

Power of an Effective Website:

How FDI' website became an information gateway for thousands of information seekers

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Federal Directorate of Immunization foresee it's official website (www.epi.gov.pk), to serve as a powerful tool for information exchange and updating the national and international stakeholders on immunization against vaccine preventable diseases.

Dr. Muhammad Ahmad Kazi, Director General, FDI, envisions that an official website of the organization is a gateway that establishes a constant liaison with all direct and indirect stakeholders to provide timely information to save lives. The internet has become the primary source of information and engagement for a vast number of people. An effective website enables to establish and maintain an online presence, making it easier for potential users to find and connect with the programme. FDI was maintaining a static website catering for all stakeholder in a fair manner, however in the light of a Brand Lift Study conducted by FDI in association with UNICEF, Yale Institute of Global health (YIGH) and META in 2022-23 reflecting that thousands of people are directed towards FDI website, Dr. MA Kazi considered it high time to transform FDI website into a state of the art modern website and asked UNICEF to step up in this regard, and a commendable support in the form of a dedicated human resource was provided to FDI.

FDI new and improved website is programme's digital face that reflect programme's efforts and contribution, in the field of Immunization. In addition, the website is integrated with FDI's social media platforms that attract and cater for more and more visitors. FDI website provides a 24/7 accessible platform for people to learn about EPI's services, contributions and publications. It transcends geographical limitations, allowing to reach a global audience.



The content on the website is being updated in real time to keep users engaged and updated about the recent developments. The best part of FDI website is that it contains content from all stakeholders inclusive of provincial/area EPIs, CSOs and other partner organizations. Hence, the updating process also includes inputs from all stakeholders. Most of all the main umbrella remains the Ministry of National Health Services Regulations and Coordination. Hence all content, designs and other modalities are performed under the direct supervision of the Ministry.

Recent content for value addition to the website includes messages from health dignitaries to encourage the general public on immunization. FDI organogram is placed for better understanding of the structure of FDI. Donors and Partners are the stakeholders of FDI, there is a section specifically dedicated to these stakeholders where users can see their contributions towards immunization. Latest policies, advisories, tender notices are available in the resources module, which really serves the purpose of the website. There is a dedicated training section, which keeps visitors informed about the upcoming trainings well in time. Trainings already conducted are also listed in this section. VPD tab provides information about all 12 Vaccine Preventable Diseases in Pakistan. Visitors can check and download the detailed immunization schedule from the website. Health Education educates users with attractively designed IEC Material. News & events related to FDI are shared in a separate module so that users may observe the recent developments being made. FAQs are present on the website to provide information on frequent questions & user concerns.

Hence in a nutshell, the new and improved FDI website provides valuable data and insights about immunization such as demographics, behavior, and preferences. By analyzing this data, FDI policy makers make informed decisions to improve the website, and better understand target audience, so analytics are integrated with the website to monitor the traffic and their response in order to make it more effective. That's why Federal Directorate of Immunization, Pakistan aims to have its meaningful presence on all digital & social media platforms. This is just a beginning, with the support of GAVI, UNICEF, WHO, PEI and other stakeholders the website development process has a long way to go.

