



Placing effective communication activities in reaching people on move in Uttar Pradesh, India

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Background: Significant proportion of the population is transient and moves place to place for work or to attend religious congregations. Children among these populations are missed for oral polio vaccine and possess greater risk of polio transmission as they are unprotected since they have limited access to public amenities. WPV1 cases from 2007-09, showed that a significant proportion of polio cases occurred in children from migrant communities across the country (IEAG 2009)

Since last 18 years CORE Group consortium is working with ADRA, CRS, PCI in 12 districts of Uttar Pradesh, India through a three-tier network of mobilizers who conducts social mobilization activities for polio eradication.

Methods: Enlisting of temporary settlement sites and enumeration of children & community mobilization through CORE social mobilization network and government health workers.



Strategy: To increase the vaccination coverage among mobile population a tailor made strategies was developed by:

- Tapping barbers, shopkeepers, landlords as informers
- Updating new sites in the micro plans,
- Working with employers such as brick-kiln owners, construction site managers, factory managers/associations
- Outreach sessions
- Group meetings with mobile population.
- Use & display of pictorial communication materials



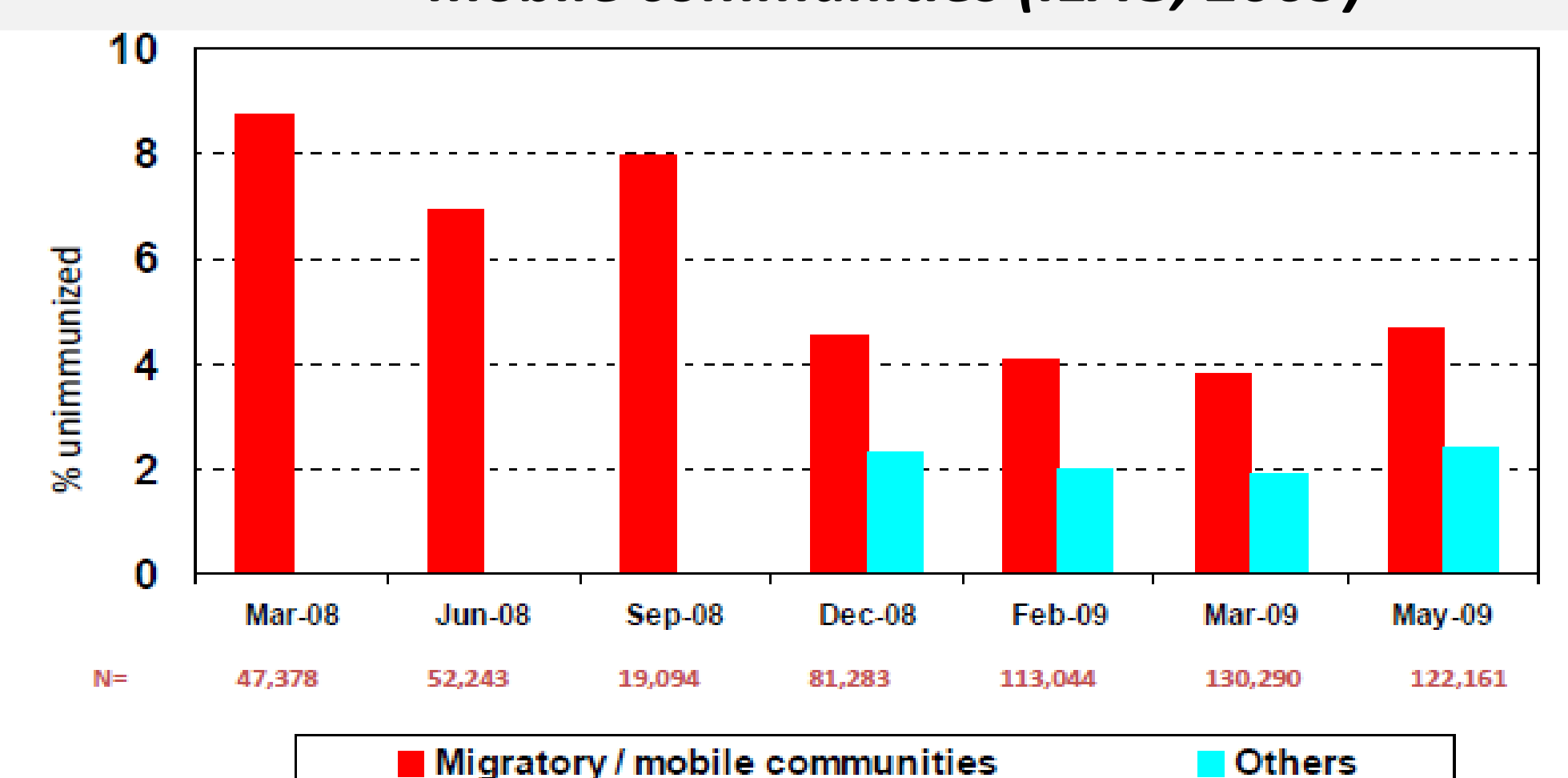
Each household & child status was recorded



Communication materials used

More than **1200 informers** were enrolled and a total of **1400 sites** were identified and incorporated in the micro plans. Decrease in the number of missed children among mobile population in Uttar Pradesh for polio vaccination i.e 9% to 4.5%.

Decrease in percent of unimmunized children in mobile communities (IEAG, 2009)



Source of data : NPSP monitoring