

MEDIA FACT-FILE

POLIO ERADICATION



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Raina, Sehwag, Kaif appeal to 'Bowl Out Polio'

SETTING aside Ranji Trophy rivalry, Virender Sehwag, Suresh Raina and Mohammad Kaif joined forces on 3 November to appeal to the community to immunize their children in the November polio campaign and 'Bowl Out Polio'.

"We cannot lose the match against polio. We need to win, to give a life free of polio paralysis to our children. This is possible if we ensure that our children up to the age of 5 years get polio vaccine in



Suresh Raina administering polio drops to a child during the event.

each polio campaign," they said in their appeal.

The Bowl Out Polio event was organized in the Jawaharlal Nehru Cricket Stadium in Ghaziabad after the day's match between Delhi and Uttar Pradesh teams for the Ranji Trophy and on the eve of the 4 November Sub National Polio Immunization campaign.

The cricketers also administered oral polio vaccine to children during the event.

Polio Awareness Increases Further in High-Risk Areas

OVER a decade of rigorous roll out of innovative communication strategies, the results are apparent. Close to 100 per cent parents are aware of polio in the high risk areas of Uttar Pradesh and Bihar, the traditional polio reservoir states of the country.

Consider this - 99 per cent parents in Bihar and 98 per cent parents in Uttar Pradesh are aware that polio can be prevented by taking oral polio vaccine. This is significantly higher than 76.1 per cent in Bihar and 94.8 per cent in Uttar Pradesh in 2010.

As many as 98.1 parents in UP and 98.7 per cent parents in Bihar think its important to give OPV to their children in each polio campaign as well as in Routine Immunization.

83.3 % of parents in high-risk areas of UP gave their children polio drops even when they were sick, in comparison to 66.6% a year before.

In Bihar too, 89.8% families gave their children polio vaccine despite being ill, up from 75.8% in 2010, a clear indicator that they had faith in the programme and safety of the vaccine.

These figures have been thrown up by the Knowledge, Attitudes and Practices (KAP) study, conducted annually in high-risk areas and among the highest-risk groups in Uttar Pradesh and Bihar to evaluate community acceptance and understanding of the polio programme.

The study tracks a number of indicators providing

insights into underlying public perceptions of the polio campaign, evaluating understanding of polio, threat perception, vaccine and health care-related attitudes and practices, barriers to addressing polio, information channels, among other indicators.

The data generated from the KAP studies helps sharpen the strategic focus and responsiveness of the communication strategy.

In these high-risk areas for polio in UP and Bihar, a 6,500 strong UNICEF-led Social Mobilization Network has been focusing efforts to mobilize communities for polio immunization.

The workforce, comprising of mostly women, and

from the undeserved communities that they work with, have won the trust of the community. In addition to polio immunization, the community mobilizers are now strongly advocating for routine immunization, diarrhea management, hygiene, sanitation and exclusive breast feeding up to six months.

GLOBAL POLIO UPDATE

In 2012 so far, 187 cases have been reported globally from four countries – Nigeria (101), Pakistan (54), Afghanistan (27) and Chad (5). This compares to 520 cases reported from 16 countries for the corresponding period in 2011.

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