

# SUMMARY OF POST-PRESENTATION DISCUSSIONS

Communication for Immunization and Polio Eradication Meeting

NEW DELHI, JUNE 7-9, 2004

## AFGHANISTAN PRESENTATION - Discussion

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QUESTION ASKED BY:	QUESTION/RESPONSE
Panel	Thank-you
	Mixed picture of virus import from Pakistan plus indigenous. Indigenous is in southern region. North is mainly imported So south is the focus.
	Recognizing that the remaining endemic circ is in south - can't reach - how is access to this area seen - UN intervention?? Govt???
	What are your communication objectives based on your monitoring data in the south - have young & sleeping children, very conservative population
	Given limited access & dependence on local people - how do you monitor??
Panel	First commend that despite the difficult situation, doing a very good job.
	Seems that it is clustered in specific pockets, the problem, but the efforts/message appears to be at a national level. There are radio spots etc going on - all seems one-way. Is there a 2-way process where the community has input & ownership
	One interesting thing - radio- has a higher reach than TV. A number of community radio stations have come up in the last year or so in Afghanistan - has this been tapped. Maybe a good source of looking at the female listeners
Panel	A couple of things - First to reiterate what an amazing job you are doing - working in the midst of conflict is very hard - very stressful
	How much I like the way you spoke about the programme being locally tailor made - very important.
	Ask a bit more re methods you were using to try to involve greater numbers of women
	Also, interested in the media/communication techniques you are using ie. Trying to emphasize the more traditional techniques & finding success
	Finally, in terms of upcoming NID's - how are negotiations going - in the areas which are insecure. Children days of unity or tranquility??
Panel	Looking at the big picture - about 1/2 the country is red. What is the extent to which you can apply your social mob strategy to the south of the country. The one effective communication technique that has been proven to work - a cease fire negotiated to do NID's - has this been

	done?
Presenter	Polio is considered humanitarian help by the community & is accepted - acceptance by our society is v high. One way communication - just announce, and people come. Lucky to have a motivated community. No rumors in our community
	If they thought it was an American initiative or Russian - they would "throw bullets at us"
	<p>Traditional ways - bazaar days -in some provinces it is culture to have one day in week and all people do shopping in the same day. Means villagers from the district bring things to sell and buy.</p> <p>Almost every village within the country has a person called jarjee whose job is to announce any public messages during Bazaar days and/or visiting all streets within the village to reach every one.</p> <p>He is under command of the community elder (malik)</p> <p>Also have district shoras (council) important elders from the villages with famous religious leaders are members and meet weekly, biweekly and or monthly at the district head quarter. The district administrator leads this meeting and shares any issue with this shura. They meet once/mo or once/week - if you share a message with them &amp; they accept it, you have much success.</p>
	<p>Insecure area - our efforts are considered humanitarian - even during the Taliban/American B52 bombing - we still had success. Great support from the MOH. (still the role of central MOH is week, but local MOH and the informal structure of NIDs under umbrella of MOH... did conduct NIDs)</p> <p>We cannot go as UN staff, but we establish other ways - hiring people, NGO's, MOH people - they give us feedback re quality &amp; quantity.</p>
	Ceasefire initiatives - we don't expect factions, maybe just tourist attacks , isolated. Govt does not recognize this
Presenter	Ceasefires - can't go for regular ceasefires/dates of tranquility - we were very effective in this for NID's - we are very experienced in this. Can't have a ceasefire with a faceless faction. Current activities are random. Can't control any of that - have to live with it & shift/change our strategy. Continuously.
	Few more refusals coming up in the south. For example one case, in our whole history we have not been able to go to that village - constantly being bombed???
	Luckily - still being considered as mainly humanitarian assistance - only reason we are still maintaining programme -From the beginning we have tried to get the people in the local area - we have had reasonable success
	Mop-ups - trying to go further - trying to get to the mosque area. If the volunteers are selected by the villagers and/or assigned those who are known in the village then easily can visit households. If they are related - the men can walk into all the houses even without knocking
	Communication objectives - from the start - had to be different. Language? At times translation could differ a lot. Very culturally rich & diverse - have to be sensitive to the local requirements - that is our focus.

	<p>Local traditions - in every province - tradition that governor or senior people of province would conduct a parade the day before the NID.</p>
	<p>Also - important involvement of religious leaders – shura (council). Regional/local/national - meetings, materials, orientations - sometimes extremely helpful - and, worst case, at least to not resist. Religious leaders in Southern region - meetings -very important</p>
	<p>Reaching our target?? Monitoring is pretty thorough - would love to have rigorous monitoring group - don't have that luxury - but the people are from the NGO's or education dept - give them a 1day training (2days in southern region)- keep telling them how important they are. Very difficult road, walk for 45 minutes, get to house it is locked - we tell them, what is important is what is behind the door - have had our share of success. this is our effort. Keep focusing on the monitors, rehire good ones. About 5% sample of monitors at random - follow their success - different color chalk - we check those &amp; try to verify/crosscheck - especially important since we cant be there</p>
	<p>Dialogue/ownership - from the beginning they have had quite a lot of involvement - some communities do the planning. Children competitions for polio related drawings - 10,000 responses. In all places, community involvement is there, it is different, religious leaders is critical. Women's involvement - MOH came up with a directive - all the volunteers in the cities have to be female. Involvement of females has increased by 50% Rural -</p>