



# Polio Communication and Polling Data Evidence to Shape Programme in the Last Mile



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**HARVARD T.H. CHAN** **HORP**  
SCHOOL OF PUBLIC HEALTH

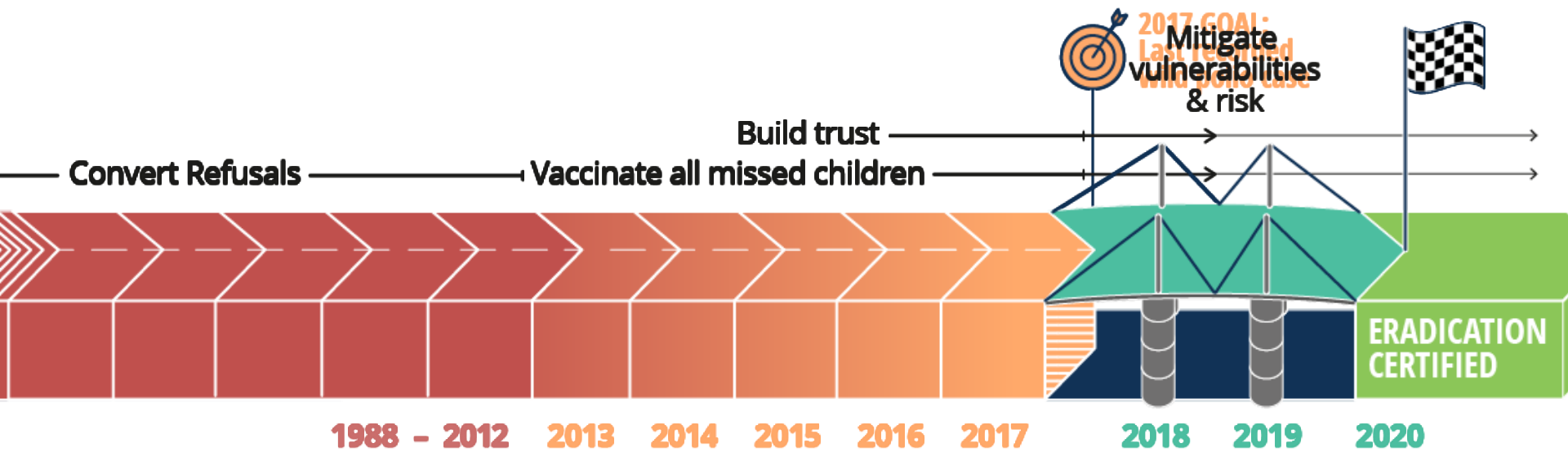
HARVARD OPINION  
RESEARCH PROGRAM

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Global Polling Unit

# Contents

- Polio Communication context
- Why standardized approach
- Polling results: Key lessons learned
- Key behavior change shifts
- How data are used
- Way forward

# Polio Communication focus through the years

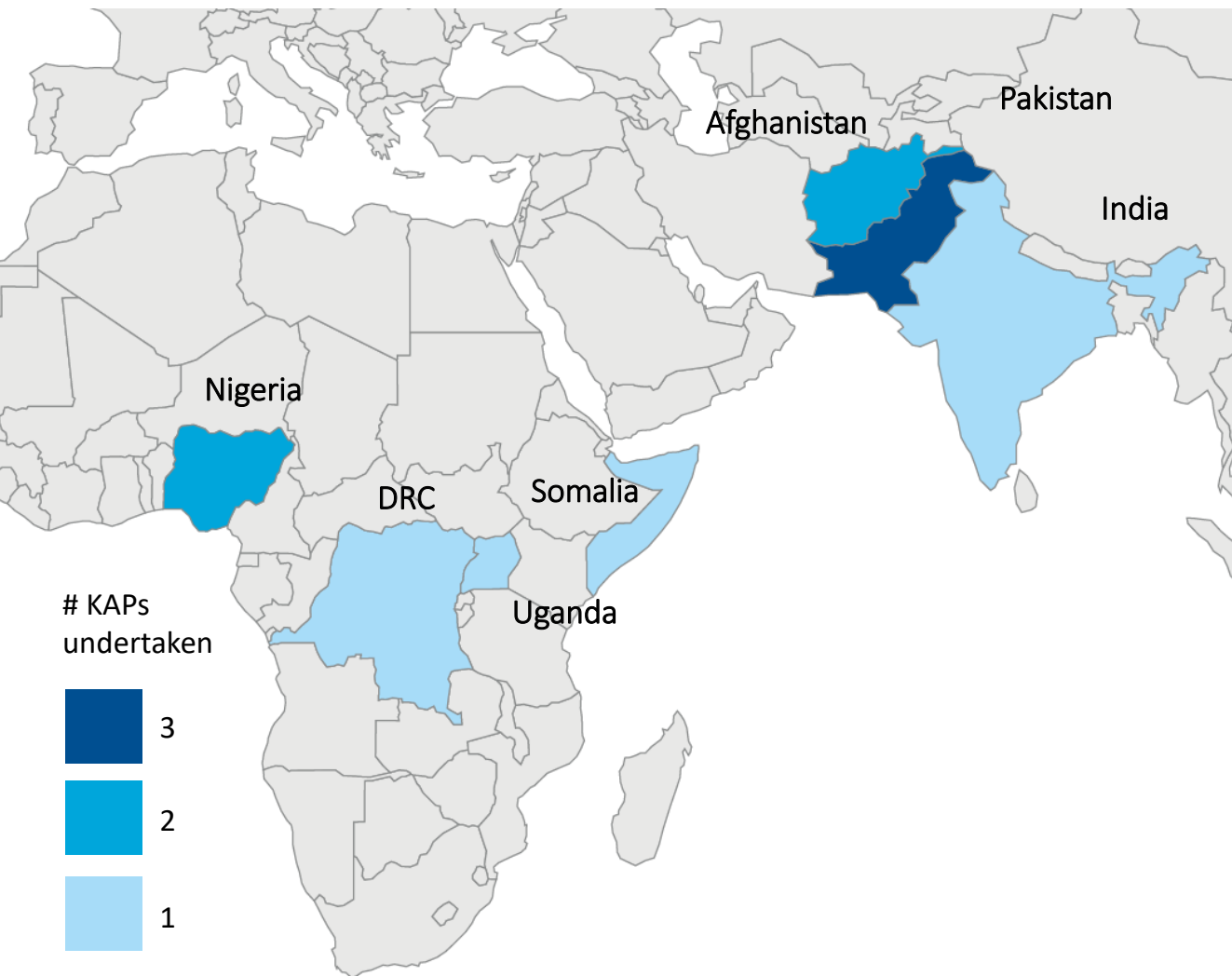


# Why need for higher quality KAP data in 2013?

- Social data quality was suboptimal
- No recent KAP data for 2 out of 3 endemic countries (Nigeria, Afghanistan)
- All KAP studies had inconsistent, different metrics that were incomparable between countries, and different across time within each country
- Limited global understanding of the critical social issues that were impacting polio eradication
- Limited understanding of progress being made
- Limited understanding of where UNICEF should invest limited time and resources

# Formative Polio KAP studies 2013-2018

In collaboration with Harvard Opinion Research Program



## Strengths

- Reliable social data
- Application to C4D
- Responsiveness
- Credibility
- Impact

## Challenges

- Cost
- Time & effort
- Sustainability

## Polio Transition

- Support Immunization
- PCA post 2018
- KAP guidance

# #1: Trust in Vaccinators is Critical

*% of caregivers who say...*

**They trusted vaccinators “a great deal”**

**Did not**

**74%**

**26%**



**9% Uncommitted**



**54% Uncommitted**

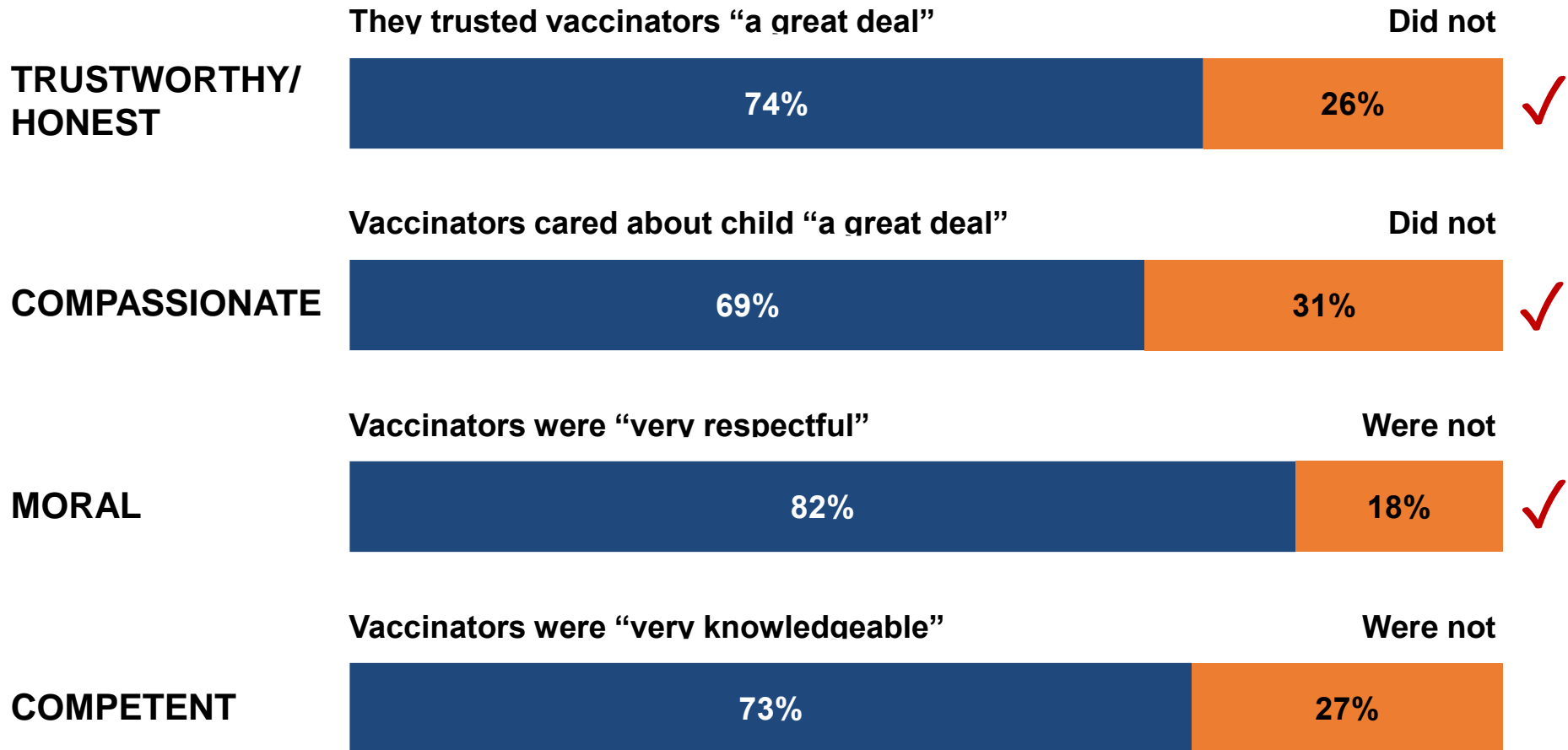


Afghanistan 2014-2015

Among those who saw vaccinators, n=1064

# #1 Detail: Compassion and Morality are Critical

*% of caregivers who say...*

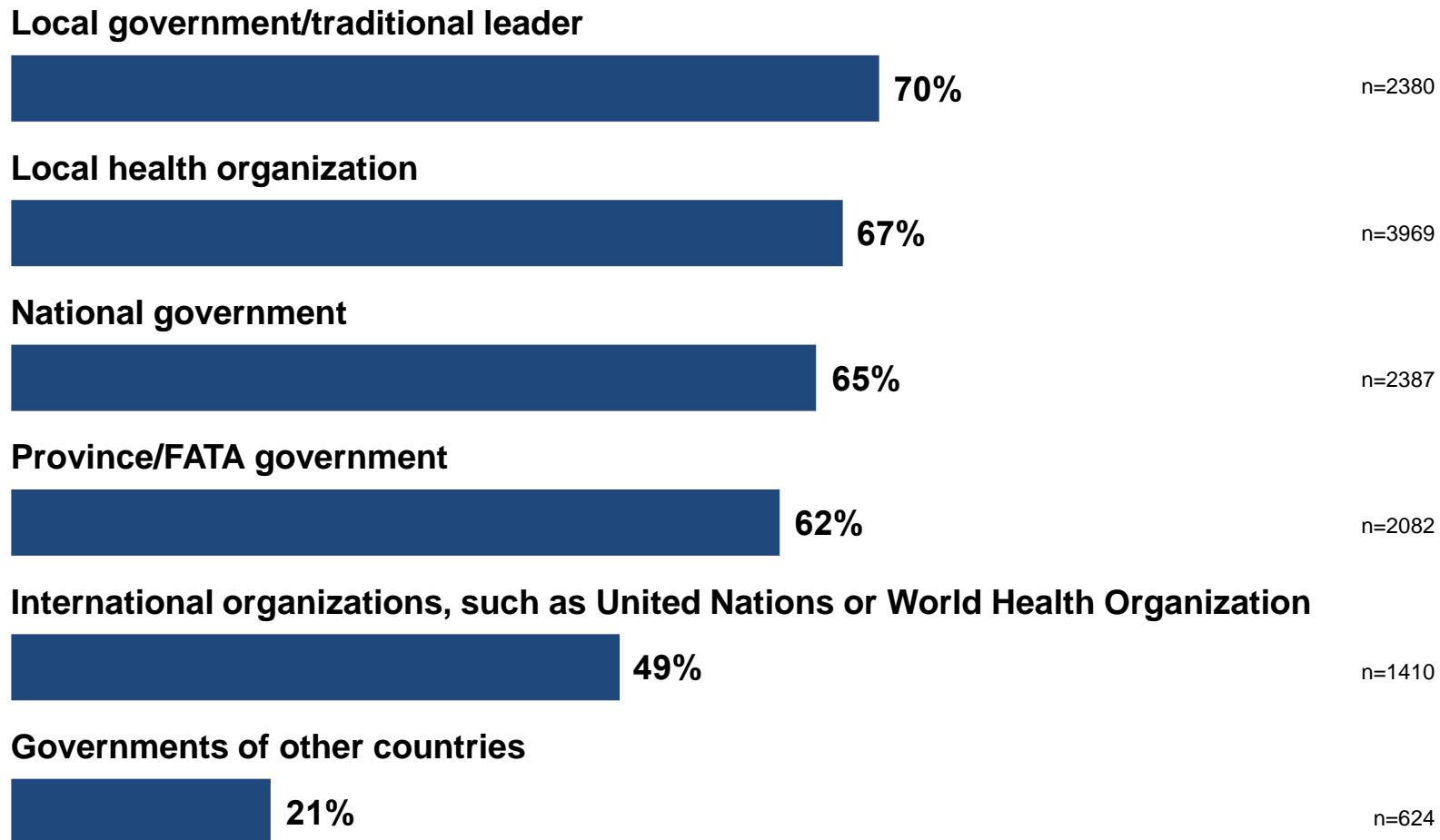


Afghanistan 2014-2015

Among those who saw vaccinators, n=1064

## #2: Caregivers are More Likely to Trust Local and National Institutions

*% who trust each institution "a great deal"*



## #2 Detail: Caregivers are Especially Likely to Trust Local Institutions in Some Higher-Risk Areas

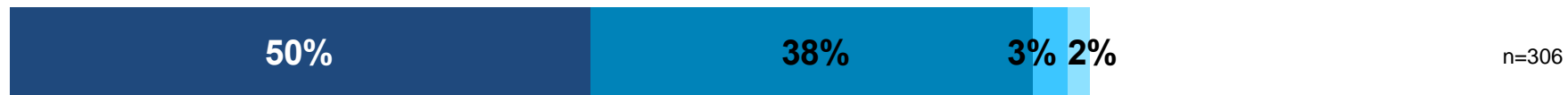
*% caregivers saying they trust institution...*

■ A great deal   ■ Somewhat   ■ Not very much   ■ Not at all

### Local health organization



### Local government



### FATA government



### National government



### International organizations, such as United Nations or World Health Organization



# #3: Social Support is Not Always Visible to Caregivers

*% who think it is a “very good idea”*



*% who say each other person/group thinks it is a “very good idea”*

**Community leaders**



**Religious leaders in neighborhood**



**Neighbors**



**Traditional birth attendant**



**Traditional healer**



# #4: Rumors are important to address

*% caregivers saying they believe each message about polio drops is at all true or completely false*

■ At all true\*   ■ Completely false

**Can make boys unable to father children later in life**



**Are not halal**



**Can make girls unable to have children later in life**



**Are very likely to give a child polio**



**Are made with urine or blood**



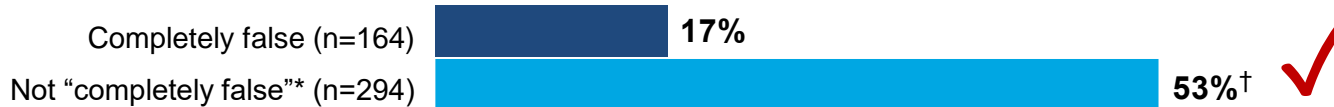
**Can give a child HIV/AIDS**



# #4 Detail: Rumors are important to address locally

*% uncommitted caregivers among each group*

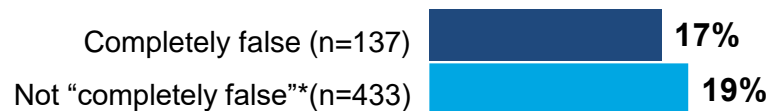
## Are very likely to give a child polio



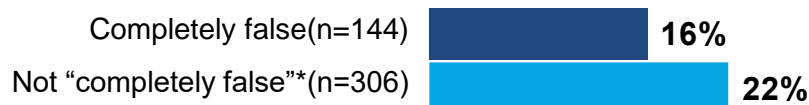
## Are not halal



## Can make boys unable to father children later in life



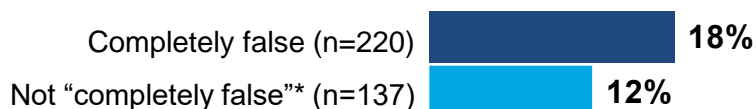
## Can make girls unable to have children later in life



## Can give a child HIV/AIDS



## Are made with urine or blood



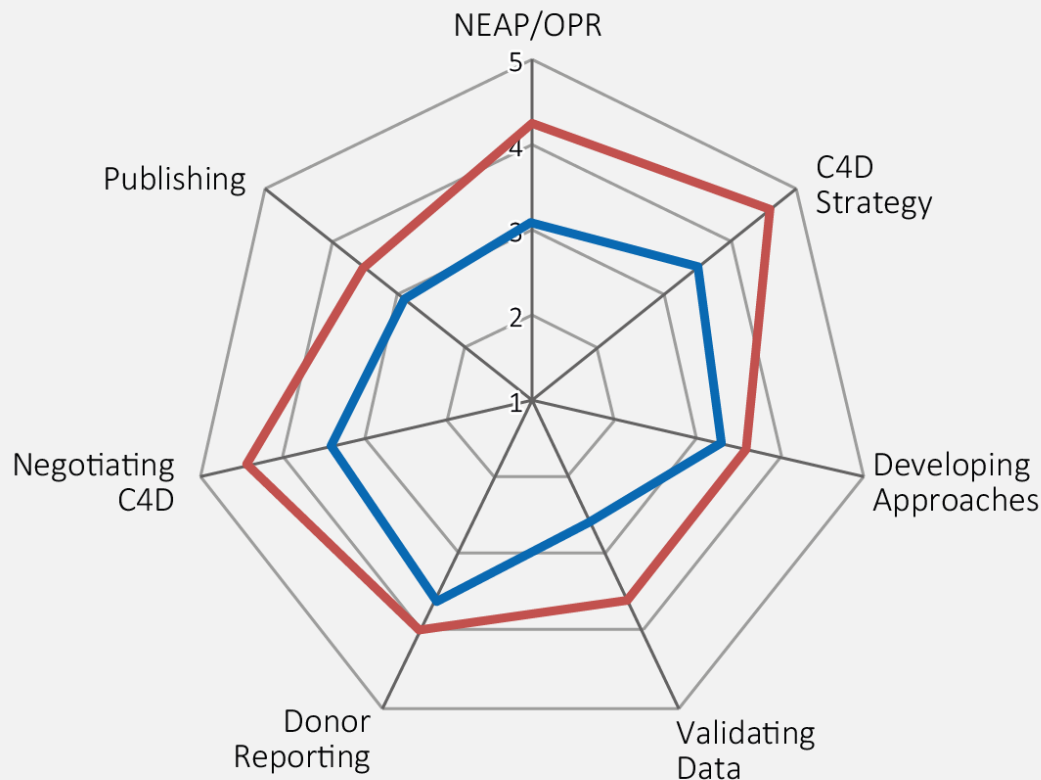
<sup>†</sup>percentage is significantly higher (p<.05) than relevant response category tested at the 95% confidence level even after controlling for gender, age of the respondent, literacy level, number of children in household, and age of child referenced in questions

# Self-reported use of KAP data by C4D Managers

As assessed by C4D managers from 7 countries & regions that conducted Harvard KAP Polls

*“I have been able to meaningfully apply HORP research findings for action...”*

■ Country    ■ Regional/Global    (Disagree 1 - - - 5 Agree)    (N=15)

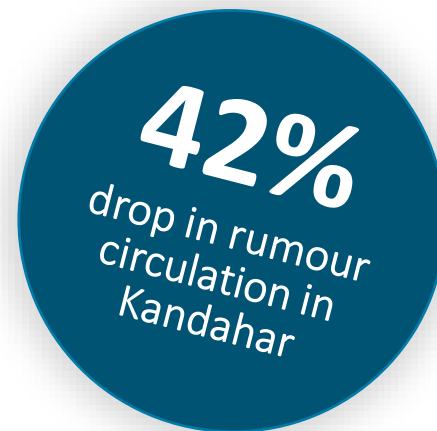


## KAP data informed:

- C4D Strategies – focus areas and tactics
- NEAPs & Preparedness plans
- Donor Reports – demonstrating impact
- Provided space for C4D – hard data
- Validating other sources

# How data are being used?

## Afghanistan – Addressing rumours



### “Da pula poray” soap opera (“On the Border” *pashto*)

- Targeted message based on KAP and content on combating rumours
- Runs for 10 years, reach 25% of Pashto audience in Polio areas
- 30 minutes format, followed by 7 minute facts, news and interviews, featuring real people from Pashto the community
- Aired 300 scenes and featured over 100 news reports
- Storyline - a female social mobilizer telling about daily challenges she is facing relating to rumors and misinformation which threaten her community

### “Ghamai” – BBC Media Action

- Child health show for Pashto audience. Featured human interest stories of polio survivors, interviews with mullahs, doctors, community leaders.
- Popular call-in show with a doctor – discussion content driven by first KAP
- Covers 30% of audience of about 30% of the Pashto community, running at the same time as “Da pula poray” on weeknights – total estimated coverage 60% of Pashto audience.

# How data are being used?

## Nigeria – Addressing Knowledge Gaps & Intentions



### KAP data informed actions of Volunteer Communication Network (VCMs) to engage with caregivers:

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- National Emergency Action Plan Focus on Tier 1 and Tier 2 for targeted interventions
- Operations, vaccinator hiring; management and accountability structures adjusted to focus on FLWs; technical and communications training modules integrated into one

### BBC media Action programming were refocused (Madhubi drama series & Dan Birni feature film) to increase knowledge.

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- Intent to vaccinate child every time OPV is offered is at 72% (as compared to 64% as baseline).
- Parents who immunize their children are seen as good parents (44%) - more at baseline.

In the past eight polio campaigns:

- 97% house to house teams were accompanied by community leaders.
- 51% of non-compliance were resolved by traditional leaders while 22% were resolved by community and religious leaders.

### Proportion of mothers influencing decision to vaccinate children has increased from 36% to 42% between Aug 2016 and July 2017

# How data are being used?

## Pakistan – Building Trust “Sehat Muhafiz”



### Integrating communications with the overall programme operations

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- National Emergency Action Plan Focus on Tier 1 and Tier 2 for targeted interventions
- Operations, vaccinator hiring; management and accountability structures adjusted to focus on FLWs; technical and communications training modules integrated into one

### Localized approach

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- Ensuring Sehat Muhafiz/Gvt branding of the programme (debranding in media/ PR/materials of any donor or agency branding)
- “*Strangers No More*” campaign 2016-17 - portrayal of vaccinators as being local from the community, respectful, knowledgeable, committed

### Focus on the frontline workforce

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- Hiring of local and female vaccinators/ front line workers (country wide approx. 61% female team members; Tier 1 approx. 83% female workforce)
- Importance of IPC by FLWs and influencers to address issues/ importance of FLW profile (approx. 73,000 vaccinators and supervisors in Tier 1 and Tier 2)

### An all society approach across political/social lines

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- 12,000 print and electronic stories in English, Urdu, regional languages overwhelming positive and neutral media tonality; Shaped social norms, perceptions in the public sphere

# Way forward

## Development of Global Guidance & Supporting Advocacy:

- Maintaining **social data**, including “**hard KAP data**” as **critical element** in achieving high coverage
- Peer reviewed publications
- **KAP management manual** for C4D managers - based on Harvard experience
- **Social data for complex security and outbreak contexts** –
- **Built in emerging themes** – campaign fatigue, complacency

## Continue building capacity:

- **Support high risk countries** with targeted and actionable social research strategies

## Transition of Polio Assets on-going:

- **HORP partnership serves broader C4D function in UNICEF** (2018 Project Cooperation Agreement) and development of LTA for 2019 onwards

SteelFisher GK, Blendon RJ, Guirguis S et al. Understanding threats to polio vaccine commitment among caregivers in high-priority areas of Afghanistan: a polling study. *Lancet Infect Dis*. Online:14 August 2017.

SteelFisher GK, Blendon RJ, Guirguis S et al. Threats to Polio Eradication: A Polling Study of Caregivers in Higher-Conflict Areas in Pakistan and Nigeria. *Lancet Infect Dis*. 2015;15(10):1183-92



my grandparents  
do

Thank you