



Information, Education & Communication

Branding of polio communication material

To distinguish the polio campaign from other programmes, a polio-specific brand has been developed utilizing bright colours – yellow, magenta and blue – supported by catchy taglines and logos. The robust outdoor campaigns ensure strategic visibility for the programme, generating attention and interest. Polio posters are recognized by one and all and across the country. The tag line has evolved with the programme needs from ‘do boond zindagi ki’ (two drops of life), adding ‘har bachcha har baar (every child, every time), to ‘mere bachche ko do boond har bar’ (for my child, two drops every time), placing the onus on parents to ensure the well-being of their children.

Special IEC for migrants

In order to reach out specifically to the most vulnerable migrant population, special IEC has been designed with catchy lines such as “jahan bhi jao jahaan bhi raho, polio ki khurak avashya pilao” (wherever you go, wherever you are, ensure polio vaccination for your child up to 5 years). These messages are placed on hoardings, posters, banners, buses, auto rickshaws, cycle rickshaws and even at international border posts.