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