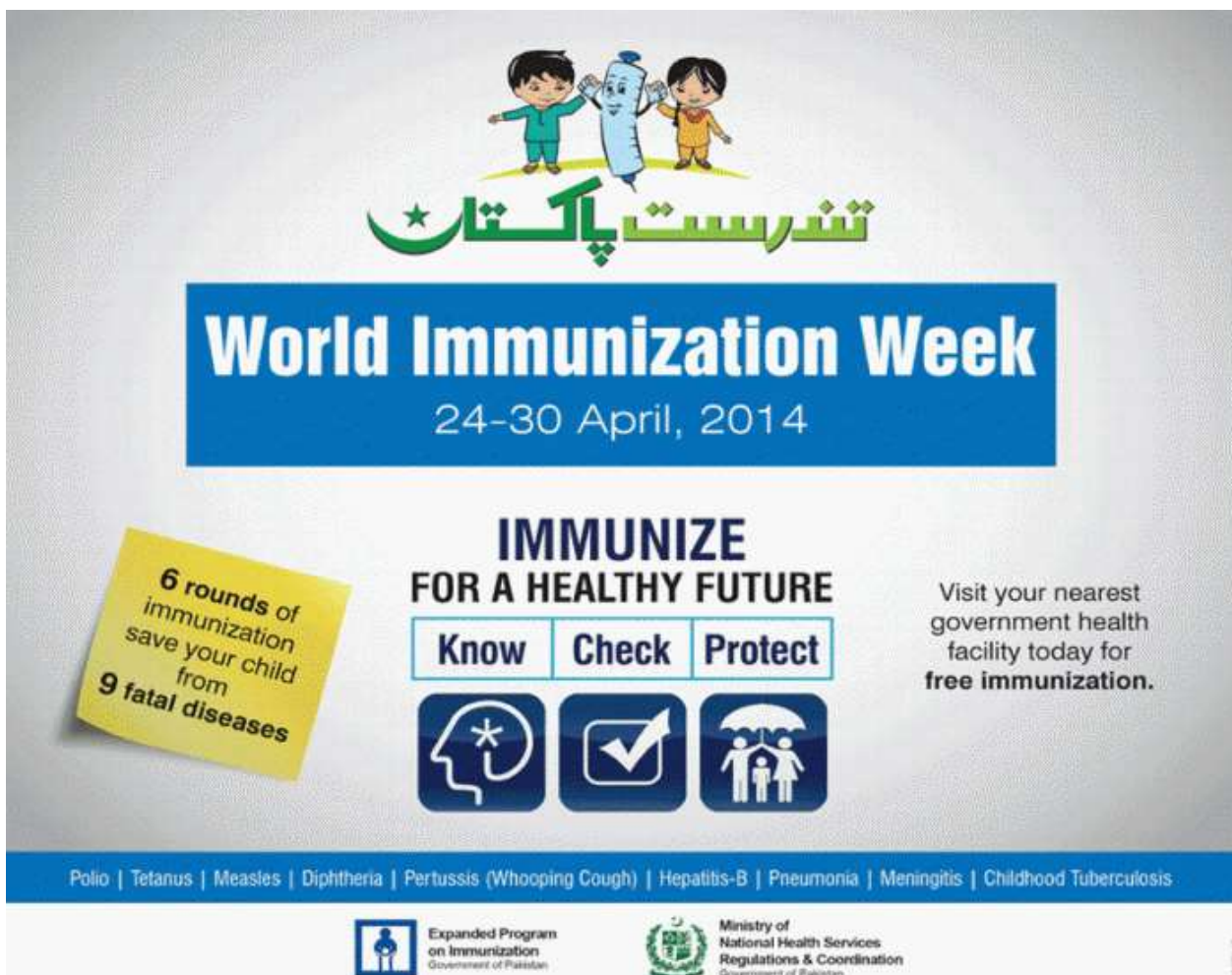


“World Immunization Week” Report

24-30 April, 2014



شہرست پاکستان

World Immunization Week

24-30 April, 2014

**IMMUNIZE
FOR A HEALTHY FUTURE**

Know Check Protect

6 rounds of immunization save your child from 9 fatal diseases

Visit your nearest government health facility today for free immunization.

Polio | Tetanus | Measles | Diphtheria | Pertussis (Whooping Cough) | Hepatitis-B | Pneumonia | Meningitis | Childhood Tuberculosis

Expanded Program on Immunization
Government of Pakistan

Ministry of National Health Services
Regulations & Coordination
Government of Pakistan

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Executive summary

Immunization saves millions of lives, is among the most cost-effective health interventions ever developed, and has attracted a great deal of attention and funding from public and private donors in recent years. Indeed, global health leaders have committed to making this the 'Decade of Vaccines' with the vision of delivering universal access to immunization by 2020.

In 2012, for the first time, countries in all six WHO regions participated in Immunization Week, to mark the first World Immunization Week (hereafter referred to as WIW). Thursday, 24 April, marked the start of World Immunization Week 2014, a global World Health Organization initiative to raise awareness of the importance of vaccination. With its slogan "Immunize for a healthy future", the WHO is urging people to make sure that they, and their children are adequately protected against vaccine-preventable diseases. WIW is an opportunity to underscore the importance of immunization in saving lives and to encourage families to vaccinate their children against deadly diseases. This worldwide collaboration provides an opportunity to boost momentum for immunization as a public health intervention, focusing on specific actions such as:

- Raising awareness on how immunization saves lives;
- Increasing vaccination coverage to prevent disease outbreaks;
- Reaching underserved and marginalized communities — particularly those living in remote areas, deprived urban settings, fragile states and strife-torn regions — with existing and newly available vaccines; and
- Reinforcing the medium- and long-term benefits of immunization, giving children a chance to grow up healthy, go to school and improve their life prospects.

This report provides an overview of materials developed, events organized and communications approaches followed by Federal EPI Cell, all of its counterparts in the provinces/regions and other direct and indirect players under the guidelines provided by the Ministry of National Health Services Regulations and Coordination.

Prologue

World Immunization Week, which takes place in the last week of April every year, is an opportunity to remind families and communities how effective vaccines can be, and to encourage people to take action to ensure that more children, and increasingly people in other age groups, are immunized against deadly and debilitating diseases.

This year, with the slogan **“Immunization for a healthy future. Know, Check, Protect”**, The Immunization Program, Pakistan encouraged people to learn more about which vaccines are needed to prevent deadly illnesses, to check to see if their family’s immunizations are up-to-date, and to seek out vaccination services so that all family members are protected.



The theme of the 2014 World Vaccination Week was **“Are you up-to-date?”** to seek and address the knowledge gap which sometimes prevents people from getting vaccinated.

Overall goal

The ultimate goal of World Immunization Week was that more people – and their communities – shall be protected from vaccine-preventable diseases.

Objectives

- Convincing people that immunization saves lives
- Mobilizing action to increase vaccination coverage with existing and newly available vaccines in underserved and marginalized communities
- Securing political will to increase support for immunization programmes

Target audiences

Primary audiences at international, regional, national, and community levels included the following: -

- Parents of children requiring vaccination
- Unvaccinated adults
- Public health agencies
- Non-health sector government bodies
- Health-worker associations
- Community leaders
- Civil society groups
- Other direct and Indirect Players involved

Commemoration of World Immunization Activities

Under the guidelines of Ministry of National Health Services Regulations and Coordination, The Federal EPI Cell and all provincial/regional EPI Cells in collaboration with GAVI, UNICEF and WHO organized a score of activities to create maximum awareness. The Civil Society Organizations were also mobilized to participate in the celebrations of the week by organizing various communication and social mobilization activities. Following are the highlights of activities conducted

Activities to commemorate WIW at Federal Level

- **Joint Media/Press Briefing Organized to Launch of the World Immunization**

The World Immunization Week was launched on 23rd April, 2014 through a press briefing chaired by Ms. Saira Afzal Tarar, State Minister for National Health Services, Regulations and Coordination. The press briefing was also accompanied by Minister of Balochistan, Mr. Rehmat Saleh Baloch, Minister of Gilgit Baltistan and Special Secretary Health of Government of Sindh. The briefing was attended by representatives of national and international partner agencies, Govt. Officials, Media Personals and other key stakeholders.



State Minister for NHRC Ms. Saira Afzal Tarar Briefing the Media

Sharing the scope of work, Minister briefed the media that under the Expanded Programme of Immunization, we are providing free vaccination services to immunize children against 9 vaccine preventable diseases. Currently over 5 million children are being immunized against 9 vaccine preventable diseases and over 6 million pregnant mothers are being immunized against Tetanus. Pakistan introduced pneumococcal vaccine to protect Pakistani children from pneumonia in 2012. With this launch, Pakistan became the first country in South Asia to introduce the pneumococcal vaccine.

Discussing the steps that the Ministry is undertaking to improve Immunization Service in the country, Minister revealed that special Initiative of awareness campaign “**Tandrust Pakistan**” to initiate a national drive to enhance awareness of Immunization Services in Pakistan, demand creation among masses are in the pipeline and will be executed soon.

- **Vaccinator's Convention Organized**

To acknowledge the services of frontline vaccinators for Immunization in the country, first ever Vaccinator Convention was organized on 26th April, 2014 in Islamabad. The basic objective of the Vaccination was to pay homage to frontline vaccinators and listen to their concerns and issues they face during their line of duty.

Ms. Saira Afzal Tarar, State Minister for National Health Services, Regulations and Coordination said on the convention that Vaccinators are the backbone of the Expanded Programme on Immunization (EPI) and no progress could be achieved without the hard work of vaccinators.



State Minister for NHRC Ms. Saira Afzal Tarar Addressing the Vaccinator's Convention



Audience of the Vaccinator's Convention

- **Special Vaccination Camp Established**

Special Vaccination Camp was established with state of the art vaccination facilities to promote, highlight and improve vaccination Services. Ms. Saira Afzal Tarar, State Minister for National Health Services, Regulations and Coordination visited the Vaccination Camp in Islamabad on 26th April, 2014 and interacted with mothers on the overall situation of immunization and their children's health. The presence of the State Minister itself was an evidence to government's commitment and ownership of immunization and on the other end was a great motivation for people coming in from all walks of life to directly interact with the Minister.



Vaccination in Progress at the Special Vaccination Camp



State Minister for NHRC Ms. Saira Afzal Tarar Interacting with the Parents and Caretakers of the Children

- Outdoor Media Campaign

To spread the word and ensure maximum awareness creation on Immunization activities in Pakistan, the World Immunization Week was capitalized upon and an outdoor media campaign was managed throughout the country to spread the message and raise awareness and importance of the week.



Specimen 1 of WIW Outdoor Branding



Specimen 2 of WIW Outdoor Branding



Specimen 3 of WIW Outdoor Branding

- Dissemination through Print and Electronic Media

WIW Content integration was ensured to be incorporated in electronic media and news insertions in print media to disseminate the messages of World Immunization Week. The messages were incorporated in news bulletins, talk shows, press articles and news stories to highlight the week.



News Insertions in Leading English Newspaper



News Insertions in Urdu Newspaper

**The news has been published in more than english and urdu dailies. All clippings are attached as annexure 1, 2 and 3.*

Activities to commemorate WIW in Punjab

• **Launching of Immunization Documentary**

The Expanded Programme on Immunization (EPI) Punjab in collaboration with the Save the Children Pakistan Programme launched the 'Immunization Documentary' on Wednesday as part of the World Immunization Week that was celebrated globally from April 24 to 30. The documentary has highlighted the challenges and the present situation of immunization among children in Pakistan.

The documentary encompasses the issues of insufficient human resource as well as scarce number of vaccinators that impacts universal access to vaccination services. It also attempt to expose the myths related to vaccination of children under the age of five in rural areas of the country and has documented various case studies where vaccination has saved the lives of many children.

Adviser to Chief Minister on Health Khwaja Salman Rafique, Punjab EPI Director Dr Muneer Ahmed, GAVI's Dr Huma Khawar, senior paediatrician Dr Naeem Zafar, Provincial Coordinator for Punjab Healthcare Commission Dr Javaid Umar and Save the Children Pakistan Programme officials attended the activity.



Documentary Launch Participants Group Photo, PC Lahore

- **Outdoor Media Campaign**

World Immunization Week was the talk of the “every” town in Punjab due to a massive outdoor branding and marking campaign conducted by the EPI Punjab. Banners, Steamers and many other display interventions under the Umbrella of “Tandarost Pakistan” meaning “Healthily Pakistan” were displayed everywhere across the province.



Banner Display to Create WIW Awareness

- **Outdoor Media Campaign**

To reach the communities of Pakistan in order to inform them on the significance on the World Immunization Day and Immunization in general, an awareness campaign was run through media involving leading national & local news papers from 24th – 30th April by DG Health Office.



WIW News in Media

Activities to commemorate WIW in KhyberPakhtunkhwa

- **Reaching the Catalyst of Change (i.e. Children)**

The EPI Cell KP and FATA in collaboration with Khyber Medical College arranged 3 days activities including Quiz Competition, Poster Competition, Speeches followed by Prize Distribution. A dissemination Walk on World Immunization Week was also organized in Peshawar.



School Based Dissemination Activity in Progress

- **WIW Dissemination on Social Media**

The EPI Cell KP reached million of social media audiences by banking on facebook pages and other platforms of various stakeholders.



- **Outdoor Media Campaign**

4,000 banners with the promotion of Immunization messages and celebration of World Immunization Week were displayed at all visible locations of 5 districts of KP including Peshawar ,Lakki Marwat, Charsadah ,Nowshera and Swat.

- **WIW Content on Electronic Media**

The most popular TV of KP i.e. Khyber Television Network was approached and the WIW content was integrated in various talk shows and other programmes.

Activities to commemorate WIW in FATA

- **WIW Planning Meeting Organized**

Orientation of FSMO's and National Program Coordinators on WIW Planning meeting was conducted in chairmanship of representative of Directorate of Health Services, FATA ,all FSMOs ,NPC in National Programme building .A representative from UNICEF country office and Peshawar office also attended the planning meeting. All agencies presented the updated situation of their respective agency and staff who are actively engaged in World Immunization Week



Orientation Session of FSMO's and National Program Coordinators on WIW in Progress

- **WIW Planning Meeting Organized**

WIW content was also included in Measles TOT orientation session that was carried out to Field Supervisor Medical Officers ,National Programme Coordinator and two UPEC Chairmen/UCMOs from all agencies/FRs.

- **WIW Planning Meeting Organized**

COMNet staff is involved in awareness sessions about RI in agencies / FR

Activities to commemorate WIW in Balochistan

- **WIW Press Briefing**

Press briefing on occasion of WIW was arranged by Provincial EPI and supported by Save the Children. Additional Secretary Health, Deputy DGHS, PC EPI, WHO EPI Officer and representative of Save the Children briefed the journalists of print and electronic media regarding the WIW and its theme of creating awareness for vaccination among the community. Question answer session was also held.

The Speakers on the occasion were Mr. Ayaz Ahmed Additional Secretary Health, Dr Essa Khan Gogezai, Director Health Services Dr. Muhammad Anwar Musafarzai Program Coordinator EPI, Dr Ishaq Panezai DPC EPI, Dr. Rehmatullah EPI officer WHO and Dr. Ansari Badar.



WIW Press Briefing in Quetta

- **World Immunization Week in Media**

All local, national and international circulations were approached to ensure that the WIW events related news are printed and the readers are updated on the festivity going on the province.

Daily Time

Your right to know A new voice for a new Pakistan

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Seminar advocates vaccination of children

QUETTA: Child mortality in Balochistan has reached alarming levels and parents need to be mindful of vaccinating their children against nine major diseases, Secretary Health Arshad Hussain Bugti told a seminar jointly organised by the Expanded Programme on Immunisation and Save the Children in connection with the World Immunisation Week 2014. Bugti said lack of awareness about vaccination is one of the most important causes of child deaths. Parents who do not have access to correct information regarding vaccination are usually reluctant to get their children vaccinated, he said. "Resultantly, hundreds of children die each year by the preventable diseases," he added. Director General Health Services Dr Essa Khan Jogizai said EPI had arranged a programme at the district level to make people aware of vaccination. "During this campaign, those children will be targeted who have not completed their vaccination," he said, and added that they will be administered the remaining doses of the vaccination to complete their immunisation course. A documentary on immunisation was also shown which explained in detail the overall scenario of immunisation in Pakistan, particularly in Balochistan. The documentary discussed the myths and norms of the local community towards vaccination. Save the Children urged the provincial government to allocate budget for provincial EPI programme and appoint at least two vaccinators in each union council in the province.

Staff Report
April 27, 2014
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MOST VIEWED



WIW Press Clippings in Urdu Newspaper

More News coverage of the event can be seen on the following web links.

#vaccination <http://www.dawn.com/news/1102733>
<http://daily.urdupoint.com/news/city//2014-04-27/national-news-183510.html>
<http://pakistan.onepakistan.com.pk/news/city/quetta/299951-baluchistans-under-five-mortality-is-111.html>
<http://www.dailytimes.com.pk/national/27-Apr-2014/seminar-advocates-vaccination-of-children>
<http://www.qudrat.com.pk/Latest-News/96118>
<http://e.qudrat.com.pk/newspaper/daily-qudrat-back-page-27-04-2014/>
<http://www.bbcrecord.com/live/10-pakistan/30546-baluchistans-under-five-mortality-is-111.html>
<http://thebalochistanpoint.com/mortality-rate-of-children-under-five-is-alarming-secretary-health-balochsitan/>

• WIW Interventions in Inaugural Ceremony of MCH Week:

The inaugural ceremony was arranged by LHW Program with the support of UNICEF. Dr Shama Ishaque, MPA Balochistan was the chief guest while officials from health department, EPI and other vertical programs, LHWs, LHSs and media personnel attended the ceremony. The most important item for discussion was strengthening and awareness about routine immunization which was emphasized by all speakers including the chief guest. One of the key content of this inauguration was to discuss the WIW, 2014.

Activities to commemorate WIW in Sindh

- **Launching of Immunization Documentary**

The Expanded Programme on Immunization (EPI) Sindh in collaboration with the Save the Children Pakistan Programme launched the 'Immunization Documentary' to stress on the importance of strengthening health systems to ensure equitable and sustainable immunization progress is in place. The event was participated by Dr Mazhar Khamesani, Head of EPI Program Sindh Dr Durenaz Jamal, the EPI Sindh's Deputy Program Manager, Mr Iqbal Detho Provincial Manager Advocacy and Campaigns Save the Children Pakistan Program, Dr M.N. Lal Project Director Child Survival Program Government of Sindh and provincial representative of Advocacy and Advisory Network for Newborns (AANN), Professor Dr Jamal Raza Secretary General Pakistan Pediatric Association (PPA) and many others.



Participants of the Documentary Launch

Dr Mazhar Khamesani, Head of EPI Program Sindh said all stakeholders's including Government Institutions, Civil Society Organizations and media have to work together for reaching 100% targets of immunizations in Sindh.

Dr Durenaz Jamal, the EPI Sindh's Deputy Program Manager presented overall situation of immunization in Sindh. Dr Durenaz shared that presently 2702 vaccinators are performing vaccination services in 1166 Union Councils of 29 Districts of Sindh. However equal distribution of vaccinators remained a challenge. Accountability at levels and political commitments are required to improve immunization coverage

The Launch was attended by Senior Health officials, representatives of Civil GAVI Alliance Members, Media, National and International Organizations.



Dr. Durenaz Jamal Sindh EPI briefing the audience on WIW, 2014

- **Polio Eradication Drive under the WIW Umbrella**

Rotary International in collaboration with Sindh Provincial EPI will launched a fresh drive against polio eradication at the NIDs from April, 26th-28th as well as the vaccination week. Mr. Aziz Memon, National Chair, Pakistan Polio Plus Committee disclosed that we tried to reach every nook and corner of Pakistan to create awareness on polio.



Polio Eradication Drive during WIW in Progress

- **Polio Short Documentary**

Rotary International under the guidance of Provincial EPI aired a short documentary film labeled as 'Polio True Story' of a boy in Swat called Hamza. The documentary was aired in Urdu and Pushto for 7 consecutive days, from 24th to 30th April in an attempt to in addition to Sindh reach all Provinces across Pakistan.

- **Ulema Convention Organized**

The Pakistan Polio Plus Committee organised Ulema Conventions in Karachi. WIW contents were high on the agenda.

Activities to commemorate WIW in AJ&K

• **WIW Communication Mix**

The Expanded Programme on Immunization (EPI) AJ&K like all other provinces and regions played a vital role in commemoration of WIW 2014. In this regard the following self explanatory letter was sent to the Federal EPI cell in which a comprehensive set of communication interventions are laid down that were implemented all along the region.



EXPANDED PROGRAMME ON IMMUNIZATION
Health Department AJK

Housing Scheme D-176 Upper Chattr, Muzaffarabad
Tel: 05822-921180 FAX: 05822-921462



No. 885/EPI/GAVI/14

Dated 05 May 2014

To:

Dr. Ejaz Ahmed Khan

National Programme Manager EPI-CDD

National Health Complex Block-A EPI Building Park Road

Check Shehzad Islamabad

Sub.: World Immunization Week 2014

With reference to your letter No. EPI/WIW/2014 dated 04th March 2014, it is stated that we have celebrated the immunization week in all the districts of AJK according to the lay down guidelines. Following activities has carried out during this week.

Overall Goal

- Overall goal of this week is to vaccinate the due and defaulter children at UC level.
- To give Health Education of the community through Health workers and Press.
- To create awareness among masses about immunization.

Activity Done

- Before going to start the vaccination announcement about Routine Vaccination has been completed at UC level.
- All the Vaccinators have vaccinated due and defaulter children in their catchment areas during this campaign.
- During this campaign Health Education about the importance of Routine Immunization given to masses.

Monitoring/Supervision

- All the District Health Officers monitored this activity.
- EPI Supervisory Staff fully supervised the campaign activities District, Tehsil and UC level.
- Undersigned have monitored the activity.

(Dr. Sardar Shabbir Ahmed Khan)
Provincial Program Manager EPI-CDD AJK

Activities to commemorate WIW in Gilgit Baltistan

- **WIW Celebration Walk**

Dissemination Walks on World Immunization Week were organized in various UCs of Gilgit Baltistan to inform the communities on the significance of the day.

- **WIW Celebration Outdoor Marketing Campaign**

An effective WIW branding and marketing campaign was organized displaying banners and other printed materials all over GB at major places.

- **WIW Orientation Sessions Conducted**

Orientation sessions were organized at UC levels to shed light on the aims and objective of the WIW celebrations. The audiences of the sessions were Government Officials, NGOs Reps, Media Personnel, Academia and other notables.

Activities to commemorate WIW By CSOs

- **Civil Society Organization Interventions**

The Federal Expanded Programme on Immunization (EPI) through its GAVI CSO Support component also organized a score of activities to support government in its WIW celebrations nationwide. The major activities were: -

- Theatre Workshops
- Health Training and Awareness Sessions
- Advocacy and Mobilization Seminars
- Community Sensitization dialogues
- School Role Plays
- Radio Advocacy Campaigns / Media Coverage
- Project Evaluation Workshop

- **Civil Society Organization Orienting Government Employees**



CSO (SABAWON) Rep Conducted a WIW Session for Civil Society and Government

CSOs Activities to Support Government WIW Efforts in News



CSO Activities Reflected in Urdu Newspapers



CSO Activities Reflected in English Newspapers

- **WIW Awareness Sessions**

BDN Program Muzaffarabad organized awareness sessions through out the WIW Week. The sessions were conducted to create maximum awareness amongst masses on immunization.



CSO Organized WIW Awareness Session in Progress

One of the gateways for these awareness creation sessions were the schools. The students were briefed in a very friendly way on the immunization scenario in Pakistan and the way they can play their role to achieve the set targets.



CSO Organized WIW Awareness Session in GMS School Karian Darar

The detail of the health awareness sessions were organized is as under:-

District Muzaffarabad			
S. No	Places	Date	No of students orientated
1.	Govt Girls Middle School Karian Darar	24-04-14	90
2.	Alian Public School and College Pattika	26-04-14	220
3.	Tayyib Model School Karka	28-04-14	120
4.	Sawera Model School Pattika	29-04-14	180
5.	Govt Girls Degree college Naserabad	30-04-14	260
6.	Govt Boys Degree college Naserabad	31-04-14	150
Total			1020

- **Advocacy and Awareness Sessions**

Life Welfare Association also conducted a series of activities to commemorate WIW in District Muzaffarabad, AJK And District Loralai, Baluchistan. Following are the reflections of the interventions: -

- ✓ Coordination meetings with Dist. Health Authorities were held and they were involved in the process. It was made sure that immunization teams should reach all areas.



Coordination Meeting With Govt Official in Process

- ✓ Awareness sessions were planned and conducted at 06 selected locations of district Muzaffarabad and 05 Selected locations of Dist. Loralai for creating awareness among community, women and children about mother & child health and routine immunization. These sessions included visits to Villages / Wards, Corner meetings, Visits to schools in the target areas.



IEC Materials Distribution and Awareness Sessions in Schools

- ✓ Local media was also invited to cover the events, and also to spread the messages on FOC basis through their mediums.
- ✓ Printed IEC material and fresh messages received from GAVI / UNICEF were copied and distributed widely.
- ✓ The community was informed about importance of immunization, 9 deadly diseases and issue relating to mother and child health.
- ✓ Volunteers at village / UC level were engaged to motivate masses for enhancing immunization.



Community Bases WIW Awareness Sessions in Progress

- **CHIP Joined Hands with Fed and Provincial EPIs to Spread the Word**

1-Main Objectives of the Campaign as per WHO Guidelines:

- 1.1 Public education about importance of vaccination.
- 1.2 Awareness amongst Target audience about knowing what vaccines are available to protect against diseases.
- 1.3 To be motivated to check the vaccination status of themselves and their families.
- 1.4 Get the vaccines they need from their local health practitioner.

Keeping in view, this week was celebrated in field areas of CHIP Field Office Sanghoi . The details of the activities is as under:

1-Awareness Raising Banners:-

Banners are displayed in 15 VHC's of target villages having messages regarding importance/schedule of immunization .Theme for the WIW 'ARE YOU UP-TO-DATE' was the main message on the banners.



View of various WIW Banners Display

2-Cable Messages Specially focusing on “ARE YOU UP TO DATE” :-

Cable message Are on-air from 24.04.14 focusing on the importance of immunization and specially focusing on the WIW Theme “ARE YOU UP TO DATE” through Garrison Media Centre Jhelum Cantt. It will be continued for one month.

3-Quiz Programmes For Awareness Raising Among People:-

Four Quiz programmes are arranged in four schools, two in U/C Sanghoi and two in U/C Chotala which delivered the awareness raising session regarding Mother and Child Health Care and purpose of World Immunization Week. Details are as under:

S.No.	Date	Name of School	Village(U/C)	Participants
1	26.04.14	Al Noor Public School	Malhoo / Sanghoi	160 Students & 14 teachers
2	26.04.14	Govt Girls Elementary School	Jango Rareyala / Sanghoi	86 students,05 Teachers & 02 VHC members
3	28.04.14	GGHS Khurd	Shah Pur / Chotala	88 Students & 10 Teachers
4	28.04.14	Iqra Public School	Chotala / Chotala	35 Students,02 VHC members & 03 Teachers



4-Puppet Shows for Awareness Raising among community:-

Four puppet shows are arranged focusing on “ARE YOU UP TO DATE” two in U/C Sanghoi and two in U/C Chotala. In these shows the puppeteers conveyed the message regarding Mother and Child Health Care in their performance. Details are as under:

S.No.	Date	Name of Place	Village(U/C)	Participants
1	26.04.14	Al Hussain Public School	Malhoo / Sanghoi	85 students & 09 teachers
2	26.04.14	BHU Jango Rareyala	Jango Rareyala / Sanghoi	58 women,12 men&05 VHC Members
3	28.04.14	Shah Pur	Shah Pur / Chotala	28 women,10 men &04 VHC members
4	28.04.14	BHU Chotala	Chotala / Chotala	13 women,16 men &02 VHC members



Puppet Show to highlight the significance of WIW

5-Friday Prayers Sermons in Jamia Masajids:-

The Religious leaders/ Imams of Jamia Masajids (Hafiz Abdul Baseer Chotala-1, Maulana Ghalam Nabi Mameyan and Maulana Abdul Ghafoor Chotala-2) described the importance of Immunization and Vaccination in their Friday address on 25.04.14 to the people. They also convinced the community for Vaccination for the sake of the precious lives of their children.

6-Hygiene Campaign Among The Audience:-

The male and female health promoters delivered sessions regarding Hygienic conditions with the help of their Health Kits in quiz Programmes, Puppet Shows and VHC meetings during this week.



WIW Talks incorporated Hygiene Promotion Session in Progress

7-Radio Programme:

Radio programme was on-aired on the importance of immunization and specially regarding the WIW promotion. Awareness regarding the measles SIA campaign to be launched by the government throughout the country was also the main focus of the discussion during the programme.

8-Special dress code for the staff during the week

The staff of the field office wore shirts with messages of WIW week i.e. 'ARE-YOU-UP-TO-DATE?' theme . This was a means of sensitizing and awareness raising regarding this special event being celebrated throughout the world.

- **Conclusion – Looking towards the future**

In line with the global community initiatives and the priorities set by the Government of Pakistan, it will be essential to maintain the momentum of this global movement and use World Immunization Week as a key annual opportunity to advance in national and international health diplomacy and cooperation between countries in order to tackle pressing immunization priorities threatening Pakistan, including the polio endgame, the elimination of measles and rubella, and the sustainable introduction of new vaccines and technologies into national immunization program.

World Immunization Week is an opportunity to reflect on the success of immunizations and the countless disease cases prevented and lives saved in Pakistan and around the world. It is also a time to contemplate the way forward in order to maintain immunization as a fundamental aspect of health care for everyone.

The World Immunization Week celebrations from 24th to 30th April, 2014 in Pakistan was a great success due to a team play that was participated in by Federal EPI Cells and all of its counterparts in the provinces/regions, civil society organizations, media, academia, other NGOs and many others. It is believed that the WIW celebrations have made a great impact on the perspectives of rural and urban populations living in Pakistan in terms of the vaccination behavior.

Also, the celebrations acted as a bridge between all stakeholders for better networking and future planning.

The future success of World Immunization Week will also depend on the ability of the international community and the health sector to maintain and/or augment the political support given to national immunization program, which in turn helps to ensure both their financial and technical sustainability. The trend of countries utilizing WIW as an opportunity to enhance the percentage of vaccination to address the vaccine preventable disease holds much promise.