

Eradicate the Issues of Polio from KPK



By:

Majid Hussain 01-120121-036

Rizwan Yousaf 01-120121-066

Muhammad Fahad Anwar 01-120121-049

**Supervisor:
Sir Awais Mehmood**

**A research project submitted in partial fulfillment
of the requirement for the degree of MBA**

**Department of Management Sciences
Bahria University Islamabad Campus**

**Bahria University Islamabad
2015**

ABSTRACT

Polio is a highly infectious disease can cause irreversible paralysis and death. Today, this disease affects mostly children living in some of the world's poorest and most marginalized communities such as such as Pakistan is one of them. But we are closer than ever to a world where they will ever again be paralyzed any child or dying from this disease. At this moment a unique, international group of scientists private and government and social partners such as partners who participate in the process to eradicate polio is the Ministry of Health Services and coordination that leads to the Federal EPI Cell Phones (FEC) and the expanded program of immunization (EPI) by providing the best services in their interest the nation to eradicate polio as soon as possible, and study research project has been conducted in all parts through official and international global health units include the World Health Organization WHO, UNICEF, the Bill Gates foundation and the foundation Rotary Pakistan who are trying to overcome the polio cases misleading current at the time present.

The implementation of operational activities by the World Health Organization, where were improvised contact through UNICEF strategies. And it refers to the study of the project mainly cover missed vaccination against polio under the age of 5 years compulsion of polio as it also emphasizes the children who have become victims once and a danger to other children. The main focus of this project is planning this kind of integrated marketing communications strategies that will help to improvise to eradicate polio from Pakistan's main theme that we have chosen this research project is to eliminate these factors of our nation that illuminate some of the issues of security concerns, political reasons, and demand, and repeated campaigns without outputs, and misconceptions about vaccines and religious misconceptions such as a sick child, newborn, family planning and other security concerns include the involvement of Taliban violence in the remote areas of Pakistan militant attacks.

The primary purpose of this study was the entire project for the implementation and design of this type of communication strategies which will conclude in all the provinces of Pakistan and includes internal and external communication, and the activities of mobilization and awareness for the social sector public health units such as the National Institute of NIH Health and Science's. The project study was conducted to analyze the current issues situational through open group discussions and interviews conducted in the result together to emphasize to achieve the eradication of polio and the support of the elimination strategy and plan the end of the game, and a new strategy for the elimination of the global polio initiative (Global Initiative) to achieve and sustain elimination by 2018.

The plan was developed in consultation with a series of workshops WIW immunization World week, seminars and various other technical and government experts and partners, funders and stakeholders and received the unanimous support of the executive branch of WHO, UNICEF and Rotary basis Council in January 2015 to achieve their target in eliminating polio problems from the Pakistan and across the world wide successfully.

ACKNOWLEDGMENT

We are very thankful to ALLAH almighty, who gave us the knowledge of education, skills, strength and power to complete this project in an efficient and effective way successfully.

We would like to thank our supervisor MR AWAIS MEHMOOD, who enlightens us to build our concepts and best practices out of it to fulfill our research successfully and gave us appreciation and a lot authority to achieve our targets and who by his cooperative and concerned behavior we have achieved our task done during the whole period of our project.

We would also like to thank ore client organization NIH (National Institute of Health). They really guided us about their organization and made us the part of their organization throughout the whole research process. We would like to thank MR. SAQIB RAZZAQ (Assistant Project Manager of EPI cell), MR. DR GHAYUR AHMED (Project Coordinator NIH). Thanks for their assistance in providing us the best interest of knowledge about polio.

We are very grate full to all those who helped us and shared their opinions and views which relates us with their valued information regarding the research and analysis that made completing this research project more easily.

Thank you in expectation.

DEDICATION

Special thanks to Almighty Allah, who has embraced me with his countless blessings and given me guidance at each and every step of my life as well as in, conducted the research. Thanks to Almighty Allah to give me a chance to conduct my studies, conduct the research and complete the research in requirements of my degree.

Secondly, I thank to my supervisor who has helped me and guided me at every step of this research report. His kindness, support and great knowledge made my every obstacle easy and convenient to finish this project report.

This research report is also dedicated to my family and beloved friends. I have a special feeling of appreciation to my loving parents and their words of strength, love, support and push me for determination at each step of my live. I dedicate this dissertation to my many friends and family as they have supported me throughout the process. I will always appreciate all they have done for helping me develop my knowledgeable skills. The research report has never been fulfilled nor would my research skills been enhanced without support of all above.

Table of Contents

Chapter 1

Introduction.....	11
1.2 Project Purpose.....	12
1.3 Project Goals.....	13
1.4 Broad Statement of Scope.....	13
1.5 Project Objectives.....	14
1.6 Anticipated Benefits.....	14
1.7 Key Success Factors.....	14
1.8 Major Deliverables.....	15
1.9 Estimated Timeframe.....	15
1.10 Estimated Budget.....	15
1.11 Constraints	16
1.12 Assumptions.....	16
1.13 Potential Risks.....	16
1.14 Information Requirements.....	17
1.15 Project Plan.....	17
1.16 Problem Statement.....	17
1.17 Challenges for 2015.....	17
1.17.1 Security.....	17
1.17.2 Low Routine Immunization Performance.....	18
1.17.3 Building trust and demand for OPV.....	18
1.17.4 The recently emerged communication pattern offered a number of challenges, including.....	18
1.18 The National Emergency Action Plan 2015-2016.....	19
1.18.1 GOAL.....	19
1.18.2 OBJECTIVES.....	19
1.18.3 Guiding principles for 2015.....	19
1.18.4 MILESTONES.....	20
1.19 Communication Strategies.....	21

Chapter 2

2. Problem Definition and requirement analysis.....21

2.1 Virus isolation.....21

2.2 Vaccination is the best way to prevent polio.....22.

2.3 Cross Border Transmission..... 22

2.4 Cold Chain & Vaccine Management.....23

2.5 Key strategies for 2015 with special focus on reservoirs.....24

2.5.1 All missed Children to be tracked and vaccinated after each campaign.....24

2.5.2 Short Interval Additional Dose strategy (SIADs).....25

2.5.3 Special Strategies targeting underserved, migrant and transit populations.....25

2.5.4 Social mobilizes to support missed children strategy.....26

2.5.5 Surveillance strategy.....27

2.5.6 Integrated control rooms.....27

2.5.7 Strengthening Monitoring and Evaluation mechanisms.....28

2.5.8 Strengthening partnerships for FATA.....28

2.5.9 Direct Disbursement Mechanism (DDM).....28

2.5.10 Integrated micro-planning at Union Council Level.....29

2.5.11 Strengthen Intra-provincial and cross-border harmonization.....29

2.5.12 Optimize the Polio Eradication Initiative for strengthening Routine Immunization....30

2.5.13 Training and Capacity Building.....30

2.5.14 Vaccine Procurement.....30

2.6 Pest Analysis.....31

2.6.1 Political Factor.....32

2.6.2 Economic Factor.....32

2.6.3 Technological Factor.....32

2.6.4 Social Factor.....33

Chapter 3

3. Design and Implementation.....	33
3.1 Communication in Peshawar.....	33
3.1.1 Planning and Evaluation.....	34
3.1.2 Vaccination week In Peshawar.....	46
3.1.3 Strategies and goals.....	47
3.1.4 Costing and Budgeting.....	47
3.1.5 Consolidated Budget EPI Pakistan for Peshawar City.....	49
3.1.6 Knowledge Management among staff.....	49
1. Downwards.....	50
2. Upwards.....	50
3. Diagonal.....	51
3.2 External Communication.....	51
3.2.1 Main Motive.....	51
3.2.2 Direct Communication.....	51
3.2.3 Publications.....	52
3.2.4 IEC Materials.....	52
3.2.5 Event Management.....	53
3.2.6 Social Mobilization.....	53
3.2.7 Advocacy, Lobbying & Outreach.....	54
3.2.8 Documentation Support.....	54
3.2.9 Knowledge Management.....	55
3.2.10 Media (Print, Electronic, Social & Website).....	55
1. Print Media.....	55
2. Electrnoic Media.....	55
3. Radio.....	56
4. Social Media.....	56
5. Website Content Management.....	56

Chapter 4

Testing and deployment

4.1 Fighting Polio - Religious Scholars lead the way.....	57
4.2 Objectives of engaging religious scholars.....	58
4.3 IAG (International Islamic Advisory Group).....	58
4.4 Working with Religious Publications.....	59
4.5 Mapping of Religious Publications.....	60
4.6 Orientation Workshops for Editors / Writers.....	60
4.6.1 Video Messages.....	62
4.6.2 Pro-Vaccination Articles in Religious Magazines.....	62
4.6.3 Important Landmarks during 2014.....	62
4.6.4 Religious Refusals.....	63

Chapter 5

5. Future Enhancement/Action Plan.....	64
5.1 Decision Making.....	65
5.2 Importance of WIW.....	65
5.2.1 Overall Goal.....	66
5.2.2 Objectives.....	66
5.2.3 Target Audience.....	66
5.3 Commencement of World Immunization Activities.....	67
5.3.1 Activities to observe WIW at Federal Level.....	68
1. Joint Media/Press Briefing Organized to Launch of the World Immunization	68
2. Vaccinator’s Conference Planned.....	68
3. Special Vaccination Camp Established.....	69
4. Outdoor Media Campaign.....	69
5. Broadcasting through Print and Electronic Media.....	70
5.3.2 Activities to observe WIW in Punjab.....	71
1. Initiation of Immunization Documentary.....	71
2. Use of Outdoor Media Campaign.....	71
5.3.3 Activities to observe WIW in Khyber Pakhtunkhwa.....	72

1. Getting the Medium of Change (i.e. Children).....	72
2. WIW Broadcasting on Social Media.....	72
3. Outside Media Movement.....	72
4. WIW Content on Electronic Media.....	73
5.3.4 Activities to Commence WIW in Baluchistan.....	73
1. WIW Press Meeting.....	73
2. World Immunization Week in Media.....	73
5.3.5 Activities to Commence WIW In Sindh.....	73
1. Polio Eradication Drive under the WIW Umbrella.....	73
2. Polio Short Documentary.....	74
5.3.6 Activities Commencement of WIW in GILGIT BALTISTAN.....	74
1. WIW Celebration Walk.....	74
2. WIW Celebration Outdoor Marketing Campaign.....	74
3. WIW Orientation Sessions Conducted.....	74
5.3.7 Activities Commencement of WIW by Civil Society Organizations.....	74
1. Civil Society Organization Interventions.....	74

Chapter 6

6.1 Conclusion Looking Towards the Future.....	75
6.2 Recommendations.....	80

BIBLOGRAPHY

References

Annexes

List of Figures

Figure 1.1.....	12
Figure 2.1.....	23
Figure 2.2.....	23
Figure 2.3.....	25
Figure 2.4.....	26
Figure 2.5.....	27
Figure 2.6.....	32
Figure 3.1.....	34
Figure 4.1.....	50
Figure 4.2.....	51
Figure 4.3.....	53
Figure 4.4.....	53
Figure 5.1.....	57
Figure 5.2.....	58
Figure 5.3.....	65