



# Inter Personal Communication



## Two kinds of communication- Regular and Crisis communication

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- **Regular communication:** When there are no AEFIs, proactive communication.
- Ensure the delivery of four key messages by field workers.
- Reassure any case of minor AEFI that you encounter.
- Stress on importance of routine immunization, importance of full immunization, child health etc.





## Crisis communication- Key messages :

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1. **Notify** District immunization office on the event immediately.
2. In case of queries from the media, guide them to the DIO.
3. Convey that case/s have been noted, the **investigation is on** and that reporting AEFIs do not mean the vaccine has caused it.
4. The AEFI surveillance is very active and closely monitors all cases.
5. State that vaccinations are safe and the program protects against vaccine preventable diseases and saves lives.



## Crisis communication

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### Do's

- **Notify** District immunization immediately in cases where attention of community/media has garnered.
- Reiterate that reporting AEFI does not mean the vaccine has caused it.
- To the community, inform that the case is being investigated as per the national guidelines.
- Keep the district Immunization Officer informed about the developments in the case.
- Support the ANM when cases are reported, boost her confidence.

### Don'ts:

- Do not speculate on cause of AEFI.
- Do not assign blame before proper and complete investigation is done.
- Do not COMMENT on causality unless it is finalized. (the actual cause cannot be known immediately)
- Do not lose temper and close communication channels.
- Do not engage with media until designated to do so.



**Thank you**