

## Initiative for Polio Eradication in India



## Har Bachha Har Baar Do Boond Zindagi Ke....



Project Concern International/India (PCI/India) has taken a leadership role in Polio Eradication and the areas of work are the communities in western Uttar Pradesh (UP) India. In 1996 out of the 676 polio cases reported 548 cases were from UP alone. PCI's target area is spread across 22 blocks (planning unit) of three districts: Muzaffarnagar, Meerut

and Moradabad. A total of 296 high-risk areas (HRA) fall under PCI's area of intervention, of which 289 are covered through community mobilization coordinators (CMC), a grass roots-level worker of the Polio Eradication Initiative (PEI).

PCI has been successful in social mobilisation and polio immunisation and over 2.5

million people have been mobilised and 500,000 children have been immunised. The work done by PCI is very successful due to wide range of innovative interventions that are done by the team. These are planned in a manner that is participatory and interactive. The interventions are very structured because all the key stakeholders are tapped.

“Reaching the unreached to eradicate polio.”



### PCI's Polio Eradication Strategies

#### Interventions to increase motivation and participation at primary level

**Mother Meetings:** The need to sensitise the mother on the issue of immunisation is imperative hence mother meetings are organised with an aim to spread awareness among the mothers, and the resistant families, about eradication of polio. Meetings are organized, with on specific issues such as sanitation, diarrhea management, routine immunization and polio.

#### Interventions to increase motivation and participation at secondary level

**Interpersonal Communication by the CMC:** The community coordinators play an important role in the success of the programme as they conduct home visits to establish personal rapport in the community which is important in mobilising the parents to ensure immunisation success.

#### Interventions to increase motivation and participation at tertiary level

**Bulawa Tolia (children's calling groups):** To ensure greater participation PCI team all along with a Bulawa Tolia which is a group of children (8-10 members) visit all the houses and call children and parents for the polio round.

**Children Rallies:** The children of the community move around in the villages with banners and posters displaying messages about polio eradication.

**Mosque Announcements:** The mosque and the religious leaders play an important role. The regular announcement from the mosque help in community mobilisation.

**Health Camps:** Health camps are one of the most effective strategies used for creating a suitable environment for polio eradication and ensuring people's participation in various activities related to social mobilization and awareness generation.