nOPV2 Introduction

Communications Toolkit

POLIO GLOBAL ERADICATION INITIATIVE // McCANN GLOBAL HEALTH

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".

nOPV2 Proactive Audiences	nOPV2 Reactive Audiences
Will receive information about nOPV2 without prompt or request.	*Will receive standard polio messaging. nOPV2 messaging will **only** be shared upon request.*

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.

nOPV2 Proactive

Program Ambassadors, including FLWs, Health Professionals, Social Mobilizers, and Social Influencers

Desired Actions for Proactive Audiences:

- Promote and facilitate the polio program activities

- Support nOPV2 when promoted by other stakeholders

Proactive nOPV2 Communication

nOPV2 Reactive

Caregivers

Desired Actions for Reactive Audiences:

- Accept polio vaccination every time it is offered

- Support polio vaccination when promoted by peers

Proactive Polio Vaccination Communication

Reactive nOPV2 communication

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.

Positioning Element	Positioning	Rationale
Audience	To **FLW, Health Professionals, Social Mobilizers, and Social Influencers**	
Product Category	nOPV2 is a type of WHO and [country/community] government recommended OPV	• Type detracts from the novelty. OPV affiliates it with trusted vaccines • WHO and [country/community] government recommended builds connection to trusted group
Core Value	That is best suited for the urgent need to continuously protect our [country/community] from polio	• Urgent need provides a less controversial frame for EUL discussions. • Protection focuses on the needs of caregivers
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.

Standard Scenario Positioning for Reactive Audience

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

Positioning Element	Positioning	Rationale
Audience	To **Caregivers**	
Product Category	Polio drops are a health provider and social influencer recommended vaccination	• Polio drops focus on polio vaccination rather than nOPV2 • Health provider and social influencer recommended builds connection to trusted group • Recommended vaccination addresses safety
Core Value	That are best suited for the urgent, continuous need to protect your child and our community from polio	• Urgent need provides less controversial frame to EUL • Continuous need reminds caregivers that ongoing campaigns are needed – polio is still a threat
Reason to Believe	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]	• Highlighting progress frames past experiences as successful and can address confusion with cVDPVs.

nOPV2 Positioning: <mark>Afro-Certification Scenario</mark>

Audiences may believe polio has been eradicated. There <u>is confusion</u> 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 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.*

Positioning Element	Positioning	Rationale
Audience	To **FLW, Health Professionals, Social Mobilizers, and Social Influencers**	
Product Category	nOPV2 is a type of WHO and [country/community] government recommended OPV	• Type detracts from the novelty. OPV affiliates it with trusted vaccines • WHO and [country/community] government recommended builds connection to trusted group
Core Value	That is best suited for the urgent need to protect children from the remaining type of poliovirus in our [country/community]	• Urgent need provides a less controversial frame for EUL discussions • Remaining type clarifies that polio is still a risk • Protection focuses on the needs of caregivers
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: <mark>Afro-Certification Scenario</mark>

Audiences may believe polio has been eradicated. There <u>is confusion</u> 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*

Positioning Element	Positioning	Rationale
Audience	To **Caregivers**	
Product Category	Polio drops are a health provider and social influencer recommended vaccination	• Polio drops focus on polio vaccination rather than nOPV2 • Health provider and social influencer recommended builds connection to trusted group • Recommended vaccination addresses safety
Core Value	That are best suited for the urgent, continuous need to protect your child and our community from the remaining type of poliovirus	• Urgent need provides less controversial frame to EUL • Continuous need reminds caregivers that ongoing campaigns are needed – polio is still a threat • Remaining type addresses potential perception that polio has been eradicate
Reason to Believe	Because: • These drops target the remaining type of polio in [country/community] • 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]	• Remaining type of polio in [country/community] emphasizes focus on specific need • Highlighting progress frames past experiences as successful and can address confusion with cVDPVs.

nOPV2 Positioning: All Versions

	Standard Scenario: For countries where audiences understand polio is still a risk.		Afro-Certification Scenario: For countries where there is confusion about the types or presence of polio. Audiences may believe polio has been eradicated.	
Audience	To FLW, Health Professionals, Social Mobilizers, and Social Influencers	To Caregivers	To FLW, Health Professionals, Social Mobilizers, and Social Influencers	To Caregivers
Product Category	nOPV2 is a type of WHO and [country/community] government recommended OPV	Polio drops are a health provider and social influencer recommended vaccination	nOPV2 is a type of WHO and [country/community] government recommended OPV	Polio drops are a health provider and social influencer recommended vaccination
Core Value	That is best suited for the urgent need to continuously protect our [country/community] from polio	That are best suited for the urgent, continuous need to protect your child and our community from polio	That is best suited for the urgent need to protect children from the remaining type of poliovirus in our [country/community]	That are best suited for the urgent, continuous need to protect your child and our community from the remaining type of poliovirus
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

Communications Launch Plans

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.

nOPV2 Communications Launch Plan: Reactive Polio Vaccination Comms (Social Influencers, Health Professionals, Frontline Workers)
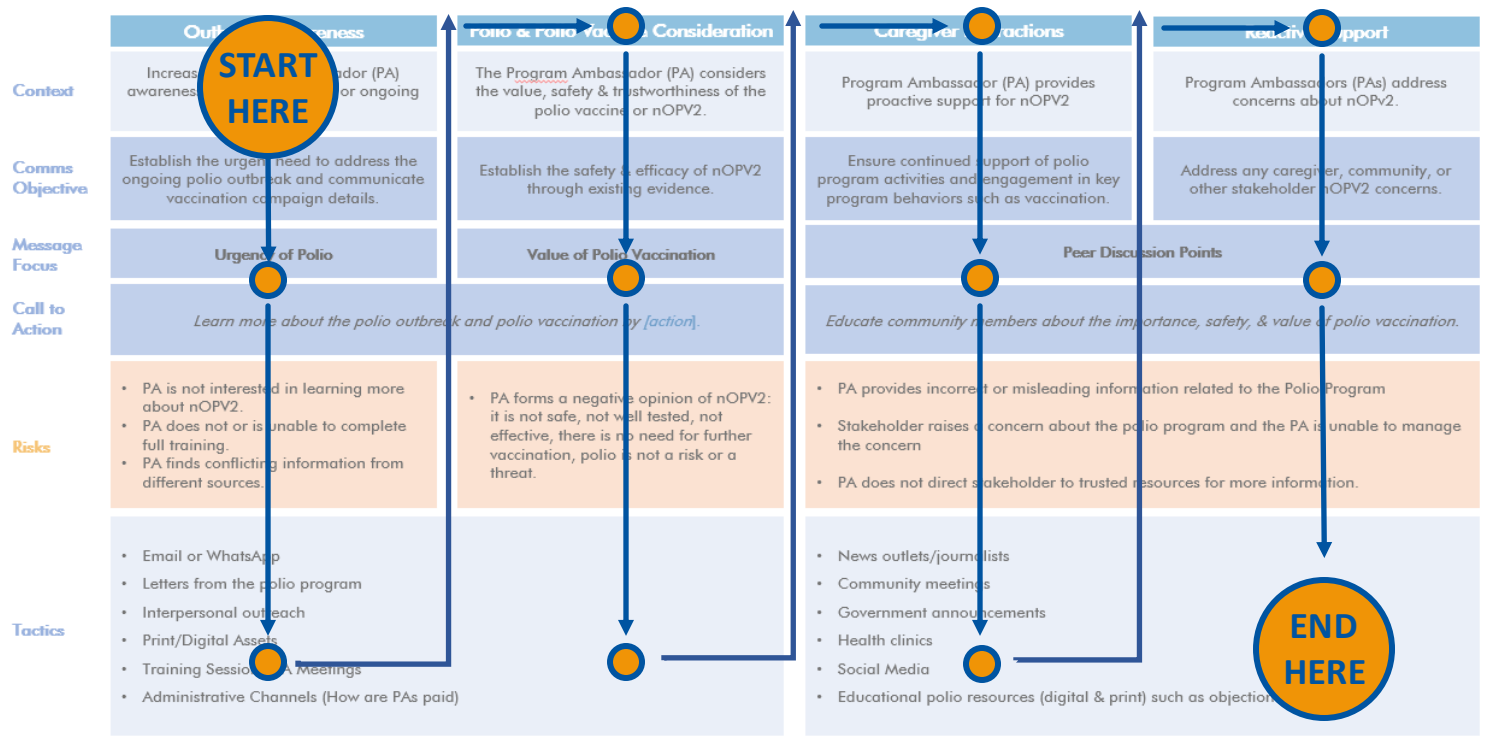
The Launch Journeys have seven main components.

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

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

Call to Action

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

Risks

- 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
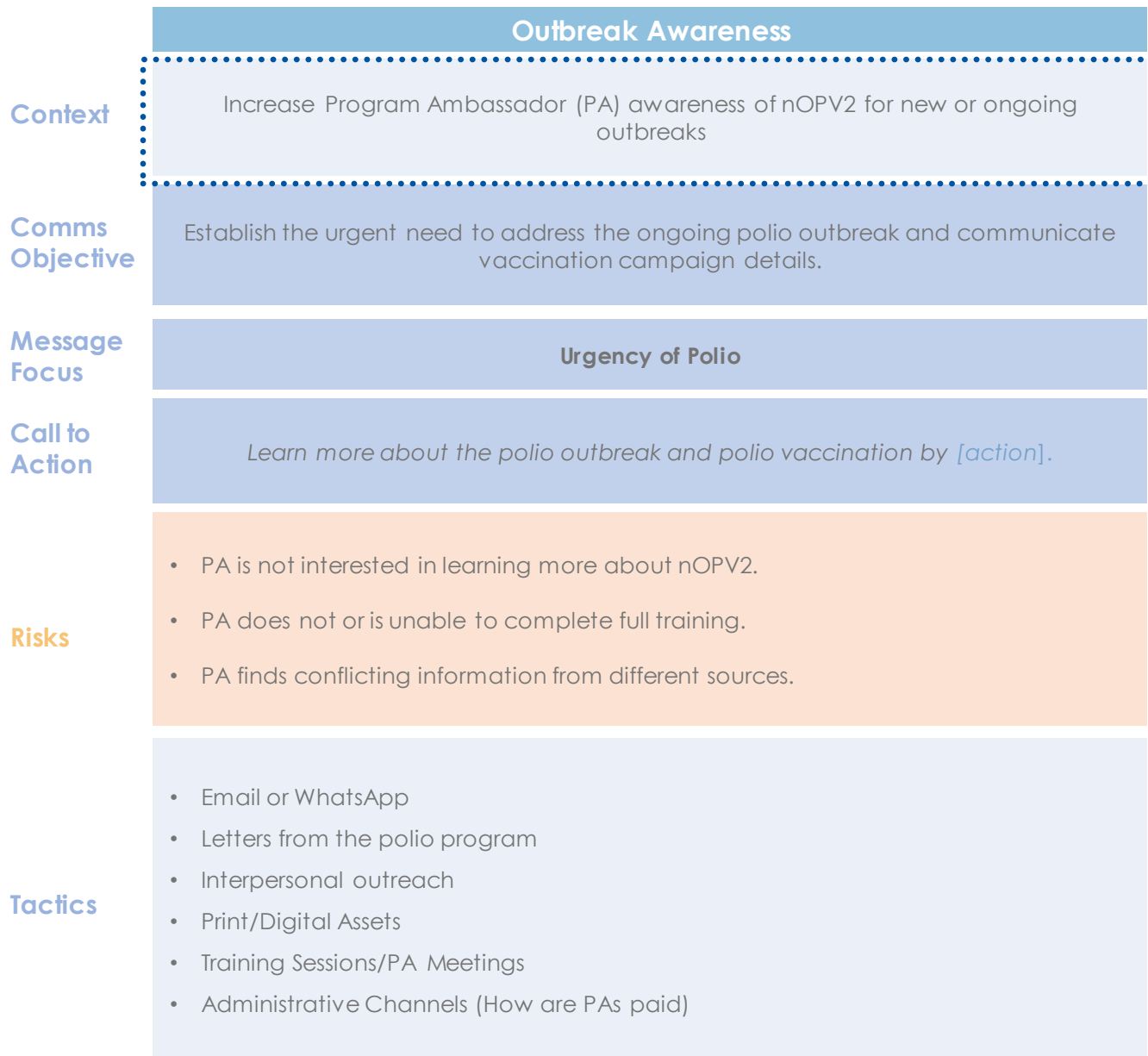- Training Sessions/PA Meetings
- Administrative Channels (How are PAs paid)

Each launch plan will be divided in 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.**

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
Call to Action	*Learn more about the polio outbreak and polio vaccination by [action].*
Risks	• 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)

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.**

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
Call to Action	*Learn more about the polio outbreak and polio vaccination by [action].*
Risks	• 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)

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
Call to Action	*Learn more about the polio outbreak and polio vaccination by [action].*
Risks	• 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)

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
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
Call to Action — *Learn more about the polio outbreak and polio vaccination by [action].*

Risks

- 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)

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.
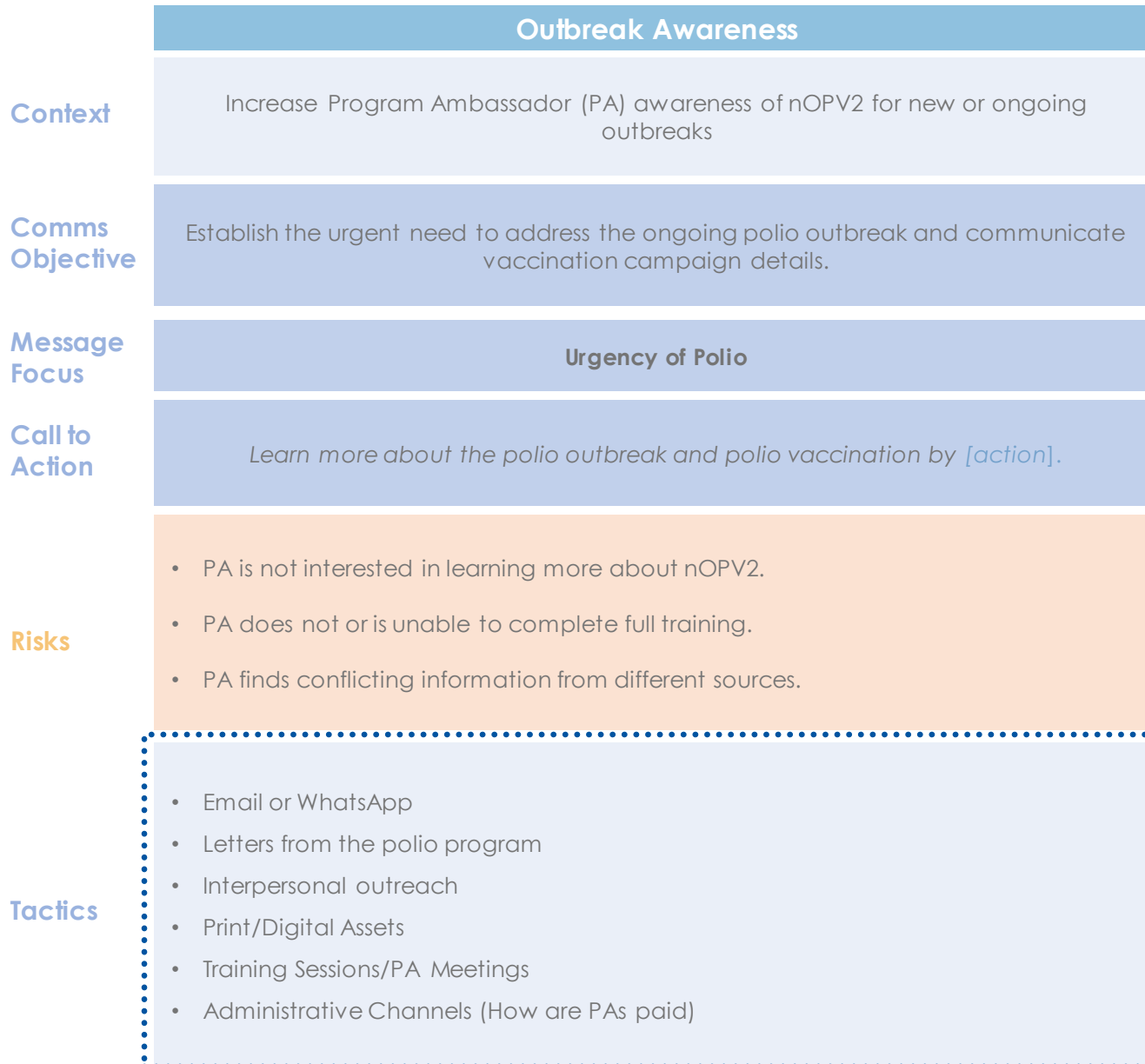
Structure of a Launch Plan

	Outbreak Awareness
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**
Call to Action	*Learn more about the polio outbreak and polio vaccination by [action].*
Risks	• 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)

Risks

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
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
Call to Action	*Learn more about the polio outbreak and polio vaccination by [action].*
Risks	• 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)

Tactics

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

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

	Outbreak Awareness
Context	Program Ambassadors (PA) are unaware of the ongoing outbreak and/or the new polio program approach.
Comms Objective	Establish the urgent need to address the ongoing polio outbreak and communicate vaccination campaign details.
Message Focus	Urgency of Polio
Call to Action	*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 or 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 ad reach?*

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 Ambassadors, including Social Influencers, Health Professionals, Frontline Workers)

	Outbreak Awareness	nOPV2 Consideration	Proactive Support	Reactive Support
Context	Program Ambassador (PA) are unaware of the ongoing outbreak and/or the new polio program approach.	The Program Ambassador (PA) considers the value, safety & trustworthiness of nOPV2.	Program Ambassador (PA) provides proactive support for polio vaccine when interacting with caregiver or peer (i.e. FLW offers polio vaccine to caregiver)	Program Ambassadors (PAs) addresses caregiver or peer concerns about nOPV2.
Comms Objective	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.
Message Focus	**Urgency of Polio**	**Value, Safety, and Efficacy of nOPV2**	**Proactive Peer Discussion Points (polio vaccine...**	**Reactive Peer Discussion Points (nOPV2)**
Call to Action	*Learn more about the polio outbreak and polio vaccination by [action].*		*Promote nOPV2... value of p...*	*...portance, ...ccination.*
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.	• 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 in... information re... Program	...ern about ...e PA is ...concern. ...older to ...e
Tactics	• Email or WhatsApp • Letters from the polio program • Interpersonal outreach • Print/Digital Assets • Training Sessions/PA Meetings • Administrative Channels		**Conversation Tools (polio vaccine focused)** • Educational polio resources (digital & print) such as objection handlers • Discussion guide **Leave behinds (polio vaccine focused)**	**Conversation Tools (nOPV2 focused)** • Educational nOPV2 resources (digital & print) such as objection handlers • Discussion guide

The first two stages of this launch plan focus on UNICEF's direct communications with Program Ambassadors (PAs)

nOPV2 Communications Launch Plan: nOPV2 Proactive Audiences (Program Ambassadors, including Social Influencers, Health Professionals, Frontline Workers)

	Outbreak Awareness	nOPV2 Consideration	Proactive Support	Reactive Support
Context	Program Ambassador (PA) are unaware of of the ongoing outbreak and/or the new polio program approach.	The Program Ambassador (PA) considers the value, safety & trustworthiness of nOPV2.	Program Ambassador (PA) provides proactive support for polio vaccine when interacting with caregiver or peer (i.e. FLW offers polio vaccine to caregiver)	Program Ambassadors (PAs) addresses caregiver or peer concerns about nOPv2.
Comms Objective	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.
Message Focus	Urgency of Polio	Value, Safety, and Efficacy of nOPV2	**Proactive Peer Discussion Points (polio vaccination)**	**Reactive Peer Discussion Points (nOPV2)**
Call to Action	*L... ...on by [action].*		*Promote nOPV2 importance, safety, & value of polio vaccination.*	*Educate about nOPV2 importance, safety, & value of polio vaccination.*
Risks	• Polio... with l... • PA is... abou... • PA d... train... • PA fir... different sources.	...ative opinion of ...afe, not well tested, ...ere is no need for ...ion, polio is not a risk ...mplete training. ...otion of polio program.	• PA provides incorrect or misleading information related to the Polio Program	• 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.
Tactics	• Email or WhatsApp • Letters from the polio program • Interpersonal outreach • Print/Digital Assets • Training Sessions/PA Meetings • Administrative Channels		**Conversation Tools (polio vaccine focused)** • Educational polio resources (digital & print) such as objection handlers • Discussion guide **Leave behinds (polio vaccine focused)**	**Conversation Tools (nOPV2 focused)** • Educational nOPV2 resources (digital & print) such as objection handlers • Discussion guide

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)

	Outbreak Awareness	nOPV2 Consideration	Proactive Support	Reactive Support
Context	Program Ambassador (PA) are unaware of the ongoing outbreak and/or the new polio program approach.	The Program Ambassador (PA) considers the value, safety & trustworthiness of nOPV2.	Program Ambassador (PA) provides proactive support for polio vaccine when interacting with caregiver or peer (i.e. FLW offers polio vaccine to caregiver)	Program Ambassadors (PAs) addresses caregiver or peer concerns about nOPv2.
Comms Objective	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.
Message Focus	**Urgency of Polio**	**Value, Safety, and Efficacy of nOPV2**	**Proactive Peer Discussion Points (polio vaccination)**	**Reactive Peer Discussion Points (nOPV2)**
Call to Action	*Learn more about the polio outbreak and polio vaccination by [action].*		*Promote nOPV2 importance, safety, & value of polio vaccination.*	*Educate about nOPV2 importance, safety, & value of polio vaccination.*
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.	• 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	• 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.
Tactics	• Email/WhatsApp • Letters from the polio program • Interpersonal outreach • Print/Digital Assets • Training Sessions/PA Meetings • Administrative Channels		**Conversation Tools (polio vaccine focused)** • Educational polio resources (digital & print) such as objection handlers • Discussion guide **Leave behinds (polio vaccine focused)**	**Conversation Tools (nOPV2 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)

Outbreak Awareness

Context

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

Comms Objective

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

Message Focus

Urgency of Polio

Call to Action

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 ad reach?*

nOPV2 Communications Launch Plan: nOPV2 Proactive Audiences (Program Ambassadors, including Social Influencers, Health Professionals, Frontline Workers)

Polio & Polio Vaccine Consideration

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

Comms Objective
Establish the safety & efficacy of nOPV2 through existing evidence.

Message Focus
Value of Polio Vaccination, Efficacy & Safety

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

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

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)

Proactive Support

Context

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

Comms Objective

Ensure continued support of polio program activities and engagement in key program behaviors.

Message Focus

Proactive Peer Discussion Points (polio vaccination)

Call to Action

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

Risks

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

Tactics

Conversation Tools (polio vaccine focused)

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

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?*

nOPV2 Communications Launch Plan: nOPV2 Proactive Audiences (Program Ambassadors, including Social Influencers, Health Professionals, Frontline Workers)

Reactive Support

Context

Program Ambassadors (PAs) address caregiver or peer concerns about nOPv2.

Comms Objective

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

Message Focus

Reactive Peer Discussion Points (nOPV2)

Call to Action

Educate about the importance, safety, & value of polio vaccination.

Risks

- 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.

Tactics

Conversation Tools (nOPV2 focused)

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

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)

	Outbreak Awareness	Polio Vaccine Consideration	FLW Interaction	Peer Support
Context	Caregivers are unaware of a current polio outbreak **or** doubt the need for polio vaccination.	Prior to a FLW visit, 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.	Caregivers are not motivated to share positive vaccination beliefs and experiences with peers.
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.	Minimize barriers to caregiver acceptance of OPV and build trust in FLW.	Enable and motivate caregivers to share information about polio vaccination.
Message Focus	**Urgency of Polio**	**Value of Polio Vaccination**	**Safety & Efficacy of Polio Vaccination**	**Peer Discussion Points**
Call to Action	*Learn more about the polio outbreak and polio vaccination by [action].*	*Accept polio vaccination every time it is offered.*		*Tell your family and friends about the importance of polio vaccination.*
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.	• Caregiver provides incorrect or misleading information to a peer. • Caregiver does not feel comfortable sharing information about polio vaccination.
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)		**FLW Trust Building** • Key Caregiver Influencers • Relevant social media platforms **Safety and Efficacy** • Key Caregiver influencers • FLW-caregiver discussion • Print materials with FLW	• Stickers/badges/other leave behinds • Sharable social posts • Community ambassadors

nOPV2 Communications Launch Plan: Reactive Audience (Caregivers)

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

Call to Action

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

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.

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)

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?*

nOPV2 Communications Launch Plan: Reactive Audience (Caregivers)

Polio Vaccine Consideration

Context

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

Comms Objective

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

Message Focus

Value of Polio Vaccination

Call to 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.

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 Adaptation Questions

- 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?*

nOPV2 Communications Launch Plan: Reactive Audience (Caregivers)

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

Call to Action
Accept polio vaccination every time it is offered.

Risks
- Caregiver does not trust or has negative perceptions of FLW.
- FLW does not properly address the concern or question.

Tactics
FLW Trust Building
- Key Caregiver Influencers
- Relevant social media platforms

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

FLW Interaction Adaptation Questions

- 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?

nOPV2 Communications Launch Plan: Reactive Audience (Caregivers)

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

Peer Discussion Points

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

Standard 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 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.

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

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 (Reactive Audience)

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)
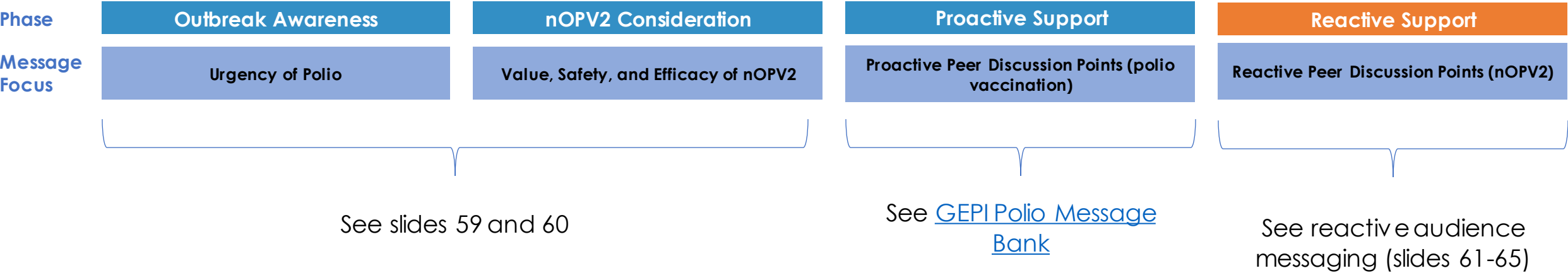
Standard Scenario

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.

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)

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.

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: 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 <u>Advocacy, Communications and Social Mobilization (ACSM)</u> components of <u>nOPV2 readiness checklist</u>.**

Material	Use Case	Synergies
[Behavioral Strategy to Prepare and Respond to cVDPV/nOPV](#) **Required**	Develop a comprehensive communications plan for nOPV2 rollout.	Communications planning: ACSM Requirements G1 (Advocacy Strategy), G2 (C4D Action Plan) Crisis Communications planning – "Annex 1: Crisis Communications Plan": ACSM Requirement G3 (Crisis Communications Plan)
nOPV2 Introduction Crisis Communications Planning Toolkit **Encouraged**	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	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 Crisis Communications Planning Recommendations: preparing for a crisis, assessing when an issue becomes a crisis, response simulation/planning
nOPV2 Introduction Communications Toolkit **Encouraged** **You are here!**	Provide actionable guidance for key moments in an overarching audience journey.	Communications Planning: ACSM Requirement G2 (C4D Action Plan) elements – messaging, channels
Vaccine Related Event (VRE) plan **Required**	Assess, prepare, and respond to VREs	Issues mitigation for VRE, AEFI. Should be used before issue becomes a crisis. Vaccine safety staff to be included in VRE-related crisis response.