

# Web site redesign and implementation of a content management system

---

Project brief and call for proposals

**[www.polioeradication.org](http://www.polioeradication.org)**

29 October 2009

## 1. Project overview

The Global Polio Eradication Initiative (GPEI) is a public-private partnership with the goal of eradicating wild poliovirus worldwide. Since the launch of the GPEI in 1988, cases of polio have been reduced by 99% worldwide. Only four countries remain which have never stopped polio transmission. Almost everywhere else in the world, polio is a distant memory.

The GPEI is seeking to redesign its web site at [www.polioeradication.org](http://www.polioeradication.org), and to implement a web content management system to support the launch – in June 2010 – and the ongoing maintenance of the new web site. The GPEI requires a web site that effectively meets the needs of its target audiences and is in keeping with the key objectives and communication goals of the programme.

A complete overhaul of the site structure and navigation is required to ensure that the various target audiences – stakeholders, advocates for polio eradication, and the media – can easily find the information they are looking for. The revised structure will be **intuitive and logical to all target audiences while implicitly reflecting the strategic objectives of the GPEI.**

All content on the new site will be updated, written and edited for the web and will specifically address the site goals. **Core technical information will be supplemented with human-interest stories and multimedia packages to engage readers and communicate both the debilitating effects of polio and the huge progress made towards its eradication.**

The **redesigned site will be modern, clean and uncluttered**, portraying the partnership as a credible and authoritative source of information. The new design is seen by the GPEI as an opportunity to drive a rebranding of the partnership as a whole.

In parallel to the site redesign, the GPEI is looking to select and implement a web content management and publishing system. Specific needs for the system are (1) ease of use by GPEI staff (2) accessibility of the published web pages and (3) the ability to tag content for presentation and re-use across the site.

This document serves both as a project brief and as a call for proposals to selected vendors to develop a new site architecture, select and implement a new content management system, and implement a complete visual redesign of the site.

## 2. About the Global Polio Eradication Initiative

The Global Polio Eradication Initiative (GPEI) is a public-private partnership with the goal of eradicating wild poliovirus worldwide. Polio is a disease that affects mostly children and can cause life-long paralysis. It is not curable, but can be prevented by vaccination. The GPEI is led by national governments in partnership with WHO, Rotary International, the CDC and UNICEF. Since the launch of the GPEI in 1988, cases of polio worldwide have been reduced by 99%. Only four countries remain which have never stopped polio transmission. Almost everywhere else in the world, polio is a distant memory.

In an intensified effort to finally rid the world of polio, the strategic objectives of the GPEI for 2010–2014 are to:

1. address the major barriers to interrupting indigenous wild poliovirus transmission
2. limit international spread of wild polioviruses and control outbreaks, both of wild and vaccine-derived virus
3. strengthen immunization systems
4. ensure sustainable surveillance for polioviruses
5. develop the tools and policies necessary to minimize and manage the long-term risks of polio:
  - a. achieve certification and containment of wild polioviruses
  - b. prepare for the elimination of vaccine-associated paralytic poliomyelitis (VAPP) and vaccine-derived polioviruses (VDPV), and prepare for the post-oral polio vaccine (OPV) era
  - c. plan for re-structuring of the GPEI for the VAPP/VDPV elimination phase.

The GPEI fulfils its objectives by:

- conducting active surveillance for cases of acute flaccid paralysis and testing for the presence of poliovirus to determine where there is polio and where there is not
- carrying out mass immunization campaigns where polio is detected
- coordinating research into ways of achieving polio eradication faster, and ways to secure the world once poliovirus is eradicated
- planning for the post-eradication era to ensure the polio eradication infrastructure and lessons learnt benefit other health goals.

In spite of the huge achievements made by the GPEI towards eradicating polio, recent progress has been slow. A critical communication challenge facing the GPEI is creating a perception of the vast achievements

made, balanced with the real risks remaining to finally eradicate polio. The new web site is one of the key tools to address this challenge.

### 3. Web site goals

The new web site has the following goals.

1. An advocacy tool to garner support for the final push necessary to end polio.
2. A communication platform to clearly convey the accomplishments made towards eradicating polio worldwide, balanced with the real risks remaining to finally eradicate polio.
3. A resource of technical information, data and news about polio eradication.

### 4. Target audiences

The new web site should serve as a significant source of primary information for both internal (partnership) and external audiences worldwide. The following list defines and prioritizes the main target audiences:

#### 1. Stakeholders and interested parties

Stakeholders are those groups with a current and active interest in eradicating polio and the work of the GPEI. They include spearheading partners, other partners with vested interest in polio, and donors.

**Needs:** to find progress indicators (case numbers in different countries, maps, situation updates), key documents, stakeholder meeting reports, and information about the GPEI and its work. Stakeholders will also need access to a private “registration” area for protected content.

#### 2. Advocates for polio eradication

This is a diverse group, ranging from researchers – who have an in-depth, specific knowledge of polio and its eradication – to the general public, who may only have limited knowledge of polio. The commonality is their interest and desire to know the background and the latest information about polio eradication. The function of the web site will be to provide the correct messages, information and tools to empower supporters to continue as strong advocates for polio eradication and to make the workings of the GPEI publicly available.

**Needs:** to find progress indicators (case numbers in different countries, maps, situation updates), information about the solutions and innovations that are available to finally eradicate polio, and information about the GPEI and its work. To read the latest research findings, facts and figures, and general information about the disease. To access photos, multimedia and interactive content.

#### 3. The media and the public health community

By taking key messages, facts and figures, and news updates from the GPEI web site, then relaying them to the public through a variety of media channels, the media will help GPEI to expand their

audience reach. The broader public health community has similar needs to the media in terms of accessing key facts and acting as a channel of further dissemination. The web site plays an important role in ensuring that data and facts are easily available to this audience.

**Needs:** to read news releases and progress updates, and to find facts and figures, photos and videos.