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Pakistan: Using di Profiles to help eradicate polio *(12 September 2012)*

Editor's note: DevInfo (di) Profiles – customized data snapshots which condense hundreds of data points for any region onto a crisp single or double-page display – were launched with the global release of DevInfo 6.0 in 2009. Since then, several global agencies and a growing number of countries have begun using di Profiles to effectively highlight progress and identify gaps in achieving development targets. In this interview, UNICEF Pakistan Data Communication Officer Sohail Anjum shares his team's experiences and lessons learned using di Profiles.

DevInfo Support Group (DSG): What were you doing to compile data prior to using di Profiles?

Sohail Anjum (SA): In 2010, I developed Performance Cards in Microsoft Excel for [Pakistan's] 68 high-risk districts. These Performance Cards were well received but it took a lot of work to update and combine worksheets. We also decided to develop Union Councils (UC) Performance Cards to observe the status of indicators within districts and identify those that were performing poorly. For example, in some UCs, the demand for vaccine was low while vaccine refusals were high, and general awareness regarding polio was not the same everywhere.

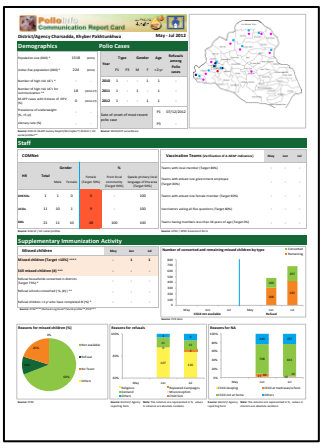
Sohail Anjum at his desk in the UNICEF Pakistan Country Office.

DSG: How did you come to hear about di Profiles, and why did you decide to move forward with it?

SA: In 2011, staff from the UNICEF HQ in New York shared the DevInfo Performance Cards *(di Profiles)* that were used to eradicate polio in India. We heard that di Profiles could automatically generate the Performance Cards to make our life easier. Then in early 2012, we started using the DevInfo Performance Cards to report on 44 Districts and their associated Union Councils.

DSG: How are the di Profiles used?

SA: Provincial Monitoring and Evaluation (M&E) officers download and analyze the District and Union Council Performance Cards each month, and write a one to two page summary for the District Health Communication Officers (DHCO) and a half page summary for the DHCOs and Union Council Health Communication Officers (UCCO). These summary reports aim to highlight the priority indicators and issues. The DHCO's and UCCO's use the summary reports to plan their activities for the following month. The Performance Cards are also shared and discussed at the District Polio Eradication Committee (DPEC) and Union Council Polio Eradication Committee (UPEC) meetings, Polio Task force meetings and World Health Organization (WHO) Polio Workers meetings. We generate the Performance Cards as an advocacy tool to show progress, outcome and impact of our communication interventions.


Click on the image to download a sample district profile

DSG: What are your plans for the future?

SA: We want these Performance Cards to be recognized as a snapshot of district or UC progress in terms of communications and operations. For this purpose, we are reviewing the status of indicators for all polio-related activities. We want to create Performance Cards to compare the results of polio eradication campaigns across all Union Councils within a single district, compare all districts across the country using maps so that we can identify key issues or key problems at the lowest level, and propose a solution at the local level. We are also working with DevInfo to create an online data entry system so that we can have real-time data for real-time decisions and speed up the data collection and entry process to improve our data quality.

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