

Social Mobilisation in West Bengal

A List of Activities Pre and During a Polio Immunization Campaign

- Training: generally in the previous week
- Training / refresher orientation on interpersonal communication (IPC) and social mobilisation – over 300 sessions are held, in which more than 20,000 Field Volunteers are trained (multiple times)

Monday: Day 1

- Mothers' meeting – over 3000 meetings in 7 districts of West Bengal
- Para level meeting – over 2500 in 7 districts
- Youth club meeting - over 2500 in 7 districts

Tuesday: Day 2

- Mothers' meeting – continued
- Para level meeting – continued
- Youth club meeting – continued
- IPC with identified families / children due for routine immunization (RI) - over 1 million visits

Wednesday: Day 3

- Panchayat (elected local government) level influencers' meeting – over 1800 meetings
- Local task force meetings – over 400 meetings
- Mobilization of families and children for RI as per the due list – over 1 million visits made to families in West Bengal
- Advocacy with Imams and Matwallis of mosques – over 5000 visits

Thursday: Day 4

- Advocacy with Imams and Matwallis of mosques – continued
- Polio class in schools – more than 1000 classes held
- Advocacy with families for polio immunization – over 2.5 million visits

Friday: Day 5

- Mosque announcement monitoring – over 3500 visits
- School rally – over 1500

- Advocacy with families for polio immunization – continued

Saturday: Day 6

- Advocacy with families for polio immunization – continued
- School rally – continued
- Auto miking – over 1000
- Booth inauguration plan preparation

Polio Sunday: Day 7

- Mobilization of families / children to polio booth – over 2.8 million
- Booth inauguration – over 1000 occasions
- Evening debriefing meeting attended by the Supervisors and Coordinators

Monday - Wednesday: Day 8-10

- Support to teams in house to house visit
- Support in bi-phasic activities
- Evening debriefing meeting attended by the Supervisors and Coordinators

Thursday & Friday: Day 11-12

- Support in X-P Conversion through involvement of local influencer (X-P conversion means converting children who have been missed for whatever reason, to children who have been vaccinated for polio)

Saturday: Day 13

- Feedback and reporting

Other Communication and Social Mobilization Support

- Poster printing and display – over 4 million since March 2011
- Printing of polio FAQ – over 1 million
- Booth incentives viz. whistle, rally flags, sun visor, balls – over 20 million
- Big balloon display – 6 times in HR areas
- Redeployment of HR from UP and Bihar – over 1500 person days
- Training support for coordinators and above – over 400 HR benefited