



Narrative Report

Community Social Mobilization & Video Projection Against Polio

YOUTH**AID**-LIBERIA

"empowering youth, serving humanity"

May 23-26, 2017

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EXECUTIVE SUMMARY

The Community Social Mobilization and Video Projection Against Polio was a community mobilization project conducted in four densely and populated communities/market locations from May 23-26, 2017. The project was financially funded and technically supported by the Liberia Immunization Platform-LIP and Catholic Relief Services-CRS. The Project Management Team of YAL recruited and deployed four (4) staff as community social mobilizers/volunteers in project locations (Logan Town General Market, Doe Community Market, West Point Market and Duala Market Zones).

DAILY MOVEMENT PLAN & ACTIVITIES

DAY ONE (May 23, 2017, Logan Town Market):

Project activities monitored by representatives from LIP and CRS

Project activities on the video projection began in the Logan Town Market on May 23, 2017. YAL volunteers were engaged in interactive group discussions with market women and onlookers after projecting the polio campaign video several times. YAL Project Team was supervised by Ms. Janet Ricks and project activities in the market were monitored by representatives from the ***Liberia Immunization Platform-LIP*** and ***Catholic Relief Services-CRS***. LIP was represented by its Project Officer Mr. Michael K. Coomber and CRS was represented by Mr. Abu Kamara, Project Manager.

DAY TWO (May 24, 2017, West Point Market):

Project activities monitored by Alieu F. Feika, YAL's Program Manager

In continuation of the community social mobilization and projection of video on Polio, YAL Project Team conducted interactive discussions with market women in West Point Market. Market women skills were developed on polio, its prevalence and measures to be taken by mothers. YAL field team and project activities were also supervised and monitored by its Program Manager, Alieu F. Feika.

DAY THREE (May 25, 2017, S.K. Doe Community):

Project activities monitored by Alieu F. Feika, YAL's Program Manager

Video projection on the polio vaccination also continued on May 25, 2017 at the S. K. Doe Community Market Building, where YAL Mobilization Team conducted live presentation of video, face to face discussions and mass media awareness through PA system. Baby mothers and number of large market women skills were enhanced on polio and its prevalence on children population across the country. YAL Field Team and project activities were also headed and coordinated by its Program Manager, Alieu F. Feika.

DAY FOUR (May 26, 2017, Duala Market Zones):

Project activities monitored by Swaliho M. Fofana, YAL's Executive Director

Community Social Mobilization and Video Projection Against Polio awareness was finally concluded on May 26, 2017 at the Duala Market Zones. According to Project Plan and Timeline designed by LIP, day four of project activities were scheduled to be conducted at the Banjoo General Market ground. Due to budget constraint, YAL Field Team headed by its Executive Director decided to redirect limited fund to another densely populated zone, the Duala Market Zone. The last day saw massive turnouts at the video projection in an opened space in the Duala Market and the exercise allowed face to face discussions, focus group discussions and mass media

publicity. At the conclusion of project activities in the Duala Market Ground, the Executive Director of YAL also admonished baby mothers and participants to take advantage of the awareness campaign and take their children underage for polio vaccination.

CHALLENGES

During project implementation phase for the past four day in targeted project locations, YAL's Project Team encountered key challenges in the areas of ***limited funding/resources, mobility*** and ***limited timeframes***. These listed challenges impacted project activities in project locations, especially with the case of limited resources. Though we experienced challenges, YAL volunteers managed and committed themselves to achieving the goals of the campaign on Polio.

RECOMMENDATION

With those above highlighted challenges, it is assumed that targeted population was not fully captured during project implementation and its activities in targeted project locations. The proposed objective of the project was to increase and enhance the knowledge of baby mothers or in general, market women on polio and thus encouraging them to make significant use of vaccination exercises launched by the government through MOHSW and its partners.

To this end, YAL like to recommend to LIP and its donors/funders to increase the level of supports (funding and resources) to local CSOs and NGOs because they are the direct intermediaries between locals and policy makers. If these results are achieved, instant impacts will be felt on future projects on polio and other health related challenges.

PROJECT PHOTOGRAPHS



Day One: YAL Project Team posts with CRS Project Manager, Mr. Abu Kamara at the Logan Town Market



Day Two: YAL Project Team conducts video projection on Polio and Vaccination at West Point Market,



Day Three: YAL Project Team member Varlee Kanneh talked to market women about polio and vaccination



Day Two: YAL Project Team member Ms. Janet Ricks talked to market women and onlookers about polio vaccination