



## Agenda

### Polio Eradication Initiative

#### Workshop for Programmers of All India Radio

(An Interactive, 'Hands-on skill-building' & Experience Sharing Initiative)

The Hotel Royal Plaza, Ashok Road, New Delhi, 26-28 November 2012

*Organized by: UNICEF on behalf of polio partners – MoHFW, WHO-NPSP, CDC & Rotary*

| Day 1 – November 26, 2012                   |   |   |
|---|---|---|
| Time  | Activity  | Resource Person/Facilitator                                 |
| 9:00 – 9:30                                 | <ul style="list-style-type: none"> <li>Registration of participants</li> <li>Briefing on logistics</li> </ul>   | Octave Events   |
| 9:30 – 9:35                                 | Welcome/ Goals and Objectives of the workshop   | Usha Purie  |
| 9.35 – 9.50                                 | Ice Breaking session  | Usha Purie  |
| 9:50 – 10:00                                | Keynote address   | UNICEF  |
| 10:00 – 10:20                               | Pre-test assessment   | Octave Events   |
| 10:20 – 11:45                               | Polio Eradication & Allied Issues: Progress & Challenges ahead, followed by Qs & As   | WHO-NPSP  |
| <b>Tea Coffee served on tables at 11:00</b> |   |   |
| 11:45 – 12:15                               | <ul style="list-style-type: none"> <li>Play back specimens, followed by Qs &amp; As - Entertainment-based Audio/Video programmes as pilots, connecting polio/RI and related health issues</li> <li>Screening of film 'Innovations in Polio Eradication', followed by Qs &amp; As</li> </ul> | Usha Purie<br><br>Shamila Sharma, UNICEF                    |
| 12:15 – 12:30                               | Communicating for Polio & Routine Immunization – presentation followed by Qs & As   | Shamila Sharma, UNICEF                                      |
| 12:30 – 1:00                                | <ul style="list-style-type: none"> <li>Introduction to community visit</li> <li>Division of sub-groups and allocation of facilitators to each sub-group</li> <li>Logistics for the community visit</li> </ul>   | WHO-NPSP/ Shamila Sharma / Usha Purie/<br><br>Octave events |
| <b>1:00 – 2:00 Lunch</b>                    |   |   |
| 2:00 – 3:30                                 | Sub-groups visit communities  | Facilitated by WHO  |
| 3:30 – 4:00                                 | Innovative Health Messaging/Scripting – presentation  | Expert/resource person                                      |
| 4:00 – 4:30                                 | Sub-groups to pen their observations on community visit vis-à-vis technical issues discussed in the morning session   | Usha Purie  |





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|--|---|-----------------|
| 4:30 – 6:00                                | Feedback/interaction on community visit | WHO-NPSP/UNICEF |
| <b>Tea/coffee served on tables at 5:00</b> |   |                 |

| <b>Day 2 – November 27, 2012</b>            |   |  |
|---|---|--|
| <b>Time</b>                                 | <b>Activity</b>   | <b>Resource Person/Facilitator</b>   |
| 9:00 – 10:30                                | Relating programming & presentation work with Polio, Routine Immunization/Health information  | 'Idea generation session'<br>Usha Purie  |
| <b>Tea/coffee served on tables at 10:30</b> |   |  |
| 10:30 – 12:00                               | Scripting exercises – Sub-groups discuss how Polio, Routine Immunization & other health information can be weaved in their scripting innovatively | Usha Purie   |
| 12:00 – 1:15                                | Readings of emerging draft specimen scripts (2-3 minutes each)  | Usha Purie/ Shamila Sharma   |
| <b>1:15 – 2:00 Lunch</b>                    |   |  |
| 2:00 – 6:00                                 | Virtual Studio work   | Record sample 2-3 minutes radio shorts/programme for relevant information to communities |

| <b>Day 3 – November 28, 2012</b>                       |   |                               |
|--|---|-------------------------------|
| <b>Time</b>  | <b>Activity</b>   | <b>Experts</b>                |
| 9:00 – 12:00   | Playback of specimen programmes, followed by group discussion   | Experts from AIR/Gol/WHO-NPSP |
| <b>Tea/coffee served on tables during final review</b> |   |                               |
| 12:00 – 12:40  | <ul style="list-style-type: none"> <li>▪ Sharing of reflections by participants</li> <li>▪ Feedback assessment</li> </ul> | Usha Purie<br>Octave Events   |
| 12:40 – 12:45  | Vote of thanks  | Shamila Sharma                |
| 12:45 – 1:00   | Admin/logistics/financial issues  | Octave Events                 |
| <b>1:00 – 2:00 Lunch</b>                               |   |                               |

