

MEDIA FACT-FILE

POLIO ERADICATION



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KVS-UNICEF partner for polio eradication

UNICEF has joined hands with Kendriya Vidyalaya Sangathan (KVS) - one of the largest government supported schools chain across India - to support the intensified efforts for polio eradication in the country. As a pilot initiative beginning

September 2012, KVS will engage with students on polio and associated risk factors such as routine immunization, sanitation, hygiene, and diarrhea management with zinc and ORS.

School children, through special initiatives and

existing platforms - such as art competitions, elocutions, debates, rallies, group discussions, school talks, essay writings etc - will spread the message for the need to take oral polio vaccine at every available opportunity, both in polio campaigns

and under routine immunization.

The initiative will cover 80 Schools in select high risk districts of Uttar Pradesh, Bihar, Punjab, Haryana, Delhi-NCR, Maharashtra and Rajasthan with substantial high risk migrant population.

Run for a 'polio-free India' at Noida 10k marathon



Enthusiastic 'polio runners' at the Noida 10k run.

MORE than eleven thousand people joined the first ever Noida 10k marathon on the 8th of July, for a clean, green and safe Noida. The India Unite to End Polio Now (IUEPN) campaign

partnered with the cause for a 'polio-free India'. Posters and banners adorned the venue and all along the running area with messages such as "Wherever you are, wherever you go, get your child vaccinated for polio".

Fever 104 FM - the official radio partner - covered the event live.

The marathon presented by Supertech and Network18 commenced at the Ramleela Ground at Noida Stadium. The run was organized on the concept of providing individuals and companies to choose a cause and share it with the thousands who joined the marathon.

The 'polio runners' received huge applause. Showing solidarity with the cause of polio, the event organizers waived off the participation fee for those who took part in the polio run.

Polio flyers and banners decorated the Fun Run area - spread over 5 km and open to all enthusiasts. The event turned out to be not just for clean, green, safe Noida but also a polio-free Noida! Adjoining Delhi, Noida has been one of the highest risk areas for polio in India.

NEXT POLIO ROUND

9 September: Sub-National Polio Immunization round in entire Delhi, parts of Bihar, Jharkhand, Uttar Pradesh, Uttarakhand, Haryana, Rajasthan, Maharashtra, West Bengal and migratory population of Chandigarh, Gujarat and Punjab.

UPCOMING EVENT

7 September: Cricketer Mohd. Kaif to flag off Polio Walkathon in Agra.

GLOBAL POLIO UPDATE

In 2012 so far, 128 cases have been reported globally from four countries - Nigeria (77), Pakistan (29), Afghanistan (17) and Chad (5). This compares to 358 cases reported from 13 countries for the corresponding period in 2011.

PVR Nest supports polio eradication

POLIO PSAs reverberated at PVR cinema chains across India as PVR Nest - the corporate social responsibility wing of PVR Limited - joined the fight against polio. Being one of the largest cinema chains in India, the partnership helped spread awareness on polio and routine immunization through public service announcements (PSAs)

screened 10 times a day on over 700 plasma screens across 24 cities. This partnership helped reach out polio and routine immunization messages to over one million people during the June polio immunization campaign.

PVR Nest reaches out to more than 100,000 school children on critical sustainability issues through creative

and innovative mediums of cinema, films and art.

The IUEPN campaign, supported by UNICEF, garners support from private sector companies under their corporate social responsibility budgets for contributions in kind to support polio awareness among the highest-risk populations.

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