

Joint EPI/PEI Social Media One Team Approach

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In an era, where effective communication plays a pivotal role in public health initiatives, the synergy between the Pakistan Polio Eradication Programme (PEI) and the Expanded Programme of Immunization (EPI) on social media stands as a remarkable success story. Through coordinated efforts and the dissemination of accurate information, this collaboration has significantly contributed to raising awareness and promoting routine immunization and polio vaccination.

The Joint Initiative collaborated closely to develop a unified social media strategy. They established clear objectives, identified target audiences, and outlined key messages for their campaigns. Regular coordination meetings ensured a cohesive approach, shared resources, and consistent messaging across platforms.

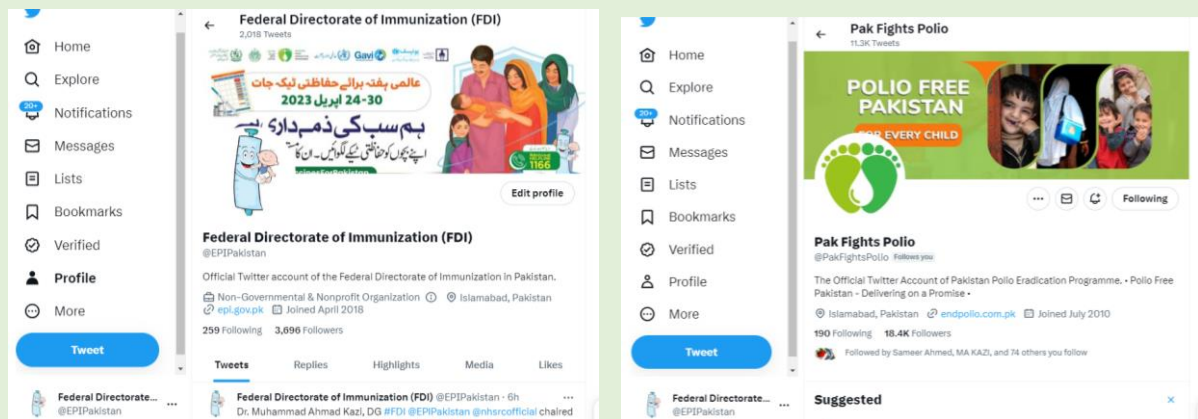


Pakistan Polio Eradication Programme and the Expanded Programme of Immunization recognized the power of social media as a dynamic platform to engage with the public and address vaccination-related concerns. Understanding the need for accurate and reliable information, the social media and media teams joined forces, harnessing the potential of this digital landscape to deliver impactful messages.

The success of this collaboration attributed to the strong coordination between the social media and media teams. By working hand in hand, they developed a comprehensive strategy to create and disseminate relevant content. They established clear objectives, identified target audiences, and outlined key messages for their campaigns. Regular coordination meetings ensured a cohesive approach, shared resources, and consistent messaging across platforms.

The focus was on providing the right information regarding routine immunization and polio vaccination. Engaging visuals, compelling narratives, and simplified explanations were employed to ensure the content was accessible to a wide audience. Through the concerted efforts of the PEI and the EPI, the social media content reached far and wide. Utilizing various social media platforms, including Facebook, Twitter, Instagram, and YouTube, the teams actively shared informative posts, videos, infographics, and success stories. This multi-faceted

approach allowed for a wider reach and increased engagement among different segments of the population. Creative content played a pivotal role in capturing the attention of social media users. Infographics, videos, and interactive posts were designed to communicate the benefits of vaccination, address misconceptions, and provide information on routine immunization schedules. The content was visually appealing, culturally sensitive, and tailored to resonate with the target audiences.



Social media platforms served as channels for two-way communication. The Joint Initiative actively monitored comments, inquiries, and concerns, responding promptly to provide accurate information and address doubts. Live Q&A sessions, online forums, and interactive polls fostered engagement and allowed the public to contribute to the conversation.

Targeted Campaigns and Geographic Prioritization: Using social media data and analytics, the initiative identified areas with low vaccination coverage and tailored campaigns accordingly. Messages were customized to address specific areas of concerns and challenges faced by different communities and regions. By targeting interventions based on data-driven insights, the initiative maximized the impact of their efforts.

The joint Initiative coordinated with television, radio, and print media to synchronize messaging across various platforms. The integration of social media campaigns with traditional media channels ensured broad and consistent coverage, reinforcing the importance of polio vaccination and routine immunization.

The integrated social media approach yielded significant outcomes and impact. The campaigns generated widespread awareness about the importance of polio vaccination and routine immunization. Social media metrics showed a substantial increase in reach, engagement, and shares, indicating heightened public interest and understanding.

The joint Pakistan Polio Eradication Initiative and the Expanded Programme on Immunization's integrated social media approach exemplifies the power of collaboration, strategic planning,

and targeted interventions. By harnessing the potential of social media, the initiative effectively engaged with the public, increasing awareness, combating vaccine hesitancy, and strengthening routine immunization practices and specially the vaccine acceptance during the polio vaccination campaigns.

Vaccination coverage and acceptance witnessed positive trends, particularly in areas targeted by the initiatives' campaigns. The campaigns influenced public attitudes and behaviors towards vaccination. By addressing concerns, dispelling myths, and providing accurate information, the initiative successfully motivated individuals and communities to prioritize their health and actively seek immunization services.

The initiatives' efforts to promote routine immunization and polio vaccination schedules had a positive impact. Social media campaigns emphasized the significance of timely vaccinations, leading to improved adherence to recommended immunization timelines and polio vaccination during the door to door campaigns.

The impact of this collaborative effort has been significant. The coordinated messaging has helped build trust and confidence in vaccination programs, ultimately leading to increased uptake and compliance. The reduction in polio cases and the improved immunization coverage in Pakistan stand as a testament to the success of PEI-EPI Synergy.
