



Be Wise!
Get your child
fully immunized



tOPV to bOPV
THE SWITCH ON
25th APRIL
2016

Guidelines for
use of the
Communication Kit
for the SWITCH

POLIO FREE INDIA • POLIO FREE WORLD



Ministry of Health and Family Welfare
 Government of India



World Health
Organization

unicef

Rotary



tOPV to bOPV SWITCH: Communication Kit

WHO and UNICEF are the technical partners for the **SWITCH** and are supporting, through technical assistance, the development of the **SWITCH** guidelines, a communication package and the rollout of the training workshops, printing of materials, etc.

In accordance with the **SWITCH** communication strategy, a comprehensive communication package has been developed for the upcoming tOPV to bOPV SWITCH. This kit consists of materials for use in the public sector, i.e., government medical doctors, Cold Chain Handlers and Auxiliary Nurse Midwives. A separate kit has been developed for use with the private doctors and clinics.

The communication package for the **SWITCH** consists of the following materials:

S. No	Communication Objective	Target Audience	Materials Planned
A Materials for the public sector			
1	Training materials for health workers	Auxiliary Nurse Midwife (ANM) Cold Chain Handler (CCH)	Common FAQs Handout for ANM & CCH
2	IEC material for Cold Chain Points	Cold Chain Handler (CCH) and staff at CCPs	Switch information through self-sticking Switch posters
3	Segregating tOPV waste	Cold Chain Handler (CCH) and teams handling the tOPV waste vials	Branded reminder tape for segregating tOPV packages being returned to the district.
B Advocacy materials			
4	Advocacy brief /Switch Fact Sheet	Policy makers, district administration, media, private sector doctors, medical associations	Fact Sheet
C Materials for private sector			
5	Information kit for use by medical associations (IAP, IMA, etc.)	Private doctors, medical associations, pharmaceutical associations	E-Brochure (Pre Switch and Post Switch) Content for letters; SMSes; E-mails informing about the SWITCH
D Materials for Media			
6	Training/ information kit for spokespersons	Designated spokespersons for the SWITCH	Fact Sheet
7	Press kit	Media journalists, editors	Fact Sheet

Advantages of having Prototypes (open files)

The pen drive in this kit contains the following IEC prototypes for use by you in the State during the **SWITCH**. Open files are being provided for the following reasons:

- 1 Open files allow you the flexibility to make modifications appropriate to local needs and demands (vis-a-vis language, culture, social norms, etc.).
- 2 Open files use a pre-designed format developed by a professional communication agency, so it meets all communication and design principles.

Messages have been developed based on research findings and pre-tested for appropriateness. Modifications were made on the basis of the feedback received before finalizing the messages.

In the following pages, you will find guidelines for use of the IEC material. Wish you all the very best with the upcoming tOPV to bOPV SWITCH!

Materials that will be Provided to States during the SWITCH

UNICEF will supply printed materials for the **SWITCH** as per the following quantities that have been worked out in consultation with the Government of India, States and partners, such as WHO, Rotary International and ITSU:

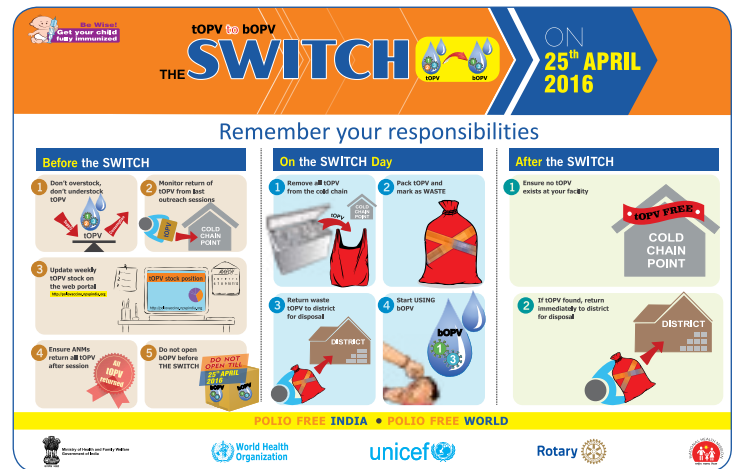
State	ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	ITEM 6	ITEM 7	ITEM 8	ITEM 9	ITEM 10
	FAQs (E)	FAQs (H)	Poster (E)	Poster (H)	Poster FLEX (E) and (H)	Factsheet English	Factsheet Hindi	Tape	IPV Letter to FLWs	FAQs (lang)
A&N ISLANDS	425	0	183	0	3	175	0	60	425	0
AP	0	0	2,081	0	13	425	0	260	0	15,984
Ar. P	1,121	0	872	0	17	525	0	340	1,121	0
ASSAM	0	0	1,914	0	27	775	0	540	0	10,779
BIHAR	0	20,125	0	2,148	38	0	1,050	760	20,125	0
CHANDIGARH	0	104	0	113	1	0	125	20	104	0
CHHATTISGARH	0	5,896	0	1,721	27	0	775	540	5,896	0
D&N HAVELI	0	0	76	0	1	0	125	20	0	230
DAMAN & DIU	0	0	103	0	2	0	150	40	0	168
DELHI	0	406	0	837	11	0	375	220	406	0
GOA	337	0	0	138	2	150	0	40	337	0
GUJARAT	0	0	0	3,350	34	0	950	680	0	12,545
HARYANA	0	4,959	0	1,536	21	0	625	420	4,959	0
HP	0	2,409	0	1,142	12	0	400	240	2,409	0
J & K	5,405	615	1,479	0	22	200	450	440	6,021	0
JHARKHAND	0	7,462	0	1,237	24	0	700	480	7,462	0
KARNATAKA	0	0	4,161	0	30	850	0	600	0	16,599
KERALA	0	0	1,754	0	14	450	0	280	0	7,778
LAKSHADWEEP	134	0	70	0	1	125	0	20	134	0
MP	0	12,607	0	3,184	50	0	1,350	1,000	12,607	0
MAHARASHTRA	0	16,319	0	4,832	34	0	950	680	16,319	16,319
MANIPUR	1,422	0	498	0	9	325	0	180	1,422	0
MEGHALAYA	1,415	0	488	0	7	275	0	140	1,415	0
MIZORAM	1,187	0	466	0	9	325	0	180	1,187	0
NAGALAND	1,413	0	581	0	11	375	0	220	1,413	0
ODISHA	0	0	2,427	0	30	850	0	600	0	11,238
PONDICHERRY	414	0	238	0	4	200	0	80	414	0
PUNJAB	0	0	1,584	0	20	0	600	400	0	6,766
RAJASTHAN	0	15,249	0	3,676	33	0	925	660	15,249	0
SIKKIM	460	0	215	0	4	200	0	80	460	0
TAMIL NADU	0	0	3,833	0	32	900	0	640	0	14,440
TELANGANA	0	0	1,365	0	10	350	0	200	0	10,442
TRIPURA	1,058	0	483	0	8	300	0	160	1,058	0
UP	0	22,565	0	4,258	75	0	1,975	1,500	22,565	0
UTTARAKHAND	0	2,248	0	874	13	0	425	260	2,248	0
WEST BENGAL	0	300	1,833	0	19	575	0	380	300	22,318
National level	100	100	50	50	2	200	100	20	25	0

Communication Package

Poster for Cold Chain Points

Use the poster on the **SWITCH** prominently at Cold Chain Points to ensure that the Cold Chain staff is aware of their responsibilities before, during and after the **SWITCH**.

Two posters are being provided for each Cold Chain Point in the district.



Printing Specifications:

Size	19x29 inches (Cut to size from paper of size 20 x 30 inches)
Colour	4 colour
Material	170 gsm BILT Art paper – Matt finish. (170 gsm will give best results for indoor display; and displays in areas where posters can be protected from being damaged)
Lamination	Laminated on the front Strip gumming on the back (Top, Center and Bottom)
Fabrication	Cut to size (Paper)
Display	To be displayed at cold Chain Points. For best impact once the poster is displayed, the lowest edge of the poster should not be lower than stomach level (about 3 ft from the ground). This enables good readability.

Flex Poster for District Cold Chain Points

Flex posters in larger size are being prepared for district cold Chain Points so that the poster can be prominently displayed.

One flex poster is being provided for every district Cold Chain Point.



Printing Specifications:

Size	3' x 2'
Colour	4 colour
Material	250 gms blackout flex
Finish	4 rivets, one in each corner

> Frequently asked questions (FAQs) for CCHs and ANMs

The Guide-cum-FAQ (frequently asked questions) for the **SWITCH** has been designed for Cold Chain Handlers and ANMs. It is a simple 8 pager and answers the most relevant questions on why is the **SWITCH** happening, what is their specific role before, during and after the **SWITCH**.

The deliveries for the printed copies will be made to the State SEPIO. The printed quantities of FAQs that are being provided to the States is as follows:

State level: 50 copies

District level: 30 copies

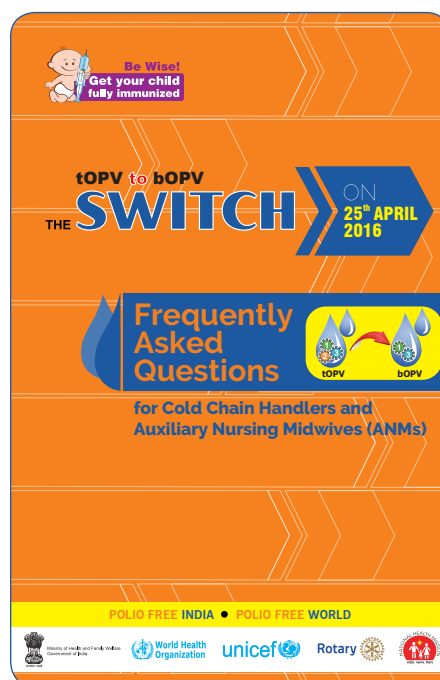
Cold Chain Point: 2 copies per CCP

ANMs: 1 copy per ANM

Contingency: 5% contingency copies are being provided

The following States need to ensure coordination for language translations with the corresponding UNICEF/WHO offices and for local printing. Funds have been transferred to the local UNICEF offices.

State	Language	Print Quantity	UNICEF contact person
ANDHRA PRADESH	Telugu	15,984	Dr Sanjeev Upadhaya, Health Specialist, AP office
ASSAM	Assamese	10,779	Manisha Chawla, Health Specialist, AS office
D&N HAVELI	Gujarati	230	Dr Narayan Gaonkar, Health Specialist, GJ office
DAMAN & DIU	Gujarati	168	Dr Narayan Gaonkar, Health Specialist, GJ office
GUJARAT	Gujarati	12,545	Dr Narayan Gaonkar, Health Specialist, GJ office
KARNATAKA	Kannada	16,599	Dr Sanjeev Upadhaya, Health Specialist, AP office
KERALA	Malayalam	7,778	Dr.Jagadessan Murugesan, Health Specialist, TN office
LAKSHADWEEP	Malayalam	134	Dr.Jagadessan Murugesan, Health Specialist, TN office
MAHARASHTRA	Marathi	16,319	Dr. Khanindra Bhuyan, Health Specialist, MH office
ODISHA	Oriya	11,238	Dr Ashish Sen, Health Specialist, OD office
PUNJAB	Punjabi	6,766	Dr Satish Gupta, Health Specialist, Delhi office
TAMIL NADU	Tamil	14,440	Dr.Jagadessan Murugesan, Health Specialist, TN office
TELANGANA	Telugu	10,442	Dr Sanjeev Upadhaya, Health Specialist, AP office
WEST BENGAL	Bengali	22,318	Dr K Mitra, Health Specialist, WB office



Printing Specifications:

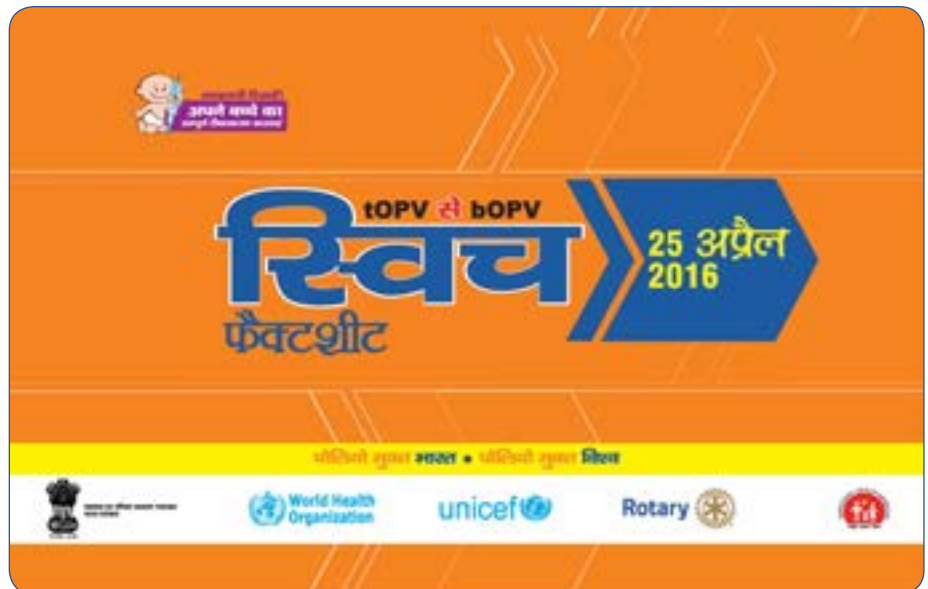
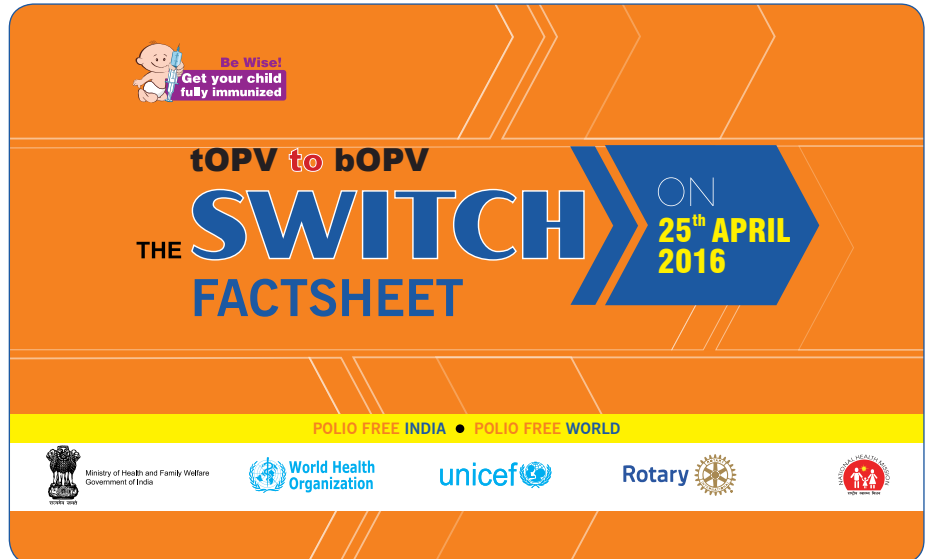
Colour	4 colour throughout
Open Size	8.25 inches x 11.7 inches (Indian A4 size paper)
Closed Size	8.25 inches x 5.5 inches (Indian A5 size)
Pages	8 (cover 4+4)
Paper	COVER AND INSIDE PAGES: 130 gsm BILT art paper matte finish
Fabrication	Cut to size and centre stapled at 2 points

> Factsheet for advocacy: English and Hindi

A factsheet on IPV has been designed for use by different stakeholders to brief them about the IPV introduction. This can be used for briefing media, partners, NGOs, medical officers and senior officials. The States are being provided the following quantities:

State level: 100 copies

District level: 25 copies



Printing Specifications:

Colour	4 colour throughout
Open Size	9" x 22"
Closed Size	9" x 5.5"
No of creases	3 (Piano folder with 3 creases) and cut to size
Paper	170 gsm BILT art paper matte finish

> Segregation Tape: Bilingual (English and Hindi)

In order to segregate the tOPV waste from the bOPV stock, branded tape is being provided. This will help in ensuring that the waste material does not mix up with the new bOPV stock. The following quantity is being provided:

- » District level: 20 rolls of tape. Each roll 50 meters long.



Printing Specifications:

Colour	4 colour throughout
Size	Width 3"
Material	18/25 microns PP material with full gumming at the back
Finish	In rolls

Multiple uses of the segregation tape:

- » The tape being provided can be used innovatively as a reminder sticker on the ILR to remind the Cold Chain Handlers not to use tOPV after the **SWITCH**.
- » You can also use it as a sticker in prominent places for reminding the staff about the **SWITCH**.
- » On the day of the **SWITCH**, you should ensure that the waste tOPV is packed as in the illustration below:



No	Date of SMS	Message
SMS 1:	14 March 2016	Type 2 WILD POLIOVIRUS ERADICATED GLOBALLY: tOPV to bOPV Switch on 25 April, 2016
SMS 2:	21 March 2016	Eradicate Polio. Support the Switch. bOPV replaces tOPV for all immunization purposes from 25 April 2016
SMS 3:	28 March 2016	DO NOT overstock tOPV. Only bOPV will be used from 25 April 2016.
SMS 4:	1 April 2016	GET your bOPV supply to be used on and after 25 April 2016
SMS 5:	8 April 2016	BE ALERT. Ensure only bOPV used 25 April onwards. tOPV will be stopped from use for all purposes
SMS 6:	22 April 2016	3 DAYS TO SWITCH: bOPV replaces tOPV three days from now. Switch date is 25 April 2016.
SMS 7:	23 April 2016	2 DAYS TO SWITCH: REMEMBER National Switch from tOPV to bOPV is 25th April 2016.
SMS 8:	24 April 2016	LAST DAY to use tOPV. Only bOPV should be used from tomorrow morning.
SMS 9:	25 April 2016	Today is the Switch date. USE only bOPV from today. Remove all remaining tOPV from cold chain for safe disposal.
SMS 10:	26 April 2016	BE VIGILANT. Only use bOPV. If any vial of tOPV found anywhere now onwards, it should be removed from cold chain and destroyed.

> Private Sector Package for Medical Associations and Doctors

A package of materials for use with the private sector doctors has also been developed. These can be shared with the State medical associations like the IMA, IAP, FOGSI, and others to reach out with correct information about the SWITCH.

- » E-Brochure: Before the SWITCH
- » E-Brochure: After the SWITCH
- » Letter: Before the SWITCH (to be sent out by Government of India to medical associations)
- » E-mails: Before and After the SWITCH
- » SMSes

E-Brochure: Before the SWITCH

Be Wise! Get your child fully immunized

tOPV to bOPV THE SWITCH ON 25th APRIL 2016
POLIO FREE INDIA • POLIO FREE WORLD

India has achieved a historic landmark by eradicating polio. The last case of polio in India was in January 2011, and subsequently India was officially certified polio free by the World Health Organization on 27th March 2014. The world is now moving to the next stage for global eradication of polio.

As you know, the oral polio vaccine (OPV) that is being used till date contains all 3 types of polioviruses – type 1, 2 and 3. Type 2 virus has been eradicated from the world and now there is no need to include type 2 in the oral polio drops.

So as part of the next stage, all countries across the world including India are now removing type 2 from the polio drops and leaving OPV with only 2 types of polioviruses – type 1 and 3.

The globally coordinated switch from tOPV to bOPV will occur in April 2016. In India, the National Switch Day will be 25th April 2016, when tOPV will be completely withdrawn and replaced by bOPV in both private and public sectors. Only bOPV will be used after this switch in both routine immunization and polio campaigns.

As a medical doctor, you have played a very important role in helping eliminate polio from our country. These are very simple steps that you can undertake to support the SWITCH.

Before the SWITCH

- Be aware of the SWITCH date – 25th April 2016 is National Switch Day.
- Inform all your para-medical staff about the SWITCH so that they can support you during the SWITCH.
- Ensure that there is no excess tOPV stock in your clinic because the stock will be wasted as it cannot be used after the SWITCH date of 25th April 2016.

On & after the SWITCH

- **STOP using tOPV & START using bOPV.**
- If you have tOPV stock after the SWITCH date, ensure that you remove the tOPV stock from your clinic, put the tOPV stock in a package and mark it clearly as biowaste.
- Ensure that you return this excess tOPV stock to the District Health Officer/Chief Medical Officer for disposal.
- Check that your clinic does not have any tOPV stock remaining.

As the world gears up for eradication of this dreaded disease polio, we are relying on your help to ensure that this important milestone in the Polio Endgame is achieved in our country.

Remember, using tOPV after the SWITCH date will jeopardize polio eradication.

In case you would like more information about the SWITCH, contact your District Health Officer/Chief Medical Officer

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E-Brochure: After the SWITCH

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Have you supported the SWITCH? Is your clinic tOPV free?

A very big thank you to all of you who have ensured that all tOPV vaccines have been safely discarded. Remember the SWITCH from trivalent to bivalent oral polio vaccine in India has taken place on 25th April 2016.

The World Health Organization is now undertaking an audit of all cold chain points and clinics to validate that there are no remaining vials left of tOPV. This will be validated by switch monitors in both public and private sectors. Thereafter, on the National Validation Day, i.e., 9th May 2016 the country will be declared tOPV free.

REMEMBER – we cannot slip up. Even one vial of tOPV that remains in the cold chain or clinic can jeopardize the SWITCH. It is the responsibility of all doctors to cooperate and ensure that no tOPV remains after 25th April 2016. In case you find that there are some vials remaining, then do not delay. Immediately remove the tOPV vials and place in a bag and mark as biowaste. Return this package to the District Health Officer/Chief Medical Officer for disposal.

After the SWITCH

- **STOP using tOPV & START using bOPV.**
- If you have tOPV stock after the SWITCH date, ensure that you remove the tOPV stock from your clinic, put the tOPV stock in a package and mark it clearly as biowaste.
- Ensure that you return this excess tOPV stock to the District Health Officer/Chief Medical Officer for disposal.
- Check that your clinic does not have any tOPV stock remaining.

Remember, we are counting on you to make the SWITCH a success.

In case you would like more information about the SWITCH, contact your District Health Officer/Chief Medical Officer

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