

Terms of Reference- Social Mobilizer (SM)

Purpose of the Job

To serve as out-reach and community contact points in support of social mobilization and use of interpersonal-communication with care-givers, parents, family members and other community members/leaders in promoting acceptance of polio drops.

Reporting Levels

This position will be reporting to respective UCCOs/DHCSOs and Provincial COMNet Project Team (various levels)

Major Tasks

Communication

- Perform interpersonal communication (IPC) and counseling with families having pregnant women, children vulnerable to polio and susceptible to other communicable diseases.
- Accompany house-to-house team, facilitating entry in all houses allowing team to initiate queries on immunization and providing information on all <5 years children if missed by team.
- Involve in pre-round activities by making fixed site mobilization plan, informing beneficiaries, organize rallies, and conduct polio class, ensuring mosque announcements 1 or 2 days before the round.

Networking

- Identify and seek support from influencers, school teachers, religious leaders, etc. in convincing resistant families to get the child immunized.
- Conduct meeting with neighborhood people, mothers, resistant family members, influencers, and Lady Health Workers (LHWs) to dispel misconception about the vaccine and to encourage resistant families to immunize their children and influence others to do so.
- Facilitate linkage and partnership with stake holders and front line service providers like LHWs, private practitioners or traditional healers in her high risk area (HRA) for identifying all likely non-acceptors and counsel and motivate them by addressing misconceptions and fear for oral polio vaccine (OPV).

Data Collection

- Conduct survey of high risk area(HRA) to list all eligible children under five years of age, pregnant women, and available resources like-school, madrassa, health post, etc. in that area.
- Update field book on regular basis with information of new-born, pregnant women, families leaving or coming to that area, immunization status especially in SIA and routine immunization.

Profile/ Qualifications

- Female preferred, over 21 of years of age.
- Reside in key village or HRA to be covered by her.
- Basic skills in Urdu reading and writing.
- Some formal education preferred.
- Strong interpersonal communication skills; dynamic and forceful personality.