

Finally, another crucial area to be considered is the delivery system or immunization locations. We must determine how we plug into the existing system and, if we admit it's not sufficient for our needs, we must determine how we build on to that system, how we amplify it for this specific effort. Unlike a package goods marketer, who can always rely on the grocery stores or drug stores as the outlet for his product, a national immunization program requires the creation of a new delivery system. Strategically, we want to plan for the optimum use for this system and the manpower we have available. We want a controlled traffic flow. Certainly, this program will be a failure if all children appear on Monday, October 25 for immunization. We must control the flow of traffic. We must plan for and attempt as far as possible to guarantee the orderly use of clinics, school locations, mobile vans, doctors' offices, hospitals and any other location that may be needed or be effective.

Having established this system, we must also, through communications, create an awareness of the locations, times of operations, the fact of its convenience, etc., etc.

These are just the highlights of some of the actions required for a successful program but having put a plan in motion, question No. 4 arises. "Are we getting there?"

In far too many cases, programs are enacted at great expense and never evaluated. Only by answering this question do we have a sufficient fact base for future decision-