



# Communications UPDATES | NOV 2018

FEDERAL EXPANDED PROGRAM ON IMMUNIZATION



## President of Pakistan Urges Parents to Immunize Children Against Measles

The two week long (October 15-27, 2018) nationwide anti- measles campaign was inaugurated by H.E President of Pakistan at the Federal Government Polyclinic Hospital in Islamabad by administering measles vaccine to a child. Mr. Arif Alvi urged all parents to vaccinate their children against the deadly disease of Measles.

The President of Pakistan highlighted the significance of the Immunization as the most cost effective preventive measure and termed it a collective responsibility to promote immunization to safeguard the future of children. "Immunization is a shelter against deadly diseases and it is a dire need to encourage Immunization as a right of every child", stressed President of Pakistan while inaugurating the campaign. President of Pakistan Dr. Arif Alvi reiterated the commitment of the Government to improve health indicator of the country as a top most priority.

While speaking at the occasion, Federal Minister, National Health Services, Regulation and Coordination, Minister said that it is a duty of every Pakistani to ensure that every child between 9 months and 5 years of age is vaccinated as part of this campaign. "In line with the vision of the Prime Minister of Pakistan, we are paying extra attention to health and well-being of mothers and children", expressed the Federal Minister.

Sharing the agenda of the Government, Minister underscored the importance of health sector in improving the human development index. "The aim of the present Government is to prioritize health and education to lead improvement in the life of community," he opined.

Dr. Syed Saqlain Ahmad Gilani, National Program Manager, EPI in his opening remarks said that Pakistan has experienced a massive measles outbreak in 2011-2013 followed by a nationwide measles campaign conducted in 2014-15 to reduce the burden of measles cases in the Country.

National Program Manager also highlighted the extensive efforts in planning of the campaign and engaging all stakeholders to ensure that every child receives an additional measles dose. He also stressed that until we are able to mobilize the communities to avail this opportunity, the aim of achieving more than 95% coverage would not be achieved.

Dr. Syed Saqlain Ahmed Gilani also appreciated the support and technical assistance provided by development partners including United Nations Children's Fund (UNICEF) and the World Health Organization (WHO) with financial assistance from the Global Alliance for Vaccines and Immunization (GAVI).

## Mid Campaign Review by Honorable Mr. Aamer Mehmood Kiyani, Federal Minister, Ministry of National Health Services, Regulation and Coordination



Mr. Aamer Mehmood Kiyani, Federal Minister, for Health monitored the National Measles Campaign through visiting health centers in the outskirts of Islamabad on 23rd October 2018.

While talking to the media on a monitoring visit, Minister highlighted the need of compliance by private schools to the National Measles Campaign to ensure optimum coverage. Minister Health expressed his concern over delays in granting permission by the private school authorities for measles vaccination while underlining the requisite of coordination of all departments to run successful measles campaign. Minister Health further highlighted the magnitude of the two week long campaign targeting approx 32.5 million children between ages of 9 months to 5 years. He further commended the Government lead efforts where more than 50% of the target has already been achieved by the frontline workers.

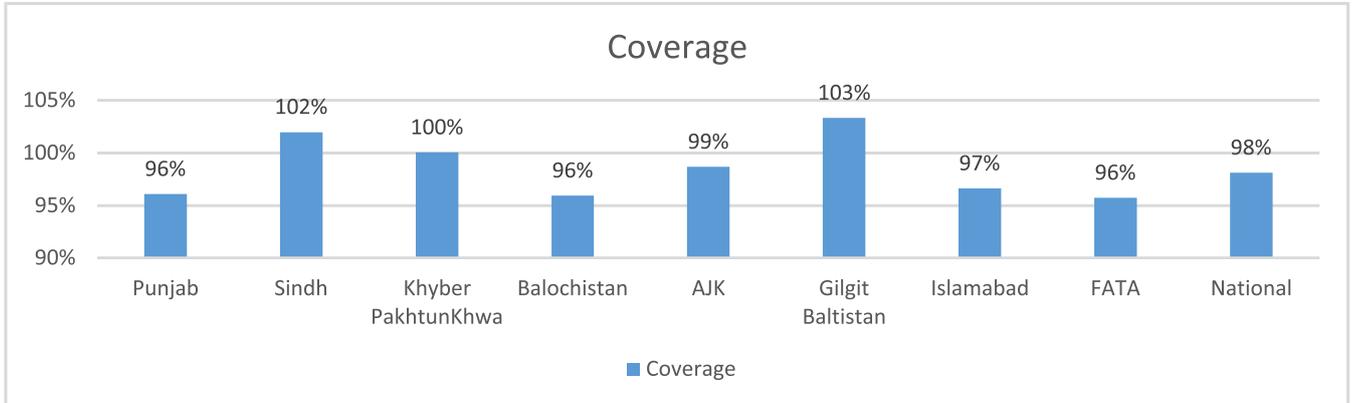
Following the field visit, Federal Health Minister visited the National Measles Control Room to monitor real time coverage of the Measles Campaign. Dr. Syed Saqlain Ahmad Gilani, National Program Manager briefed him on the procedure of real time data collection at the Control Room. "Data from across the country is submitted by provincial and district level teams through android app to the centralized National Control Room. Teams at the National Control Room analyze the data, identify issues, take immediate measures to address the challenges or mitigate the effects, shared Dr. Syed Saqlain Ahmad Gilani while apprising the minister on the operations of the situation room.

Minister appreciated the joint efforts of the Officials of the EPI, development partners, GAVI, UNICEF and WHO to extend their assistance in making apt arrangements for the Measles Campaign.





# Highlights of Measles SIAs

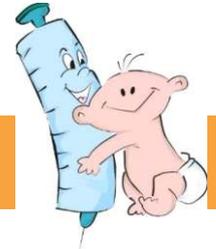


The Government of Pakistan had conducted a two week long measles campaign (October 15 – 27, 2018) in wake of recent measles outbreak in some part of the country. During this campaign 32.5 million children of age between 9-59 months were targeted to immunize against the deadly disease of Measles. Upon conclusion of the 12 days, 98% coverage through official data submitted to Federal Situation Room, EPI. The target of the campaign was to achieve optimum level of 95% coverage in all provinces/areas across the country.

The Federal EPI had established a situation room to monitor the pre/intra and post campaign activities/coverage through real time data and information sharing. Real time data was submitted by android application from the field to centrally established MIS at the Federal EPI. Data was also analysed by KOBO (android based application) by WHO, Rapid-pro (android application) by UNICEF. Daily data analyses at central level helped identifying gaps and devising mitigation strategies.

The Federal EPI also broadened its message outreach through social media engagement to a large number of population. Official twitter handle of the Federal EPI transmitted motivational messages, testimonials of key celebrities and experiences of vaccinators. Measles remained top trend in initial days of the campaign. Media monitoring was another aspect that helped in identifying the overall response of the masses. Media remained positive throughout the campaign except few individual incidents.





# Picture Gallery



Federal EPI salutes all Frontline Vaccinators for their relentless efforts in braving all challenges to reach out each and every eligible child in the Measles SIAs



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