

# Polio Analysis

January - April 2004



# Parameters - Quantitative

- Done on two main parameters – no. of articles and column centimeter size of article
- Once the tone of the article is added, it is then seen how much coverage is generated across:
  - various cities in India
  - regions
  - issues
- It shows the extent of coverage – overall, geographically and issue-wise. Thereby, identifying the strong/weak areas and important issues



# Parameters - Qualitative

- Each article is evaluated from the qualitative aspect and classified as Positive and Negative
  - Positive reportage: article which talks about Unicef/issues in positive light
  - Negative reportage: article which talks about Unicef/issues in negative light
- A detailed commentary is provided to highlight the main issues and the areas of interest to Unicef



# Overview - Quantitative

**Three rounds of National Pulse Polio Immunisation in January, February and April 2004.**

**In all, 705 positive and 117 negative articles appeared on the topic of Polio.**

- In January, there were 192 articles of which 159 were positive and 33 negative.
- In February, there were 278 articles of which 243 were positive and 35 negative.
- In March, there were 86 articles of which 70 were positive and 16 negative
- In April, there were 266 articles of which 233 were positive and 33 negative.

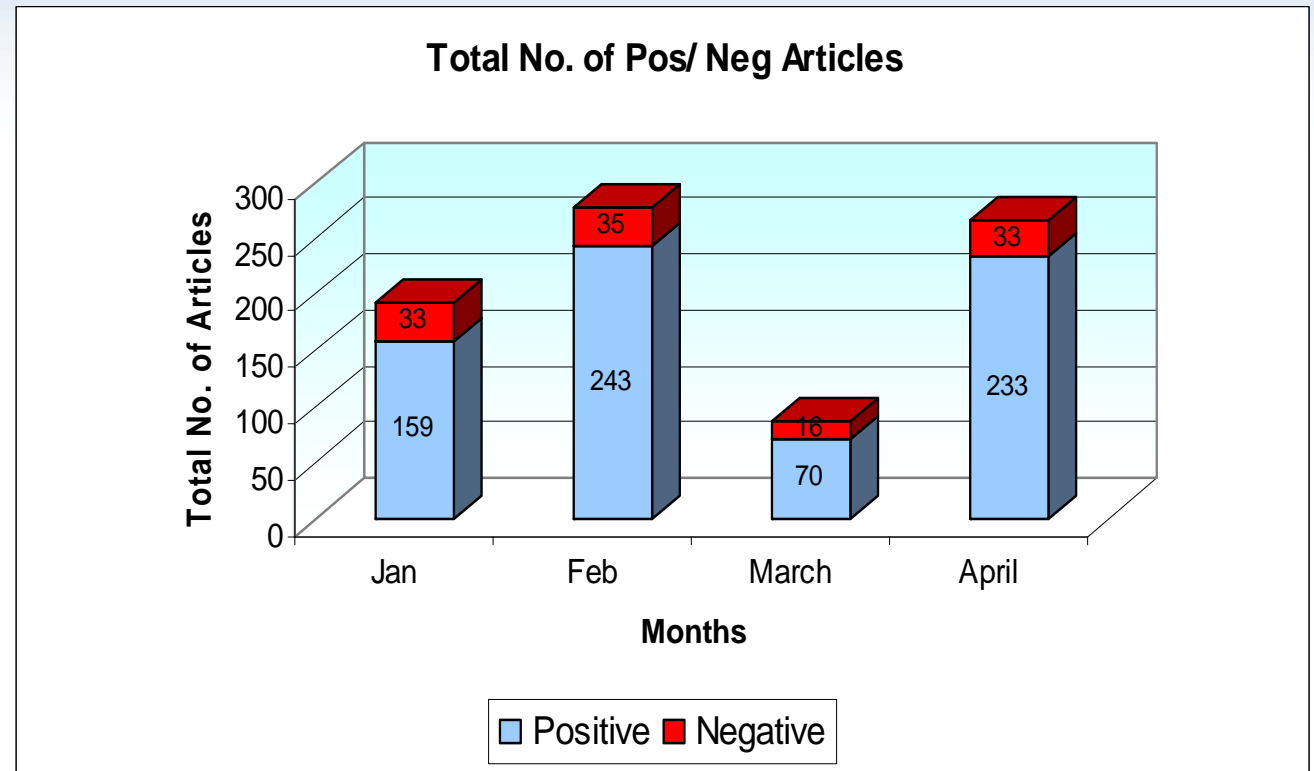
## **Out of the total coverage**

- Over 85% articles were positive in nature
- Over 40% coverage was from North
- About 17% coverage was from East and South
- About 11% from Center
- And 7% from West and rest from National (magazines and Internet)
- Most of the negative coverage (about 40%) was from North, followed by 30% from the East.

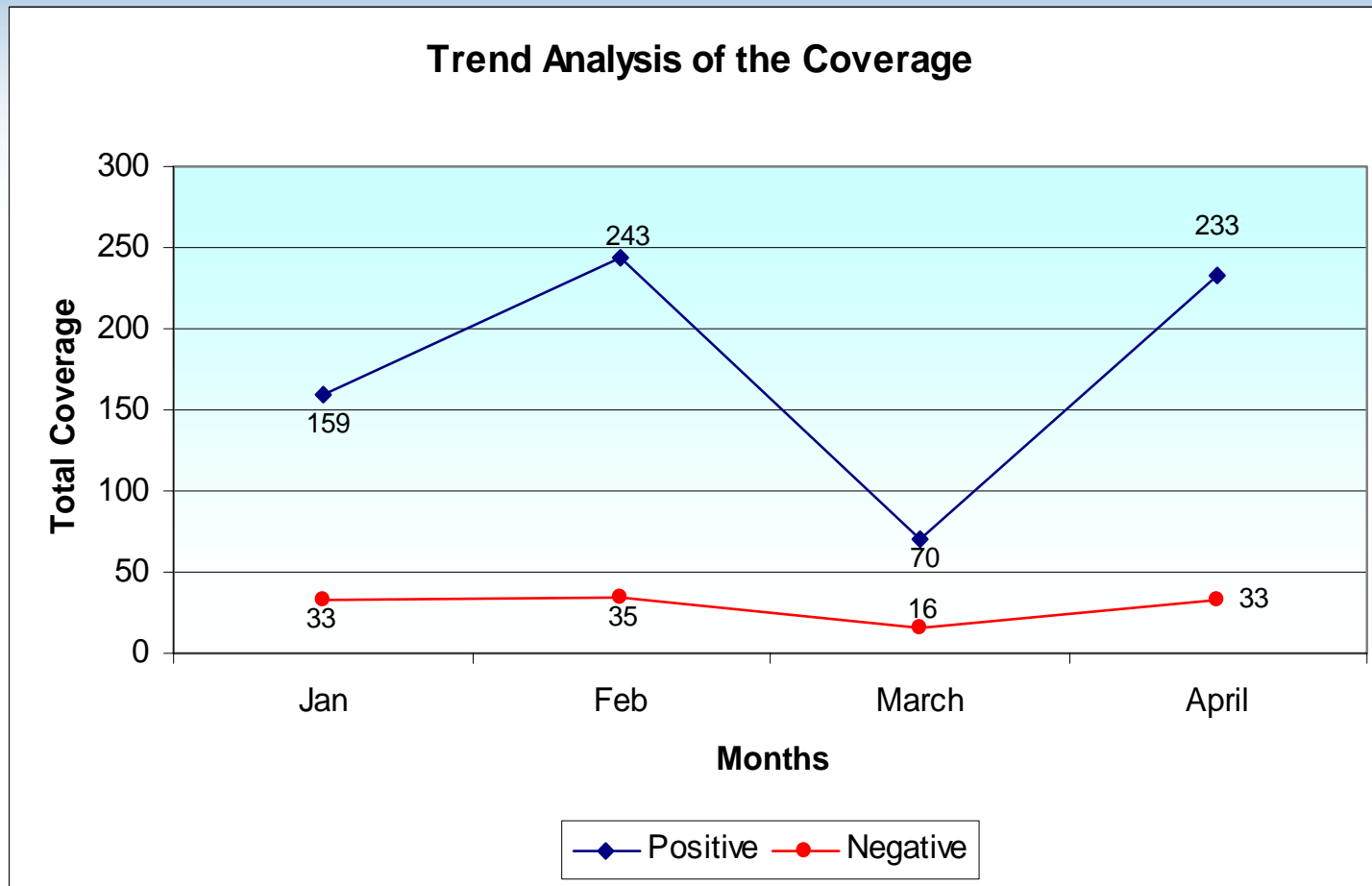


# Quantitative -

- January, February and April got higher coverage due to National Immunisation drives

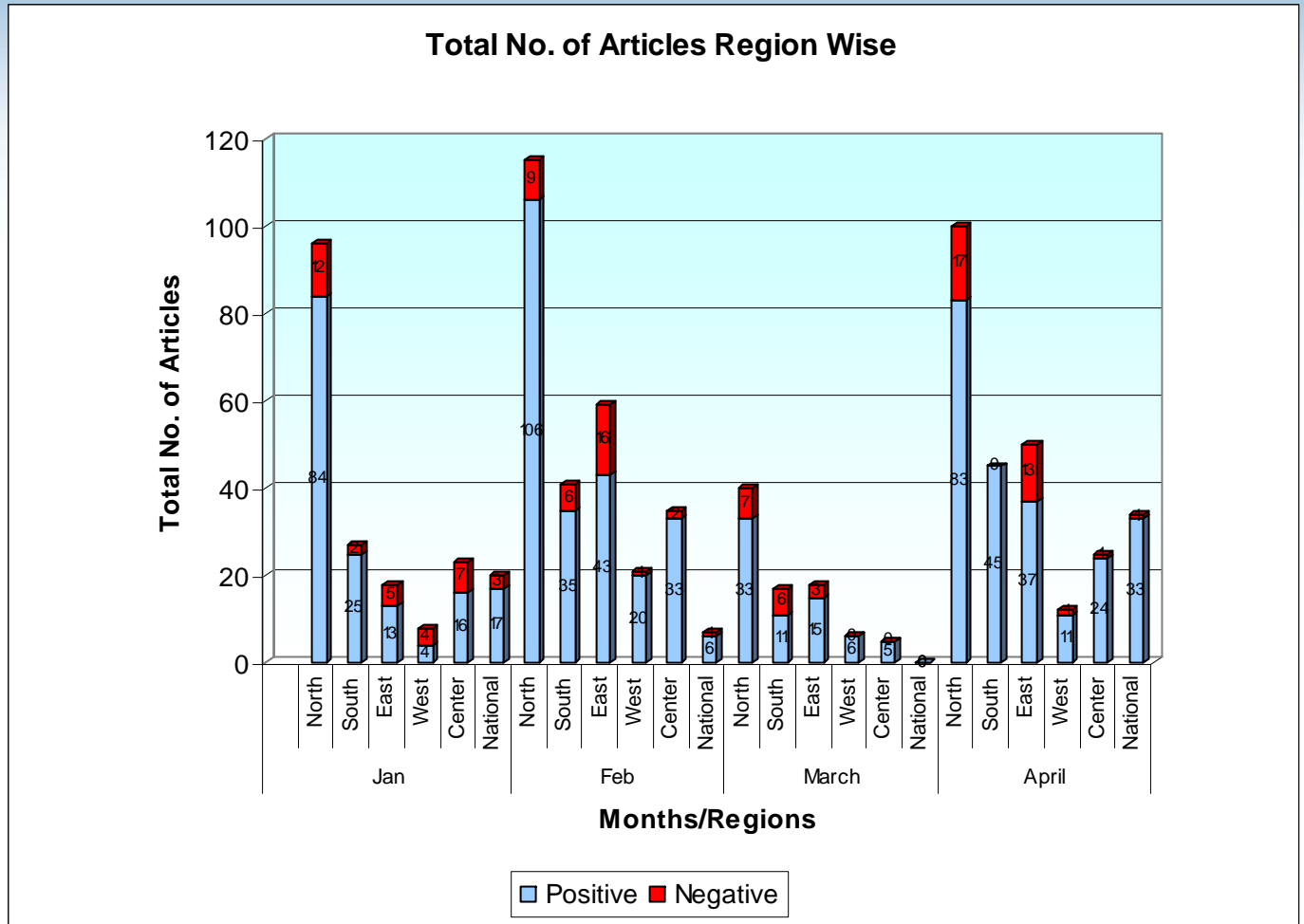


# Quantitative

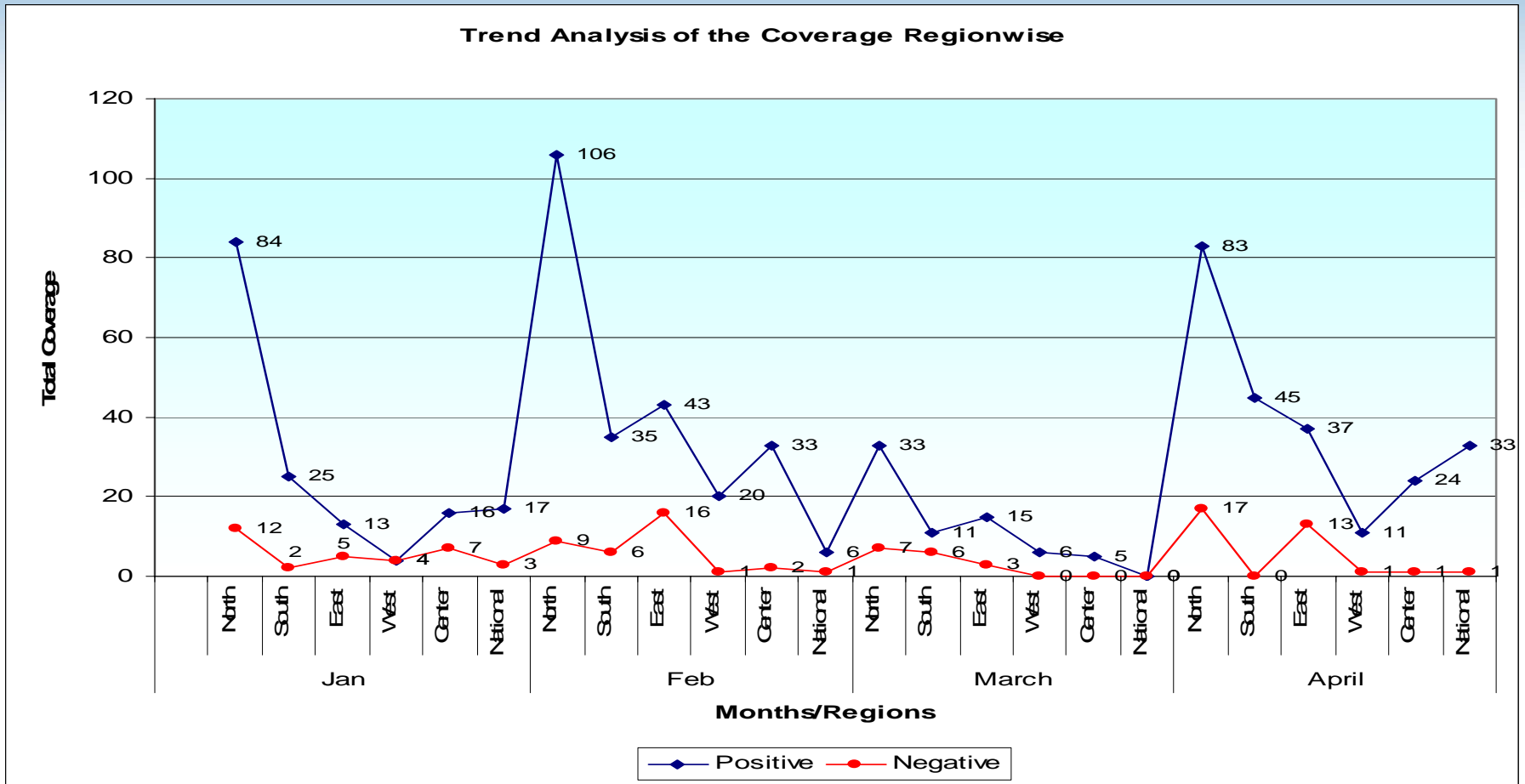


# Quantitative

- North has been consistently getting the maximum share of total coverage

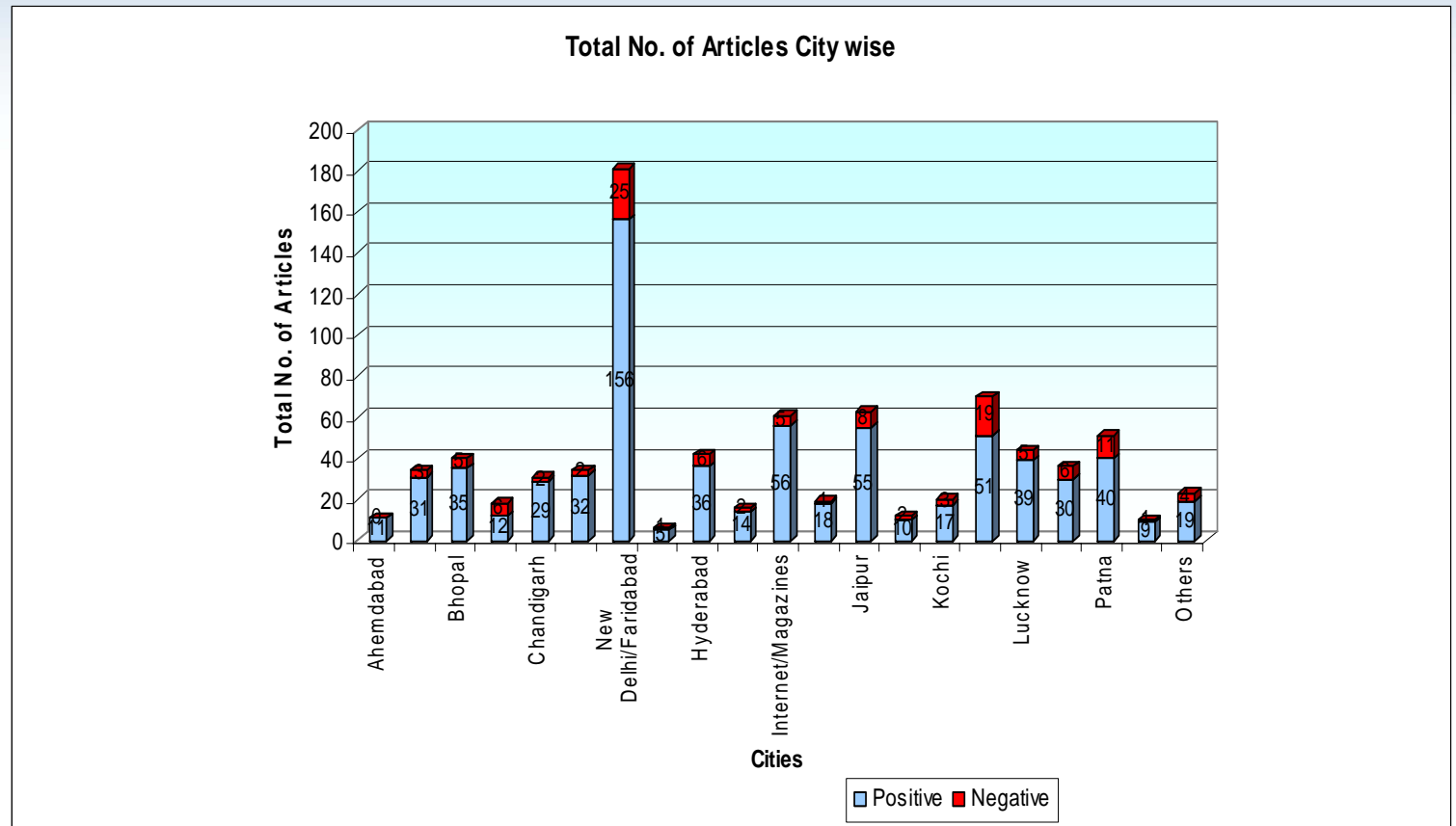


# Quantitative

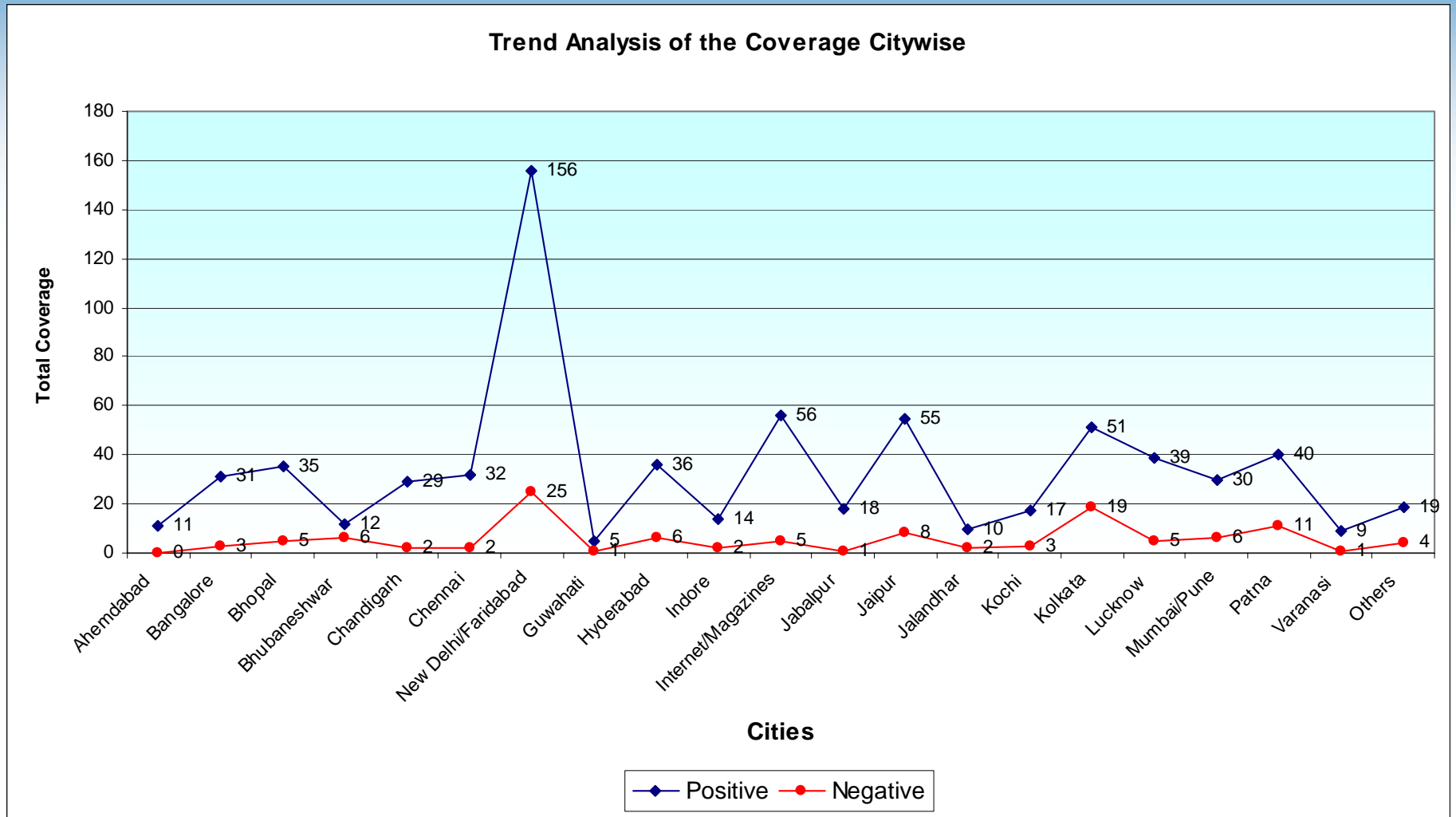


# Quantitative

- Delhi got the maximum coverage with 181 articles, followed by, Kolkata-70, Jaipur-63, Patna-51 and Lucknow, Bhopal, Hyderabad over 40 articles each



# Quantitative



# Qualitative - Highlights

- Media reports mentioned, India is seven years behind schedule in the pulse polio immunisation programme (PIIP) and ranks second in the number of polio cases, but the number of polio cases were contained at 214 in 2003, compared to over 1600 in 2002. The Union Health and Family Welfare Minister resolved to totally eliminate the polio virus by the year-end, and allocated Rs 1,100 crore to achieve the target, which is nearly double the 2003 expenditure of Rs 600 crore.
- The estimated cost of the polio vaccine is expected to rise from Rs 3.91 per dose in 2003 to Rs 4.65 per dose at the end of 2004. Five rounds of immunisation are planned for 2004, with mop-up exercises when required.
- The Polio Conference held in Geneva in January this year was attended by affected countries - India, Pakistan, Niger, Nigeria, Afghanistan and Egypt and these countries along with representatives from WHO, Rotary International, UNICEF and Centre for Disease Control and Prevention.
- Unicef and WHO said that after a global investment of \$3 billion over 15 years and successful engagement of 200 countries and 20 million volunteers, polio will be the first disease of the 21<sup>st</sup> century to be eradicated. An additional \$150 million is required to fill the remaining funding gap to immunize 250 million children against polio during 2004 and 2005
- A report said, "only 1000 cases of polio in six countries have been detected this year. The US is the largest contributor to the global eradication initiative with an estimated commitment of one billion dollars from 1998 to 2005 and would provide the necessary money and technical support to achieve the eradication target"



# Highlights

- In February, Rotary International's India National PolioPlus Committee organised an awareness event titled 'Empathy 2004' with polio-stricken kids
- Media has lauded efforts made by Unicef, WHO, Rotary and other agencies towards eradication of Polio. "Polio is almost gone, except in a few places," said a headline in the *Hindustan Times* (Lucknow edition, February 25, 2004), with a graph showing annual polio cases worldwide. "Efforts to eliminate polio, the infectious disease which paralysed millions in the 1900s, have been successful. Polio remains endemic only in six nations, down from more than 125 nations when the initiative began in 1988."
- Unicef sponsored "Listen to Children" documentary was launched and screened in Assam in April this year.
- It was also reported than at many places senior politicians, religious leaders, opinion makers and prominent personalities helped in making the Pulse Polio drive a success
- The goodwill ambassador of Unicef, Amitabh Bachchan, has proved to be very successful in influencing people to give their children polio drops. Inclusion of Aishwarya Rai and Sachin Tendulkar has also had a magical effect on the drive. One of the reports said, ". The reach has really been astounding, as 165 million children across the country were administered polio drops in one single day".
- 'Bowl Out Polio' programme has also got widespread acclamation. Media reports suggested that Unicef had roped in Irfan Pathan to join the Bowl out Polio campaign after Sachin Tendulkar and VVS Laxman.
- During the India Pakistan test series in Pakistan, the two captains - Rahul Dravid and Inzamam-ul-Haq, walked onto the field with some children and a banner that read 'bowl out polio.'



# Highlights

- A goodwill cricket match was played by a team of underprivileged children of the 'Cricket for Peace' programme with the Delhi Public School, Mathura Road cricket team. This match was organised by Unicef, Rotary International and Leapfrog to raise the polio awareness. Later these children were flown to Pakistan to promote peace and harmony.
- A team of 24 underprivileged children from India and Pakistan played a goodwill cricket match in Islamabad. The match for peace was organised by SPARC and Action Aid from Pakistan and Leapfrog from India as part of the peace process between the two countries.



# Highlights - Negative reportage

- The Vitamin A story still seems to be haunting Assam. With the polio outbreak in Assam, the Vitamin A issue was brought to light again at the end of January. The report added that the fear is still fresh in the minds of people.
- Some reports highlighted that besides resistance (due to ignorance and religious beliefs), logistics is the big problem in India.
- One of the many hurdles was superstitious fear that infertility would be caused by the polio vaccine. In some cases, effectiveness of the immunization was also questioned
- In Jaipur, 6,000 vaccines were sent back following a complaint that the vaccines were not of good quality. This caused a commotion in the polio centre and health workers stopped administering the vaccination.
- A Kochi-dated report stated that a three-day-old infant died after being given polio drops.
- There were negative reports relating to underachievement of the target, like in Jaipur, where fewer than 5 lakh children were given polio drops, about half the total number of children. In Jalandhar, the local administration lacked resources to build awareness to achieve the target. In Ludhiana, officials were accused of fraud and the vigilance department has asked the civil surgeons to give them the records of last three years. Officials were alleged to be siphoning money by giving fraudulent bills for stationery, banners and refreshments usually provided during polio camps (*this news was carried in a Hindi publication and got published in Punjab, Bhopal & Kolkata*). The pulse polio campaign was not on target in Noida either, as the govt machinery was occupied with the inauguration of a power project

