td>• Remaining type clarifies that polio is still a risk</td>
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<td></td>
<td>• Protection focuses on the needs of caregivers</td>
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<td><strong>Reason to Believe</strong></td>
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<td>• OPVs in combination with other program activities have safely eradicated other polioviruses in our [country/community]</td>
<td>• Specifically designed differentiates this as a specific tool for a specific issue</td>
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<tr>
<td></td>
<td>• nOPV2 is specifically designed to provide protection from the only type of poliovirus that remains in our [country/community]</td>
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nOPV2 Positioning: Afro-Certification

Scenario

Audiences may believe polio has been eradicated. There is confusion about the types or presence of polio among the key audiences.

Reactive Audience

This positioning statement should inform how you communicate to audiences that do not need to know about nOPV2 in detail (reactive audiences). This includes caregivers. Detailed information about nOPV2 or a ‘new’ vaccine may increase hesitancy.

This positioning should be used to inform materials and outreach to these audiences only, nOPV2 should not be communicated widely in a proactive manner.
Afro-Certification Scenario for **Reactive Audience**

This positioning should be adapted by countries where there is confusion about the types or presence of polio among the key audiences. Audiences may believe polio has been eradicated.

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<td><strong>Core Value</strong></td>
<td>That are best suited for the urgent, continuous need to protect your child and our community from the remaining type of poliovirus</td>
<td>• Urgent need provides less controversial frame to EUL&lt;br&gt;• Continuous need reminds caregivers that ongoing campaigns are needed – polio is still a threat&lt;br&gt;• Remaining type addresses potential perception that polio has been eradicate</td>
</tr>
<tr>
<td><strong>Reason to Believe</strong></td>
<td>Because:&lt;br&gt;• These drops target the remaining type of polio in [country/community]&lt;br&gt;• Polio drops have successfully protected children from polio for decades, and continuous protection is needed&lt;br&gt;• Polio drops have safely eradicated other polioviruses in [country/community]&lt;br&gt;• [Other key, country specific messages based on KAP surveys]</td>
<td>• Remaining type of polio in [country/community] emphasizes focus on specific need&lt;br&gt;• Highlighting progress frames past experiences as successful and can address confusion with cVDPVs.</td>
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</tbody>
</table>
nOPV2 Positioning: All Versions
<table>
<thead>
<tr>
<th>Standard Scenario: For countries where audiences understand polio is still a risk.</th>
<th>Afro-Certification Scenario: For countries where there is confusion about the types or presence of polio. Audiences may believe polio has been eradicated.</th>
</tr>
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| **Reason to Believe** | Because:  
- OPVs in combination with other program activities have safely eradicated other polioviruses in our [country/community]  
- nOPV2 is specifically designed to provide protection from the only type of poliovirus that remains in our [country/community] | Because:  
- Polio drops have successfully protected children from polio for decades, and continuous protection is needed  
- Polio drops have safely eradicated other polioviruses in [country/community]  
- [Other key, country specific messages based on KAP surveys] | Because:  
- OPVs in combination with other program activities have safely eradicated other polioviruses in our [country/community]  
- nOPV2 is specifically designed to provide protection from the only type of poliovirus that remains in our [country/community] | Because:  
- These drops target the remaining type of polio  
- Polio drops have successfully protected children from polio for decades, and continuous protection is needed  
- Polio drops have safely eradicated other polioviruses in [country/community]  
- [Other key, country specific messages based on KAP surveys] |
This section of the toolkit provides potential channels, messages, and considerations across the key communications moments of an audience's journey from awareness of nOPV2 to support and use of nOPV2.
Communications Launch Planning Tools

In the following pages, you will find nOPV2 Communication Launch Plans for key nOPV2 communication launch audiences.

These Communications Launch Planning Tools should be used to inform the development of your nOPV2 Behavioral Strategy.

The tools highlight potential channels, messages, and considerations across the key communications moments of an audience’s journey from awareness of nOPV2 to support and use of nOPV2.

Use these tools to help determine how and when you will communicate to audiences about nOPV2, as well as what to say. These tools can inform the development of Parts I and II of the nOPV2 Behavioral Strategy.
Communications Launch Plans: How to Use
How to Use: Communications Launch Plan

Journeys should be read **Left to Right by Column.** A sample path has been mapped on a journey below.

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The Launch Journeys have seven main components. They are organized by **Journey Stages** that each have a **Context** and a **Communications Objective,** that describes what communications should seek to achieve using the **Message Focus** and **Call to Action.** For each key moment, there are **Risks** that need to be taken into consideration and **Tactics** to carry out each part of the journey stage.

All journey elements are described in more detail on the following pages.
## Structure of a Launch Plan

### Launch Stage

Each launch plan will be divided into four, sequential stages. These stages illustrate the different phases of thought and action an audience goes through as they learn about nOPV2, form an opinion about nOPV2, and then support the implementation of nOPV2.

The stages all start with awareness and end with key behaviors we want audiences to engage in.

For example, the Proactive Launch Plan starts at the **Outbreak Awareness Stage** and ends with **Proactive and Reactive Support**.

<table>
<thead>
<tr>
<th>Context</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Program Ambassador (PA) awareness of nOPV2 for new or ongoing outbreaks</td>
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<table>
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<tr>
<th>Comms Objective</th>
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<td>Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.</td>
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<table>
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<th>Message Focus</th>
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<tbody>
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<td><strong>Urgency of Polio</strong></td>
</tr>
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<td>Learn more about the polio outbreak and polio vaccination by [action].</td>
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<table>
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<tr>
<th>Call to Action</th>
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<tbody>
<tr>
<td>• PA is not interested in learning more about nOPV2.</td>
</tr>
<tr>
<td>• PA does not or is unable to complete full training.</td>
</tr>
<tr>
<td>• PA finds conflicting information from different sources.</td>
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<table>
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<tr>
<th>Risks</th>
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<td>• Email or WhatsApp</td>
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<td>• Training Sessions/PA Meetings</td>
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<td>• Administrative Channels (How are PAs paid)</td>
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### Outbreak Awareness

- **Context**: Increase Program Ambassador (PA) awareness of nOPV2 for new or ongoing outbreaks
- **Comms Objective**: Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.
- **Message Focus**: Learn more about the polio outbreak and polio vaccination by [action].
- **Call to Action**:
  - PA is not interested in learning more about nOPV2.
  - PA does not or is unable to complete full training.
  - PA finds conflicting information from different sources.
- **Tactics**:
  - Email or WhatsApp
  - Letters from the polio program
  - Interpersonal outreach
  - Print/Digital Assets
  - Training Sessions/PA Meetings
  - Administrative Channels (How are PAs paid)
### Structure of a Launch Plan

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| Increase Program Ambassador (PA) awareness of nOPV2 for new or ongoing outbreaks | Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details. | Learn more about the polio outbreak and polio vaccination by [action]. | | | - PA is not interested in learning more about nOPV2.  
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- Email or WhatsApp  
- Letters from the polio program  
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- Print/Digital Assets  
- Training Sessions/PA Meetings  
- Administrative Channels (How are PAs paid) |

### Context

Each launch stage is accompanied by a corresponding context. Context describes what action the audience is undergoing at that stage when we communicate with them.

For example, the context at the Outbreak Awareness stage for the Proactive Launch Plan is **Program Ambassadors (PA) are unaware of the ongoing outbreak and/or the new polio program approach.**
<table>
<thead>
<tr>
<th>Structure of a Launch Plan</th>
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### Outbreak Awareness

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### Comms Objective

The **Communications** or **Comms Objective** at each stage sets the direction for the program’s contact with the desired audience.

For example, at the **Outbreak Awareness** stage of the Proactive Launch Journey, the objective is: *Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.*
## Structure of a Launch Plan

### Outbreak Awareness

**Context**

Increase Program Ambassador (PA) awareness of nOPV2 for new or ongoing outbreaks

**Comms Objective**

Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.

**Message Focus**

- **Urgency of Polio**
  
  Learn more about the polio outbreak and polio vaccination by [action].

**Call to Action**

- PA is not interested in learning more about nOPV2.
- PA does not or is unable to complete full training.
- PA finds conflicting information from different sources.

**Risks**

- Email or WhatsApp
- Letters from the polio program
- Interpersonal outreach
- Print/Digital Assets
- Training Sessions/PA Meetings
- Administrative Channels (How are PAs paid)

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**Message Focus**

Each Launch Stage also has a **Message Focus**.

These focuses correspond to existing messaging buckets that can be found in the [Messaging Document](#) and are detailed in the stage explanations in each section.
# Structure of a Launch Plan

## Outbreak Awareness

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<td>Learn more about the polio outbreak and polio vaccination by [action].</td>
<td>• PA is not interested in learning more about nOPV2. • PA does not or is unable to complete full training. • PA finds conflicting information from different sources.</td>
<td>• Email or WhatsApp • Letters from the polio program • Interpersonal outreach • Print/Digital Assets • Training Sessions/PA Meetings • Administrative Channels (How are PAs paid)</td>
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### Call to Action

A **Call to Action** is the action program staff need the audience to engage in to advance to the next stage in the launch plan.

For example, in the Reactive Launch plan, the **Outbreak Awareness** call to action encourages the audience to learn more about polio vaccination.
# Structure of a Launch Plan

## Outbreak Awareness

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<td>- PA finds conflicting information from different sources.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Email or WhatsApp</td>
</tr>
<tr>
<td>- Letters from the polio program</td>
</tr>
<tr>
<td>- Interpersonal outreach</td>
</tr>
<tr>
<td>- Print/Digital Assets</td>
</tr>
<tr>
<td>- Training Sessions/PA Meetings</td>
</tr>
<tr>
<td>- Administrative Channels (How are PAs paid)</td>
</tr>
</tbody>
</table>

At each Launch Stage there will also be **Risks** to not meeting the communications objective.

Each risk should be taken into consideration when adapting local plans and materials.
## Structure of a Launch Plan

### Outbreak Awareness

<table>
<thead>
<tr>
<th>Context</th>
<th>Comms Objective</th>
<th>Message Focus</th>
<th>Call to Action</th>
<th>Risks</th>
<th>Tactics</th>
</tr>
</thead>
</table>
| Increase Program Ambassador (PA) awareness of nOPV2 for new or ongoing outbreaks | Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details. | Learn more about the polio outbreak and polio vaccination by [action]. | • PA is not interested in learning more about nOPV2.  
• PA does not or is unable to complete full training.  
• PA finds conflicting information from different sources. | • Email or WhatsApp  
• Letters from the polio program  
• Interpersonal outreach  
• Print/Digital Assets  
• Training Sessions/PA Meetings  
• Administrative Channels (How are PAs paid) | The **Tactics** that are included at each stage are channels (in-person, digital, tangible, etc.) that can be used to reach the target audience. **Tactics** are dependent on Launch Stages, the Comms Objective, the Message Focus, and Call to Action. |
### Structure of a Launch Plan

**Comms Guidance**

For each stage of the Launch Plan we have included Adaptation Questions to further guide the development & customization of your communications plan.

Consider the Launch Plan in its entirety, then use these guidance slides to explore each stage further.
# nOPV2 Communications Launch Plan: nOPV2 Proactive Audiences

**Program Ambassador (PA) are unaware of the ongoing outbreak and/or the new polio program approach.**

**Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.**

## Context

### Outbreak Awareness

Program Ambassador (PA) are unaware of the ongoing outbreak and/or the new polio program approach.

### nOPV2 Consideration

The Program Ambassador (PA) considers the value, safety & trustworthiness of nOPV2.

### Proactive Support

Program Ambassador (PA) provides proactive support for polio vaccine when interacting with caregiver or peer (i.e., FLW offers polio vaccine to caregiver).

### Reactive Support

Program Ambassadors (PAs) address caregiver or peer concerns about nOPV2.

---

## Comms Objective

### Urgency of Polio

Learn more about the polio outbreak and polio vaccination by [action].

### Value, Safety, and Efficacy of nOPV2

- nOPV2 Proactive Audiences (Program Ambassadors, including Social Influencers, Health Professionals, Frontline Workers)
- Establish the safety & efficacy of nOPV2 through existing evidence.

### Call to Action

- Polio messaging does not resonate with PAs.
- PA is not interested in learning more about nOPV2.
- PA does not or is unable to access training.
- PA finds conflicting information from different sources.

- PA forms a negative opinion of nOPV2: it is not safe, not well tested, not effective, there is no need for further vaccination, polio is not a risk or a threat.
- PA does not complete training.
- Negative perception of polio program.

### Risks

- PA forms a negative opinion of nOPV2: it is not safe, not well tested, not effective, there is no need for further vaccination, polio is not a risk or a threat.
- PA does not complete training.
- Negative perception of polio program.

### Tactics

- Email or WhatsApp
- Letters from the polio program
- Interpersonal outreach
- Print/Digital Assets
- Training Sessions/PA Meetings
- Administrative Channels

---

### Proactive Peer Discussion Points (nOPV2)

Promote nOPV2 importance, safety, & value of polio vaccination.

### Reactive Peer Discussion Points (nOPV2)

- Stakeholder raises a concern about the polio program and the PA is unable to manage the concern.
- PA does not direct stakeholder to trusted resources for more information.

### Conversation Tools (nOPV2 focused)

- Educational nOPV2 resources (digital & print) such as objection handlers
- Discussion guide
- Leave behinds (polio vaccine focused)

---

**The first two stages of this launch plan focus on UNICEF’s direct communications with Program Ambassadors (PAs).**
### Outbreak Awareness
Program Ambassador (PA) are unaware of the ongoing outbreak and/or the new polio program approach.

### nOPV2 Consideration
The Program Ambassador (PA) considers the value, safety & trustworthiness of nOPV2.

### Proactive Support
Program Ambassador (PA) provides proactive support for polio vaccine when interacting with caregiver or peer (i.e. FLW offers polio vaccine to caregiver)

### Reactive Support
Program Ambassadors (PAs) addresses caregiver or peer concerns about nOPV2.

### Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.

### Establish the safety & efficacy of nOPV2 through existing evidence.

### Ensure continued support of polio program activities and engagement in key program behaviors such as vaccination.

### Address any caregiver, community, or other stakeholder nOPV2 concerns.

---

### Urgency of Polio
Value, Safety, and Efficacy of nOPV2

### Reactive Peer Discussion Points (nOPV2)

- PA provides incorrect or misleading information related to the Polio Program

### Proactive Peer Discussion Points (polio vaccination)

- PA provides proactive support for polio vaccine when interacting with caregiver or peer (i.e. FLW offers polio vaccine to caregiver)

### Risk Management

- Stakeholder raises a concern about the polio program and the PA is unable to manage the concern.
- PA does not direct stakeholder to trusted resources for more information.

### Conversation Tools (polio vaccine focused)

- Educational polio resources (digital & print) such as objection handlers
- Discussion guide

### Leave behinds (polio vaccine focused)

- Educational nOPV2 resources (digital & print) such as objection handlers
- Discussion guide

---

**nOPV2 Communications Launch Plan:**

**nOPV2 Proactive Audiences** (Program Ambassadors, including Social Influencers, Health Professionals, Frontline Workers)

<table>
<thead>
<tr>
<th>Context</th>
<th>Comms Objective</th>
<th>Message Focus</th>
<th>Call to Action</th>
<th>Risks</th>
<th>Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Urgency of Polio</td>
<td>Proactive Support</td>
<td>PA forms a negative opinion of nOPV2: it is not safe, not well tested, not effective, there is no need for further vaccination, polio is not a risk or a threat.</td>
<td>Email or WhatsApp, Letters from the polio program, Interpersonal outreach, Print/Digital Assets, Training Sessions/PA Meetings, Administrative Channels</td>
</tr>
<tr>
<td>Outbreak Awareness</td>
<td>nOPV2 Consideration</td>
<td>Value, Safety, and Efficacy of nOPV2</td>
<td>Proactive Support</td>
<td>PA considers the value, safety &amp; trustworthiness of nOPV2.</td>
<td>Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Reactive Support</td>
<td>PA does not complete training.</td>
<td>Letters from the polio program, Interpersonal outreach, Print/Digital Assets, Training Sessions/PA Meetings, Administrative Channels</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Proactive Support</td>
<td>PA addresses caregiver or peer concerns about nOPV2.</td>
<td>Phone, Email, WhatsApp, Letters from the polio program, Interpersonal outreach, Print/Digital Assets, Training Sessions/PA Meetings, Administrative Channels</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Reactive Support</td>
<td>PA does not address any other stakeholder nOPV2 concerns.</td>
<td>Phone, Email, WhatsApp, Letters from the polio program, Interpersonal outreach, Print/Digital Assets, Training Sessions/PA Meetings, Administrative Channels</td>
</tr>
</tbody>
</table>

---

The second two stages focus on informing PAs communications with their audiences or stakeholders (caregivers, etc.)
nOPV2 Communications Launch Plan: **nOPV2 Proactive Audiences** *(Program Ambassadors, including Social Influencers, Health Professionals, Frontline Workers)*

<table>
<thead>
<tr>
<th>Context</th>
<th>Outbreak Awareness</th>
<th>nOPV2 Consideration</th>
<th>Proactive Support</th>
<th>Reactive Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Ambassador (PA) are unaware of the ongoing outbreak and/or the new polio program approach.</td>
<td>Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.</td>
<td>The Program Ambassador (PA) considers the value, safety &amp; trustworthiness of nOPV2.</td>
<td>Program Ambassador (PA) provides proactive support for polio vaccine when interacting with caregiver or peer (i.e., FLW offers polio vaccine to caregiver).</td>
<td>Program Ambassadors (PAs) addresses caregiver or peer concerns about nOPV2.</td>
</tr>
<tr>
<td>Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.</td>
<td>Establish the safety &amp; efficacy of nOPV2 through existing evidence.</td>
<td>Establish the safety &amp; efficacy of nOPV2 through existing evidence.</td>
<td>Ensure continued support of polio program activities and engagement in key program behaviors such as vaccination.</td>
<td>Address any caregiver, community, or other stakeholder nOPV2 concerns.</td>
</tr>
</tbody>
</table>

**Comms Objective**

**Message Focus**

**Call to Action**

**Risks**

**Tactics**

<table>
<thead>
<tr>
<th>Outbreak Awareness</th>
<th>nOPV2 Consideration</th>
<th>Proactive Support</th>
<th>Reactive Support</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Urgency of Polio</strong></td>
<td><strong>Value, Safety, and Efficacy of nOPV2</strong></td>
<td><strong>Proactive Peer Discussion Points (polio vaccination)</strong></td>
<td><strong>Reactive Peer Discussion Points (nOPV2)</strong></td>
</tr>
<tr>
<td>Learn more about the polio outbreak and polio vaccination by [action].</td>
<td><strong>Promote nOPV2 importance, safety, &amp; value of polio vaccination.</strong></td>
<td><strong>Educate about nOPV2 importance, safety, &amp; value of polio vaccination.</strong></td>
<td></td>
</tr>
</tbody>
</table>

- Polio messaging does not resonate with PAs.
- PA is not interested in learning more about nOPV2.
- PA does not or is unable to access training.
- PA finds conflicting information from different sources.

- PA forms a negative opinion of nOPV2: it is not safe, not well tested, not effective, there is no need for further vaccination, polio is not a risk or a threat.
- PA does not complete training.
- Negative perception of polio program.

- PA provides incorrect or misleading information related to the Polio Program

**Conversation Tools (polio vaccine focused)**

- Educational polio resources (digital & print) such as objection handlers
- Discussion guide

**Leave behinds (polio vaccine focused)**

- Educational nOPV2 resources (digital & print) such as objection handlers
- Discussion guide

**Conversation Tools (nOPV2 focused)**

- Educational nOPV2 resources (digital & print) such as objection handlers
- Discussion guide
## Context
Program Ambassadors (PA) are unaware of the ongoing outbreak and/or the new polio program approach.

## Urgency of Polio
Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.

## Outbreak Awareness
Learn more about the polio outbreak and polio vaccination by [action].

### Risks
- Polio messaging does not resonate with PAs
- PA is not interested in learning more about nOPV2
- PA does not or is unable to access training
- PA finds conflicting information from different sources.

### Tactics
- Email/WhatsApp
- Letters from the polio program
- Interpersonal outreach
- Print/Digital Assets
- Training Sessions/PA Meetings
- Administrative Channels

### Outbreak Awareness Adaptation Questions
- What are the key nOPV2 launch milestones? *How does this affect PA communications and timing?*
- What are other potential sources of nOPV2 information in your country? *How will you monitor this?*
- What channels do you currently use to communicate with PAs? *How can you use these for nOPV2 launch outreach?*
- How successful has communication about training for PAs been in the past? *What do you need to change to ensure high attendance and reach?*
nOPV2 Communications Launch Plan: **nOPV2 Proactive Audiences** (Program Ambassadors, including Social Influencers, Health Professionals, Frontline Workers)

<table>
<thead>
<tr>
<th>Context</th>
<th>Polio &amp; Polio Vaccine Consideration</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Program Ambassador (PA) considers the value, safety &amp; trustworthiness of nOPV2.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Comms Objective</th>
<th>Establish the safety &amp; efficacy of nOPV2 through existing evidence.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Message Focus</th>
<th>Value of Polio Vaccination, Efficacy &amp; Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learn more about the polio outbreak and polio vaccination by [action].</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call to Action</th>
<th>• PA forms a negative opinion of nOPV2: it is not safe, not well tested, not effective, there is no need for further vaccination, polio is not a risk or a threat.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• PA does not complete training</td>
<td></td>
</tr>
<tr>
<td>• Negative perception of polio program</td>
<td></td>
</tr>
</tbody>
</table>

| Risks | |
|-------| |
| • Email/WhatsApp | |
| • Letters from the polio program | |
| • Interpersonal outreach | |
| • Print/Digital Assets | |
| • Training Sessions/PA Meetings | |
| • Administrative Channels | |

| Tactics | |
|--------| |
| **Polio & Polio Vaccine Consideration**: Adaptation Questions |
| • How successful have past PA trainings been? *How can we learn from these experiences and improve upon them?* |
| • Do PAs have preconceived or biased ideas regarding polio vaccination? *How can we address and change these biases?* |
| • What existing channels do PAs use to learn about polio and polio vaccination? *What do other health programs use to deliver detailed information?* |
| • How/where are PAs influenced by misinformation about polio and polio vaccination? *How can we prevent or rebut these experiences?* |
nOPV2 Communications Launch Plan: **nOPV2 Proactive Audiences** (Program Ambassadors, including Social Influencers, Health Professionals, Frontline Workers)

<table>
<thead>
<tr>
<th>Context</th>
<th>Program Ambassador (PA) provides proactive support for polio vaccine when interacting with caregiver or peer (i.e. FLW offers polio vaccine to caregiver)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comms Objective</td>
<td>Ensure continued support of polio program activities and engagement in key program behaviors.</td>
</tr>
<tr>
<td>Message Focus</td>
<td><strong>Proactive Peer Discussion Points (polio vaccination)</strong> Promote nOPV2 importance, safety, &amp; value of polio vaccination.</td>
</tr>
<tr>
<td>Call to Action</td>
<td></td>
</tr>
</tbody>
</table>
  - PA provides incorrect or misleading information related to the Polio Program |
| Risks | Conversation Tools (polio vaccine focused) 
  - Educational polio resources (digital & print) such as objection handlers 
  - Discussion guide 
| Tactics | Leave Behinds (polio vaccine focused) |
| **Caregiver Interactions Adaptation Questions** | 
  - What can PAs do to assist the polio program? How have they assisted in the past? 
  - When do PAs interact with caregivers? What can you provide them to assist with the promotion of polio programs in this moment? 
  - How can we encourage proactive promotion of nOPV2? What reminders and materials do PAs need? |
### Reactive Support

<table>
<thead>
<tr>
<th>Context</th>
<th>Program Ambassadors (PAs) address caregiver or peer concerns about nOPV2.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comms Objective</td>
<td>Address any caregiver, community, or other stakeholder nOPV2 concerns.</td>
</tr>
<tr>
<td>Reactive Peer Discussion Points (nOPV2)</td>
<td>Educate about the importance, safety, &amp; value of polio vaccination.</td>
</tr>
<tr>
<td>Call to Action</td>
<td>• Stakeholder raises a concern about the polio program and the PA is unable to manage the concern • PA does not direct stakeholder to trusted resources for more information.</td>
</tr>
<tr>
<td>Risks</td>
<td></td>
</tr>
<tr>
<td>Tactics</td>
<td>• Educational nOPV2 resources (digital &amp; print) such as objection handlers • Discussion guide</td>
</tr>
</tbody>
</table>

#### Reactive Support Adaptation Questions

- When/where do PAs interact with caregivers?
- How can we ensure PAs properly address concerns about polio that are raised? What materials or training can we provide to them?
- What knowledge or attitudinal barriers have caused difficulties with caregivers in the past? How have these evolved? How will this determine how you prepare PAs?
- What can you provide PAs to assist with the promotion of polio programs in this moment? How can you make it easier for them to answer caregiver questions about polio and polio vaccination?
nOPV2 Reactive Audience Communications Launch Plan
### nOPV2 Communications Launch Plan: **Reactive Audience** (Caregivers)

<table>
<thead>
<tr>
<th><strong>Context</strong></th>
<th><strong>Comms Objective</strong></th>
<th><strong>Message Focus</strong></th>
<th><strong>Call to Action</strong></th>
<th><strong>Risks</strong></th>
<th><strong>Tactics</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Outbreak Awareness</td>
<td>Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.</td>
<td>Urgency of Polio</td>
<td>Learn more about the polio outbreak and polio vaccination by [action].</td>
<td>• Polio messaging does not resonate with caregivers. • Caregiver is unable to access credible information about the outbreak or polio vaccination. • Caregiver trusts non-credible sources and influencers. • Caregiver does not trust polio program sources.</td>
<td>• Key Caregiver Influencers • Brochures and leave beinds • Program social page or website with resources • Sharable social posts • Posters and print materials in community clinics and other popular venues • Mass media (TV, Radio, OOH)</td>
</tr>
<tr>
<td>Polio Vaccine Consideration</td>
<td>Prior to a FLW visit, caregivers are subconsciously revaluating polio vaccination beliefs in response to their conversations and experiences.</td>
<td>Value of Polio Vaccination</td>
<td>Accept polio vaccination every time it is offered.</td>
<td>• Caregiver does not trust or has negative perceptions of FLW. • FLW does not properly address the concern or question.</td>
<td>• Key Caregiver Influencers • Relevant social media platforms • FLW-caregiver discussion • Print materials with FLW</td>
</tr>
<tr>
<td>FLW Interaction</td>
<td>When visited by a FLW, caregivers may question the risk of polio, polio vaccination, and the credibility of FLW.</td>
<td>Safety &amp; Efficacy of Polio Vaccination</td>
<td>• Caregiver provides incorrect or misleading information to a peer. • Caregiver does not feel comfortable sharing information about polio vaccination.</td>
<td>• FLW Trust Building • Key Caregiver Influencers • Relevant social media platforms • Safety and Efficacy • Key Caregiver influencers • FLW-caregiver discussion • Print materials with FLW</td>
<td></td>
</tr>
<tr>
<td>Peer Support</td>
<td>Caregivers are not motivated to share positive vaccination beliefs and experiences with peers.</td>
<td>Peer Discussion Points</td>
<td>Tell your family and friends about the importance of polio vaccination.</td>
<td>• Stickers/badges/other leave beinds • Sharable social posts • Community ambassadors</td>
<td></td>
</tr>
</tbody>
</table>

---

**Context:**
- Caregivers are unaware of a current polio outbreak or doubt the need for polio vaccination.
- Caregivers are subconsciously revaluating polio vaccination beliefs in response to their conversations and experiences.
- When visited by a FLW, caregivers may question the risk of polio, polio vaccination, and the credibility of FLW.

**Comms Objective:**
- Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.
- Establish the value of accepting polio vaccination every time it is offered.

**Message Focus:**
- Urgency of Polio
- Value of Polio Vaccination
- Safety & Efficacy of Polio Vaccination

**Call to Action:**
- Learn more about the polio outbreak and polio vaccination by [action].
- Accept polio vaccination every time it is offered.

**Risks:**
- • Polio messaging does not resonate with caregivers.
- • Caregiver is unable to access credible information about the outbreak or polio vaccination.
- • Caregiver trusts non-credible sources and influencers.
- • Caregiver does not trust polio program sources.
- • Caregiver does not trust or has negative perceptions of FLW.
- • FLW does not properly address the concern or question.

**Tactics:**
- • Key Caregiver Influencers
- • Brochures and leave beinds
- • Program social page or website with resources
- • Sharable social posts
- • Posters and print materials in community clinics and other popular venues
- • Mass media (TV, Radio, OOH)
- • Key Caregiver Influencers
- • Relevant social media platforms
- • FLW-caregiver discussion
- • Print materials with FLW
- • Stickers/badges/other leave beinds
- • Sharable social posts
- • Community ambassadors

---

**Peer Support:**
- Caregivers are not motivated to share positive vaccination beliefs and experiences with peers.
- Enable and motivate caregivers to share information about polio vaccination.
- Tell your family and friends about the importance of polio vaccination.
### Outbreak Awareness

**Context**

Caregivers are unaware of a current polio outbreak or doubt the need for polio vaccination.

**Comms Objective**

Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.

**Message Focus**

**Urgency of Polio**

Learn more about the polio outbreak and polio vaccination by [action].

**Call to Action**

- Polio messaging does not resonate with caregivers.
- Caregiver is unable to access credible information about the outbreak or polio vaccination.
- Caregiver trusts non-credible sources and influencers.
- Caregiver does not trust polio program sources.

### Outbreak Awareness Adaptation Questions

- What are key nOPV2 launch milestones? Will any of these milestones impact or reach caregivers?
- What are potential sources of nOPV2 information in your country? How will you monitor this?
- What channels do you currently use to raise awareness of polio with caregivers? How can you use these to communicate the urgent need to end the current/new polio outbreak?

### Tactics

- Key Caregiver Influencers
- Brochures and leave behinds
- Program social page or website with resources
- Sharable social posts
- Posters and print materials in community clinics and other popular venues
- Mass media (TV, Radio, OOH)
### Polio Vaccine Consideration

Prior to a FLW visit, caregivers are subconsciously reevaluating polio vaccination beliefs in response to their conversations and experiences.

### Value of Polio Vaccination

Accept polio vaccination every time it is offered.

### Comms Objective

Establish the value of accepting polio vaccination every time it is offered.

### Message Focus

- Polio messaging does not resonate with caregivers.
- Caregiver is unable to access credible information about the outbreak or polio vaccination.
- Caregiver trusts non-credible sources and influencers.
- Caregiver does not trust polio program sources.

### Call to Action

- Key Caregiver Influencers
- Brochures and leave behinds
- Program social page or website with resources
- Sharable social posts
- Posters and print materials in community clinics and other popular venues
- Mass media (TV, Radio, OOH)

### Risks

- What existing channels are used to educate caregivers about polio and polio vaccination? What do other health programs use to deliver detailed information?
- What key influencers would need to be trained before disseminating detailed information about the outbreak and polio vaccination to caregivers? Who in the community has assisted with polio programs in the past?
- What knowledge or attitudinal barriers have caused refusals in the past? How have these evolved since the last KAP survey?
### FLW Interaction

**Context**
When visited by a FLW, caregivers may question the risk of polio, polio vaccination, and the credibility of FLW.

**Comms Objective**
Minimize barriers to caregiver acceptance of OPV and build trust in FLW.

**Message Focus**
**Safety & Efficacy of Polio Vaccination**
Accept polio vaccination every time it is offered.

**Call to Action**
- Caregiver does not trust or has negative perceptions of FLW.
- FLW does not properly address the concern or question.

**Risks**
- What existing structural, attitudinal, and behavioral barriers have resulted in vaccination gaps? How have these evolved since the start of COVID-19?
- What work has been done to build trust and goodwill for FLW? What is the current perception of FLW?
- What are the EUL informed consent requirements in your country?
- What FLW training needs to be planned?

**Tactics**
- Key Caregiver Influencers
- Relevant social media platforms

**Safety and Efficacy**
- Key Caregiver influencers
- FLW-caregiver discussion
- Print materials with FLW
Peer Support

**Context**
Caregivers are not motivated to share positive vaccination beliefs and experiences with peers.

**Comms Objective**
Enable and motivate caregivers to share information about polio vaccination.

**Message Focus**

**Call to Action**
Tell your family and friends about the importance of polio vaccination.

**Risks**
- Caregiver provides incorrect or misleading information to a peer.
- Caregiver does not feel comfortable sharing information about polio vaccination

**Tactics**
- Stickers/badges/other leave behinds
- Sharable social posts
- Community ambassadors

---

Peer Support Adaptation Questions

- How is information spread within the community? *How can you develop shareable content for these channels?*
- How do you track vaccination with each caregiver? *How can you help them show their support of polio vaccination?*
- What do FLWs leave behind with caregivers after acceptance? *How can you encourage caregivers to share materials with each other?*
nOPV2 Key Messaging
Audience-Specific Messaging

The following pages contain key messages for use when communicating with audiences in a C4D context about the launch of nOPV2 at each phase of the launch plan.

Messages are included for two nOPV2 launch scenarios.

- **Standard Scenario** (pages 50-57): audiences are aware that polio is a risk
- **Afro-Certification Scenario** (pages 58-65): Audiences may believe polio has been eradicated. There is confusion about the types or presence of polio among the key audiences.

For each launch scenario, messages are included for proactive and reactive audiences.

- **Proactive**: Program Ambassadors, including Social Influencers, Health Professionals, Frontline Workers
- **Reactive**: Caregivers
nOPV2 Proactive Audience Messaging
Program Ambassadors, including Social Influencers, Health Professionals, Frontline Workers

<table>
<thead>
<tr>
<th>Phase</th>
<th>Message Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outbreak Awareness</td>
<td>Urgency of Polio</td>
</tr>
<tr>
<td>nOPV2 Consideration</td>
<td>Value, Safety, and Efficacy of nOPV2</td>
</tr>
<tr>
<td>Proactive Support</td>
<td>Proactive Peer Discussion Points (polio vaccination)</td>
</tr>
<tr>
<td>Reactive Support</td>
<td>Reactive Peer Discussion Points (nOPV2)</td>
</tr>
</tbody>
</table>

See slides 49 and 50

See GEPI Polio Message Bank

See reactive audience messaging (slides 52-55)
Core Messaging: Urgency of Polio (Proactive Audience)

Standard Scenario

- Polio is still a risk for children in [country/community].
  - There is a polio outbreak. If this outbreak is not contained, it can have larger negative effect on more children and the neighboring countries.
Core Messaging: Value, Safety, and Efficacy of nOPV2 (Proactive Audience)

Standard Scenario

Value
- nOPV2 is a safe and effective type of OPV to better protect children in [country/community] from polio now.
  - The WHO and [country/community] government recommend nOPV2 because it can provide stronger, continuous protection against polio, which is urgently needed here.
- nOPV2 is a safe type of OPV that can effectively contain the current outbreak of polio, if enough children are reached with the vaccine.

Efficacy
- nOPV2 is clinically shown to effectively protect children from polio.
- Success in vaccination programs is dependent on a high vaccination coverage rate. nOPV2 directly protects vaccinated individuals and consequently the whole community.

Safety
- nOPV2 is clinically shown to be a safe option for polio vaccination.
- nOPV2 has a similar safety profile to other OPVs used in [country/community].
- Management and safety of the polio vaccine is closely monitored by [community/country] government and WHO.
Standard Scenario

nOPV2 Reactive Audience Messaging
Caregivers

Phase
Outbreak Awareness
Polio Vaccine Consideration
FLW Interaction
Peer Support

Message Focus
Urgency of Polio
Value of Polio Vaccination
Safety & Efficacy of Polio Vaccination
Peer Discussion Points
Core Messaging: Urgency of Polio (Reactive Audience)

Standard Scenario

- Polio is still a risk for children in [country/community].
  - There is a polio outbreak. There is a risk of further spread of the virus.
  - Polio is very dangerous and highly infectious. It can cause paralysis and in some cases, it can cause death.
Core Messaging: Value of Polio Vaccination (Reactive Audience)

Standard Scenario

- Polio drops are safe and the most effective way to protect children from polio when there is an outbreak. Continuous vaccination is needed to keep your child polio free.
  - Polio drops are recommended by health providers and [insert social influencer groups] to keep children safe from polio.
  - Polio drops have successfully protected children from polio for decades.
- There is no cure for polio. The only way to protect your children against polio is to vaccinate them with multiple doses of the vaccine whenever a vaccinator gives a vaccine.
Core Messaging: Safety and Efficacy of Polio Vaccination

Standard Scenario

Safety
- Polio drops are shown to be the safest way to protect your child from polio.
  - Millions of doses of polio drops have been administered throughout the world and saved millions of children from paralysis.
  - Health providers and [insert social influencer groups] recommend this polio drop because it is safe and effective.
  - Vaccines, like any medicine, can have side effects. Most children who get the polio vaccine have no side effects. When side effects do occur, they are usually mild.

Efficacy
- Polio drops are the most effective way to protect your child from polio.
  - Polio drops have protected millions of children around the world from polio.
  - Polio disease has no cure. Polio drops prevent polio disease and are the health provider and [insert social influencer groups] recommended barrier between your child and polio.
## Core Messaging: Peer Discussion Points (Reactive Audience)

### Standard Scenario

Explain to friends, neighbors, and family members that:

- Polio is still a risk in [country/community].
- Polio drops are the most effective way to protect your child from polio.
- The polio vaccine is most effective with multiple doses.
- Polio drops are a safe way to protect your child from polio.
**Afro-Certification Scenario**

**nOPV2 Proactive Audience Messaging**

*Program Ambassadors, including Social Influencers, Health Professionals, Frontline Workers*

- **Phase**
  - Outbreak Awareness
  - nOPV2 Consideration
  - Proactive Support
  - Reactive Support

- **Message Focus**
  - Urgency of Polio
  - Value, Safety, and Efficacy of nOPV2
  - Proactive Peer Discussion Points (polio vaccination)
  - Reactive Peer Discussion Points (nOPV2)

See slides 59 and 60

See [GEPI Polio Message Bank](#)

See reactive audience messaging (slides 61-65)
Core Messaging: Urgency of Polio (Proactive Audience)

Afro-Certification Scenario

- Polio is still a risk for children in [country/community].
  - There is an outbreak of the remaining type of polio. If this outbreak is not contained, it can have a larger negative effect on more children and the neighboring countries.
- We have made significant strides in eradicating certain types of polio in [community/country]. Continued effort and participation of parents is needed to eradicate the remaining type.
Core Messaging: Value, Safety, and Efficacy of nOPV2 (Proactive Audience)

Afro-Certification Scenario

Value
• nOPV2 is a safe and effective type of OPV to protect children in [country/community] from the remaining type of polio now.
  • The WHO and [country/community] government recommend nOPV2 because it can provide continuous, urgently needed protection against the remaining type of poliovirus.
• nOPV2 is a safe type of OPV that can effectively contain the current outbreak of the remaining type of polio in [country/community], if enough children are reached with the vaccine.

Efficacy
• nOPV2 is clinically shown to effectively protect children from the remaining type of poliovirus.
• Success in vaccination programs is dependent on a high vaccination coverage rate. nOPV2 directly protects the vaccinated individuals and consequently the whole community.

Safety
• nOPV2 is clinically shown to be a safe option for vaccination against the remaining type of polio.
• nOPV2 has a similar safety profile to other OPVs used in this [country/community].
• Management and safety of the polio vaccine is closely monitored by [community/country] government and WHO.
<table>
<thead>
<tr>
<th>Phase</th>
<th>Message Focus</th>
<th>Outbreak Awareness</th>
<th>Polio Vaccine Consideration</th>
<th>FLW Interaction</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Urgency of Polio</td>
<td>Value of Polio Vaccination</td>
<td>Safety &amp; Efficacy of Polio Vaccination</td>
<td>Peer Discussion Points</td>
</tr>
</tbody>
</table>
Core Messaging: Urgency of Polio (Reactive Audience)

Afro-Certification Scenario

- One type of polio remains in [country/community], and children are at risk.
  - There is a polio outbreak. There is a risk of further spread of the virus.
  - Polio is very dangerous and highly infectious. It can cause paralysis and in some cases, it can cause death.
  - Other types of poliovirus have been eradicated in [country/community], but one type remains that puts children at risk.
## Core Messaging: Value of Polio Vaccination *(Reactive Audience)*

### Afro-Certification Scenario

- One type of Polio remains in [country/community], and children are at risk.
  - Polio drops are safe and the most effective way to protect children from polio when there is an outbreak. Continuous vaccination is needed to keep your child polio-free.
  - Polio drops are recommended by health providers and [insert social influencer groups] to keep children safe.
  - Polio drops have successfully protected children from polio for decades.
  - Polio drops have successfully eradicated other polioviruses in [country/community]. These drops will help protect your child from the type of polio that remains in [country/community].
- There is no cure for polio. The only way to protect your children against polio is to vaccinate them with multiple doses of the vaccine whenever a vaccinator gives a vaccine.
Core Messaging: Safety and Efficacy of Polio Vaccination (Reactive Audience)

Afro-Certification Scenario

Safety
- Polio drops are shown to be the safest way to protect your child from the remaining type of polio.
  - Millions of doses of polio drops have been administered throughout the world and saved millions of children from paralysis.
  - Health providers and [insert social influencer groups] recommend this polio drop because it is shown to be safe and effective.
  - Vaccines, like any medicine, can have side effects. Most children who get the polio vaccine have no side effects. When side effects do occur, they are usually mild.

Efficacy
- Polio drops are the most effective way to protect your child from the remaining type of polio.
  - Polio drops have protected millions of children around the world from polio.
  - Polio disease has no cure. Polio drops prevent disease and are the health provider and [insert social influencer groups] recommended barrier between your child and the remaining type of polio.
Core Messaging: Peer Discussion Points (Reactive Audience)

Afro-Certification Scenario

Explain to friends, neighbors, and family members that:

• Polio is still a risk in [country/community].
• There is a type of polio that is still a risk to children in [country/community].
• Polio drops are the most effective way to protect your child from the remaining type of polio.
• Polio drops are the safest way to protect your child from the remaining type of polio.
Thank You
## Communications Materials Reference Table

Several materials are being provided to help countries communicate about nOPV2. **These materials are designed to be used together to fulfill the Advocacy, Communications and Social Mobilization (ACSM) components of nOPV2 readiness checklist.**

<table>
<thead>
<tr>
<th>Material</th>
<th>Use Case</th>
<th>Synergies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioral Strategy to Prepare and Respond to cVDPV/nOPV</td>
<td>Develop a comprehensive communications plan for nOPV2 rollout.</td>
<td>Communications planning: ACSM Requirements G1 (Advocacy Strategy), G2 (C4D Action Plan)</td>
</tr>
<tr>
<td>nOPV2 Introduction Crisis Communications Planning Toolkit</td>
<td>Build a crisis communications plan that helps you 1) prepare for a crisis, 2) assess when an issue becomes a crisis and 3) appropriately respond to a crisis</td>
<td>Crisis Communications Planning ACSM Requirement G3 (Crisis Communications Plan): 1) building a crisis team, 2) crisis communications channels, 3) spokesperson identification, 4) after the crisis</td>
</tr>
<tr>
<td>Vaccine Related Event (VRE) plan</td>
<td>Assess, prepare, and respond to VREs</td>
<td>Issues mitigation for VRE, AEFI. Should be used before issue becomes a crisis. Vaccine safety staff to be included in VRE-related crisis response.</td>
</tr>
</tbody>
</table>