WHAT TO REMEMBER?

MICRO-PLAN

Before conducting the house visits, the Red Cross Volunteer should contact the nearest health facility or RC Supervisor to know where the vaccination points are going to be during the vaccination campaign.

COMMUNICATION

Volunteers should visit each household and check for children in target age group.

What is a household? A household is where we have a mother, father and children and who eat together.

The the 3 main components of communication are included in GATHER Approach:

Greet: ✓ Greet each one according to local cultural traditions. Introduce yourself, say what you do, and the purpose of your visit. ✓ Tell them you would like to speak to the parents or caregiver of the children. ✓ Make sure to smile, be polite and warm. ✓ While speaking with the caregiver(s) be sure to watch their body language and listen for their tone in order to assess their attitudes toward yourself and the immunization.

Ask: ✓ Allow the parents and caregivers to talk. After they have opened up, you can become specific about child health, vaccinations. ✓ As introduction, ask questions in the household i.e. children’s general health, age, vaccination status, number of children in the house from 9 months – 15 years of age. ✓ Listen to them, how they express themselves, encourage them to talk. Keep your body language positive; sit on the same level as them. Keep eye contact. Give time, do not hurry. ✓ Ask open-ended questions which will allow people to share more information in detail. Use the what, why, how, where, when, and how question starters. ✓ Respect all opinions at all times. Stay patient. ✓ Whether they have target age children (9m-15yrs). o If the answer is “No”, they do not have any children between 9 months and 15 years then thank them, mark the house, and continue on to next household. o If the answer is “Yes”, they have children between 9 months and 15 years then update them on measles campaign using key messages, update on dates of campaign, nearest vaccination point and date; fill in the data form.

Tell: ✓ Tell them you are here to discuss the vaccination campaign and that the children should be vaccinated. ✓ Frame your answers according to what they already know, what they want to know, and what misconceptions may exist. ✓ Do not pretend to know everything and if you do not know, tell them you will return with the correct information.

Help: ✓ In order to change behaviour when people resist vaccination, parents and caregivers need support and encouragement as well as information. Explain: ✓ Where possible, use information, education and communication (IEC) materials (visual cards) for higher retention. ✓ Use local examples, language and stories.

Return: ✓ Repeated visits win trust and are especially effective during campaigns.
DATA COLLECTION

KEY MESSAGES

FREQUENTLY QUESTIONS

1. What is Measles and Rubella?
   Measles and Rubella are highly contagious (measles) and contagious (rubella)

2. How are Measles and rubella spread?
   They are spread by coughing and sneezing

3. What happens if you contract the virus?
   Serious side effects:
   - Eye problems, pneumoniae and diarrhea, brain infection) including death-Measles
   - For the unborn child if the mother is infected during pregnancy (cataracts or glaucoma, red or purple rash called purpura, hearing impairment, congenital heart disease- Rubella

4. How can measles and rubella be prevented?
   By immunizing all children with vaccine in routine immunization and during campaigns.

5. Is vaccination safe for children?
   Yes, vaccination is safe