

Visit to Rural Areas of Mirpur Khas to monitor Measles Campaign

May 26 – 29, 2014

Observations:

1. Overall motivation level of public was high and in terrible hot summers, parents were bringing their children to the fixed centres and outreach teams.
2. It was observed that best source of communication was "word of mouth" and lady health workers and social mobilizers are playing a critical role in it.
3. At some places specially at fixed sites, placement of banners was found faulty as they preferred to hang the banners inside the sites instead of a place with maximum visibility.
4. DHO raised the issue of finger marking and said that the markers quality is not up to the mark and during the post campaign monitoring this may effect the results.
5. Major complain was received about the timing of the campaign, from DHO office down to teams, every body was complaining about the inappropriate dates as it was very difficult for parents to take out their children in 40 c terrible sun. It was told that the campaign was planned in hurry and confusion of dates caused problems.
6. Quantity of flyers was comparatively less than the target population. approximately 250 flyers were distributed to each UC and on the 8th day (monitoring day) of the campaign very few social mobilizers had those flyers with them. Flyers had already been distributed to house holds but SM's door to door visits solved this issue.
7. Mostly trainings of social mobilizers and vaccinators were conducted in April in compliance with old dates and it was felt that a refresher was needed.
9. Malfunctioning of refrigerators was also highlighted. It was told by the officials that EPI provided 7 refrigerators without freezer columns.
10. Mosque announcements were made but due to sever electricity issues, frequent announcements could not be made.
9. Peak activity time was between 9 to 12 after this, parents tried to avoid hot weather.
10. Please find the attached few pictures of the activity in the field.
11. A refresher of vaccinators training was needed because I observed that outreach teams were not very cautious in handling of vaccine carriers and in the scorching heat, they used to put their vaccine carrier in open sun.
12. Distance between rural UCs was far more as compared to city UCs and most of the population is illiterate and deprived of modern means of communication therefore social

mobilizers's role was more critical here than the banners, cable or any other communication channel.

13. Outreach teams in schools were not very comfortable in managing crowd and population was not managed properly.

14. DHO Mirpur Khas had issued a letter to all UCMOs to revisit the teams and constitute more outreach teams and activate social mobilizers to cover the NA children. Copy of the letter is attached.

Pictorial Report of Monitoring Visit

Fixed Centre for Measles Campaign



Outreach Teams in School of Mirpur Khas





Outreach Teams in Field







Social Mobilizers in UC-Daulat pur

