



**Be Wise!**

**Get your child  
fully immunized**



# IMMUNIZATION - India Update Jul-Dec'23

IMI 5.0  
Special

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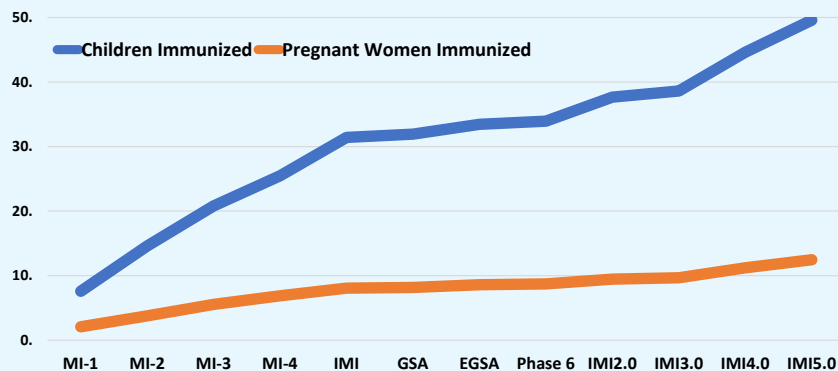


## First Post

India runs one of the largest universal immunization programs in the world. It caters to a cohort of 26.7 million newborns, 30 million pregnant women, through more than 13 million Routine immunization sessions, 29000 Cold chain points and provides vaccine against 12 antigens (11 nationally & 1 sub-nationally) annually. For various reasons, including remoteness of some areas, ignorance about vaccination or myths surrounding vaccines among certain people and at times sub-optimal use of vaccines on supply side of immunization, some children do not get looped into the routine immunization program. Government of India in its effort to not let any child be bereft of the benefits of immunization, undertook its flagship program, Mission Indradhanush (MI) through the immunization division of the Ministry of Health & Family Welfare in 2014. The program was rechristened as Intensified Mission Indradhanush (IMI) in 2017 by intensifying efforts at both policy and implementation levels to reach out to children and pregnant women who were still left out due to various reasons, including situation created by COVID-19 pandemic. Each phase of MI and IMI has witnessed an improvement in the vaccination coverage.

Under IMI 5.0, the target and achievements have been once more very impressive. Three rounds of IMI 5.0 were planned (Round1: 7-12 August 2023, Round 2: 11-16 September ,2023 and Round 3: 9-14 October 2023)). In contrast to earlier MI/IMI, this time it was for all districts of India. In addition to provide vaccination to all children who missed vaccination, IMI 5.0, additional strategies were included. As India is aiming for MR Elimination by 2023, so for achieving MR vaccination coverage with two doses for >95% in the age group of 9 months to 5 years and 2-5 years age group was also included for those who had missed MR vaccine doses. Secondly, a new platform, UWIN, has been implemented all over India starting from the IMI 5.0 1st round. This is a name-based data entry for the beneficiaries.

To support the states in proper implementation of IMI 5.0, National Monitors were sent from MoHFW to the states for the three rounds. Feedback from the National Monitors shared with the states during their visits and states' feedback with MoHFW.



5.46 Cr. children immunized

1.32 Cr. pregnant women vaccinated

Data Source: PIB

- ◆ IMI 5.0 First round started from 7 - 12 August (Except in Chhattisgarh, Bihar, Punjab, Odisha)
- ◆ Chhattisgarh did its Round 1 from 21- 26 August
- ◆ The National coverage of children vaccinated in phase 1 of the IMI 5.0 is 92.5% and, pregnant women vaccinated is 102.8% against the set target.
- ◆ IMI 5.0 Second round started from 11 - 16 Sept (except in Chhattisgarh)
- ◆ Chhattisgarh did its Round 2 from 20 - 26 Sept.
- ◆ IMI 5.0 Third Round started from 9th -14 October (except Bihar-27 November-02 December, Punjab -20 -25 November, Haryana (districts Nuh and Palwal) 20 -25 November 2023.
- ◆ Andhra Pradesh conducted an IMI 5.0 Third round from 11 -16 December 2023.

The current issue of IIU is an IMI 5.0 Special which shall provide a comprehensive coverage of the immunization campaign undertaken in three phases throughout the country and the impressive efforts put in by the central government, states/ UTs and partners. The entire exercise was planned and executed with a war-like precision by the Immunization Division, MoHFW, wherein one saw thousands of experts working in tandem from across specializations in national and state teams during various stages, that included preparedness, actual campaign phase and monitoring & evaluation. IEC and communication materials drawn from the program objectives were produced and shared with states in advance to support the program in advocacy, information dissemination and motivation of varied stakeholders. The issue celebrates with gratitude the immense spirit and toil of millions of unsung heroes who make an exercise like this possible!



## “One-earth one-family-one-future” THE G-20 DECLARATION

One-earth one-family-one-future, the theme of G-20 under the presidency of India reflected not only India’s culture and ethos, but in large measures, it also resonated with the world leaders who assembled for the final round of deliberations and declaration in the capital city of Delhi between 9-10 September 2023.

On Health, the Declaration ‘for the planet, people, peace and prosperity’ included, “improve access to medical countermeasures and facilitate more supplies and production capacities in developing countries to prepare better for future health emergencies.” The COVID-19 Pandemic was a kind of leveler, not differentiating between the rich and the poor, the developed and the developing nations, sensitizing the world leaders to realize the seamlessness of life cutting across geographical boundaries, socio-economic barriers, thus treating the eight billion people as one family - ‘*Vasudhev kutumbkam*’, when it comes to human life and dignity, India made its point effectively.

The declaration also spoke about the need for strengthening primary healthcare, health workforce and essential health services to better-then-pre pandemic levels, “ideally within the next two to three years,” reported the media.



**2014**  
Launched  
Mission  
Indradhanush

**2017**  
Intensified  
Mission  
Indradhanush

**2018**  
Gram Swaraj  
Abhiyan &  
Extended GSA

**2019**  
IMI 2.0

**2021**  
IMI 5.0

**2022**  
IMI 4.0

**2023**  
IMI 5.0



# 'India on Way to Eradicate TB Before 2030'

## PM MODI AT G20 HEALTH TRACK MEETING

PM Modi addressing the fourth G20 Health Working Group Ministers' meeting held in Gandhinagar, Gujarat welcomed the delegates through a video message saying that he was addressing "on behalf of 2.1 million doctors, 3.5 million nurses, 1.3 million paramedics, 1.6 million pharmacists and millions of others involved in the healthcare sector in India". Reminiscing about the pandemic he said, "Health is the very foundation of life. The COVID-19 pandemic has reminded us that health should be at the centre of our decisions. It also showed us the value of cooperation," Appreciating India's COWIN platform that successfully facilitated the largest vaccination drive in human history, PM Modi said, it managed the delivery of more than 2.2 billion vaccine doses, and real-time availability of globally verifiable vaccination certificates.

*In his address, the PM also stated that India was on its way to "eradicate tuberculosis well ahead of the 2030 target"*

He expressed happiness that the G20 Health Working Group had prioritized "One Health". India's vision of "One Earth, One Health", he said was meant to address good health for the entire ecosystem that included humans, animals, plants, and the environment.

Preparing for future health crises, the PM reiterated, "We must be ready to prevent, prepare and respond to the next health emergency. This is especially important in today's interconnected world. In India, we are following an inclusive & holistic approach, we are expanding health infrastructure, promoting the traditional system of medicine, and providing affordable health care to all. The global celebration of International Day of Yoga is a testament to the universal desire for holistic health."

# 'Healthcare more than just sector, it's mission'

## MANSUKH MANDAVIYA AT G20 HEALTH WORKING GROUP MEETING



The G20 Health Ministers' meeting under the G20 India's presidency was held on August 17-19, 2023 in Gandhinagar, Gujarat. While speaking at the event, 'Indian industry interaction with G20 Health Working Group delegates' in Gandhinagar, the Health Minister said that healthcare was more than just a sector - it was a mission. "(It is) a mission to provide the highest quality healthcare to every citizen of our great nation. Our pharmaceutical and medical devices industry stands as a vital partner in this mission," he added.

The minister said that India is recognized as a global pharmaceutical hub, with its industry playing a pivotal role in improving health outcomes worldwide by serving as a dependable supplier of affordable and high-quality drugs. He shared that India has played a significant role in enhancing the global accessibility to drugs by providing approximately 60 per cent of the global vaccine supply and 20-22 per cent of generic medicines in exports.

The focus of the G20 Health Minister's meeting was on the following key priorities of the G20 Health Track, that included health emergencies prevention, preparedness and response with a focus on anti-microbial resistance & One Health framework; strengthening cooperation in the pharmaceutical sector with a focus on access and availability to safe, effective, quality and affordable medical countermeasures (Vaccines, Therapeutics and Diagnostics); and Digital Health innovations and solutions to aid universal health coverage and improve healthcare service delivery.

Check your immunization knowledge

Q.1. When did the World Health Assembly pass a resolution to eradicate Small Pox?

Answers on the last page..







## Dr. Pawan Kumar joins Immunization Division

Dr. Pawan Kumar has joined as the Additional Commissioner in the Immunization Division at MoHFW in August 2023 in place of Dr. Veena Dhawan. He also holds the additional charge for Family Planning and Maternal Health portfolios.

Dr. Pawan Kumar did his MBBS from the Government Medical College, Chandigarh, MD in Community Health Administration from the National Institute of Health and Family Welfare, DNB in Health and Hospital Administration, MBA in Health Care Management and postgraduate diplomas in Health & Family Welfare Management and Hospital Management from Delhi.

Dr. Pawan Kumar's professional journey has encompassed diverse roles within the healthcare sector, spanning more than 23 years. He has played a key role in evaluating national health programs, authored many research papers and book chapters, and received more than 19 awards at the national and state levels.



## India Joint Appraisal



The Joint Appraisal is an MoHFW-led, annual and multi-stakeholder review to engage with partners and other key stakeholders on the annual progress of routine immunisation programme. The Joint Appraisal activity for the year 2023 was conducted between 11-14 December 2023. The Gavi delegation was led by Ms Aurelia Nguyen, Chief Programme Officer, Dr Adetokunbo Olushola, Director High Impact Countries, Ms Jackie von Gottberg, Adviser to the Chief Programme Officer, Mr Homero Hernandez, Senior Country Manager India, Ms Sabrina Clement, Programme Manager India and Mr Sachin Bhardwaj, Senior Specialist, Strategy Design & Delivery. The Joint Appraisal was also attended by Mr. Chris Wolff (BMGF), Ms. Isabelle Tschan (UNDP), Mr. Luigi D'aquino (UNICEF), Dr. Vinod Kumar Bura (WHO SEARO).



The Joint Appraisal Review included two days of field visit led by Dr. Pawan Kumar, Addl. Commissioner on 11- 12 December to the National Cold Chain & Vaccine Management Resource Centre, at NIHF, New Delhi, a Primary Health Care Centre in Haryana and a private health facility to observe the country's first electronic immunization registry (U-WIN and eVIN). The field visit was followed by a review meeting held on 13-14 December 2023 under the Chairpersonship of Ms. L. S. Changsan, Additional Secretary & Mission Director (NHM) and the Co-Chairmanship of Dr. P. Ashok Babu, Joint Secretary (RCH).



The review meeting had representation from all the key immunization stakeholders UNICEF, UNDP, WHO and JSI; Donors, including Gates Foundation and USAID, technical support agencies like ITSU and NCCVMRC. About 80 delegates discussed and deliberated on various issues including programmatic progress and challenges & performance of interventions supported by Gavi and its future commitments towards the third phase of the India-Gavi Partnership with a strong focus on reaching zero-dose children and missed communities.

Check your immunization knowledge

Q.2.

When was India declared Small pox free?

Q.3.

When was India declared Polio-free by WHO?

Answers on the last page..



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Immunization India Update Jul-Dec'23



# Model Immunization Centres

## BRANDING OF SESSION SITES TO CREATE CHILD-FRIENDLY ENVIRONMENT

The objective of “Branding MIC or Session Site” in a child-friendly manner is a step forward in creating better demand for immunization services. If children and caregivers feel welcomed and comfortable in approaching the immunization centre, it would directly lead to a better utilization of these services in a more sustainable and comprehensive manner. The concept of child-friendly immunization centres could be achieved through two broad program interventions, a) developing the physical environment of the immunization centre in a child-friendly way which caters to factual and impactful information on immunization for caregivers, and b) the behaviour of health staff at the immunization centre must be cordial and welcoming. The quality of interpersonal interactions and empathy displayed by the health staff is invariably critical not only in motivating caregivers but also in enhancing the brand value on the supply side and in building better trust levels.

The vaccination center at the JK Lone Government Medical College in Kota (Rajasthan) has gained attention for its innovative approach. This National Urban Health Mission-backed model immunization center features dedicated vaccination rooms, a cold chain room, and a monitoring space as per government guidelines. The center boasts of child-friendly, air-conditioned model immunization rooms equipped with audio-visual IEC materials, proper sanitization, CCTV surveillance, and dedicated cold chain equipment. This center is part of the government initiative to improve child and maternal health, ensuring timely vaccinations and healthier births.



The center provides a child-friendly ambience adorned with colorful paintings and toys, easing the vaccination process. Children are comforted with images of elephants, horses, bears, and other animals during vaccinations. The center also offers entertainment options, including sliders. The waiting area showcases publicity materials on various government schemes. This initiative reflects the government’s commitment to safeguarding child health and promoting immunization.

## U-WIN Pilot works extraordinary!

The Government of India is all set to introduce a groundbreaking initiative, the ‘U-WIN’ portal, which aims at modernizing and streamlining the Universal Immunisation Programme (UIP). The U-WIN portal heralds a new era in healthcare technology, promising to revamp immunization records, tracking, and accessibility for target beneficiaries across India. As the program expands its reach, the country can anticipate a more efficient, streamlined, and inclusive approach to routine immunization.



Following its successful pilot program in 65 districts, the U-WIN portal was officially utilized during the rollout of Intensified Mission Indradhanush- IMI 5.0 nationwide, starting in August 2023, with a notable high adherence rate reported. The latest data from the U- Win portal as on Dec 2023 indicate that the number of newly registered pregnant

women stood at 21,89,951, while the count for already registered pregnant women was 26,15,966. Additionally, there were 1,12,64,020 registrations for infants (0-1 age) and 61,21,232 registrations for children in the >1 years age group.

Check your immunization knowledge

Q.4.  
When was expanded program on immunization (EPI) launched in India?

Answers on the last page..





## Mammoth efforts in the success of IMI 5.0

Besides humongous efforts at policy and the ground level in various the states /UTs, Operational Guidelines along with Communication plans were shared with all stakeholders that encompassed a 360 -degree communication approach with strategies to include advocacy, addressing vaccine hesitancy and engaging local influencers and leaders. Various IEC materials were shared with all States/UTs for adaptation in local languages to effectively reach out to the masses with key messages.

IMI 5.0 saw the participation from Jan pratinidhis and social media influencers who came forward in large numbers across all States/UTs to appeal to the public to visit nearest vaccination centers to ensure that missed doses for children and pregnant women were taken. Since 2014, 11 phases of Mission Indradhanush have been completed across the country. With currently ongoing 12th phase, a total of 5.06 crore children and 1.25 crore pregnant women have been cumulatively vaccinated till date under the campaign.

Source: PIB



India is polio free for more than 12 years and the polio-free certification of India on 27th March 2014 is a huge accomplishment. Transmission of wild polio virus however, continues to affect children globally, including in some of our neighbouring countries, raising the risk of importation. To maintain the polio-free status and prevent the risk of poliovirus importation from other countries, Polio-drive campaigns are periodically undertaken in the country.



The Union government decided to conduct the second polio Sub National Immunization Day (SNID) of 2023 on 10th December 2023 in the high-priority districts of Assam, Bihar, Delhi, Haryana, Gujarat, Jharkhand Maharashtra, Madhya Pradesh, Punjab, Rajasthan Uttarakhand, Uttar Pradesh, and West Bengal. The SNID includes booth day followed by house-to-house activities for administering polio drops to children up to 5 years of age.

Communication material including posters, banners, TVC spots, radio spots were shared with all states. TVCs were aired on prasar bharti channels like DD national, DD news and respective state DD channels. All radio spots were aired on FM rainbow Vividh Bharti.



Check your immunization knowledge

Q.5.

When was Maternal & Neonatal Tetanus eliminated from India?

Answers on the last page..

# Vaccine Demand Generation

## THE KEY TO FULL IMMUNIZATION IN INDIA

The Government of India has envisioned the setting up a Communities of Practice for Demand (CoPD), a national-level technical and strategic support coordination platform for bringing demand for vaccination to the forefront with a view to improving immunization coverage and facilitating inter-sectoral coordination among various stakeholders in the country. The CoPD is expected to play a pivotal role in supporting the MoHFW, both at the policy and implementation levels. The CoPD is tasked to create a knowledge-management and capacity-building centre for extending support and technical assistance to immunization teams across the country.

The CoPD will operate under the leadership of an Immunization Advisory Group (IAG), chaired by a representative from the MoHFW. The CoPD will be supported by a dedicated CoPD Secretariat and key nominated members (mix of permanent and floating advisors/experts). About 30 nominated members from across various specializations have been inducted who bring on board the core areas of their expertise. Nominated members will be an integral part of this community, contributing to its technical agenda and decision-making processes. The workplan spans over 3 years.

## Vaccine Uptake in India

### INDIA'S COMMITMENT EFFORTS LAUDED

India's commitment, investment, and consistent efforts to vaccinate children have yielded significant results, as revealed by the latest WUENIC report (World Health Organization and United Nations Children's Fund estimates of National Immunization). In 2022, India has successfully reduced the number of zero-dose children to 1.1 million from 2.7 million in 2021, covering an additional 1.6 million children with lifesaving vaccination. "The progress in routine immunization coverage brings promise of healthy life for children in India. It shows the dividends of the government's evidence-based catch-up campaigns and an effective primary health care and immunization structure that helped India recover from the pandemic-induced backslides in 2020-2021. The Government of India's commitment also contributed to a leap forward by further reducing the zero-dose children to 1.1 million," said Cynthia McCaffrey, UNICEF India Representative as quoted by the media.

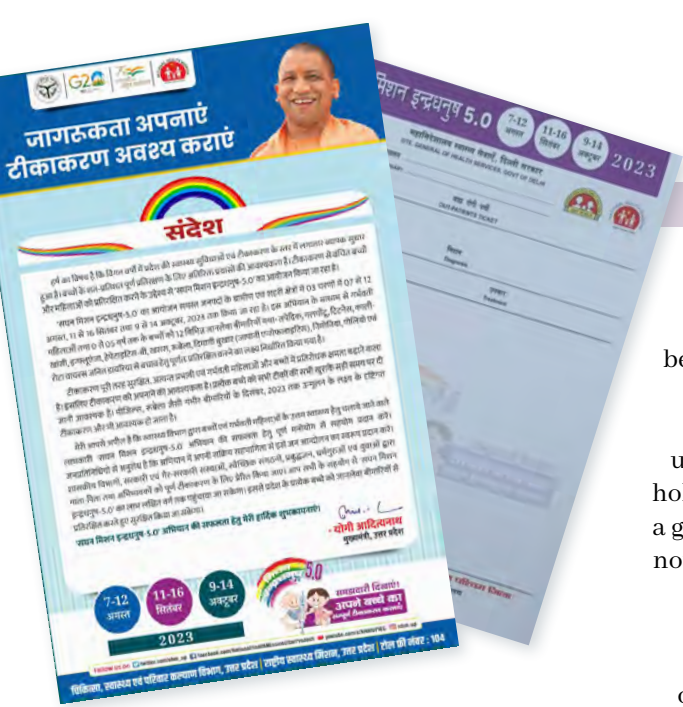
## Partners' Meeting

### REVIEW OF IMI 5.0 ROUND 1

A Partners' meeting was convened on September 2, 2023, at the ITSU Office, to review the initial achievements and challenges in the launch of the Intensified Mission Indradhanush (IMI) 5.0 in August 2023. The meeting was chaired by Dr. Veena Dhawan, the then Additional Commissioner (Immunization), and attended by various immunization partners, including WHO, UNICEF, UNDP, JSI, Jhpiego, and CHAI. The progress under IMI 5.0 1st round, in terms of immunization coverage, data recording & reporting, communication activities, AEFI reporting, monitoring findings etc were discussed in detail.







# Best practices

## STORIES FROM DELHI & UTTAR PRADESH

In communication, a constant hammering is often suggested for behaviour change, keeping in mind the age-old adage, out of sight, out of mind. Therefore, it is important to think of strategies and tactics to constantly remember the issues that need to be acted upon. The Delhi team has come out with an IMI 5.0 message and a hologram of the Mnemonic on their prescription/OPD stationary – a great reminder strategy that will serve as a top-of-the-mind recall not only for the medic community but also to the beneficiaries who receive it, to remember vaccinating their children.

Similarly, for advocacy with people at large, the UP team came out with a message from the Chief Minister a winning strategy in sensitization the stakeholders about the importance of vaccination.

# Intensified Mission Indradhanush 5.0

## MANIPUR CRISIS UPDATES

Manipur, embroiled in ethnic crisis around May 3rd, 2023, had some pockets of stability. To protect the most vulnerable, the children, special attention was given by the State to ensure their right to health was safeguarded. The first phase of Intensified Mission Indradhanush 5.0, aimed at boosting immunization efforts, was launched successfully in the State. Detailed plans were reviewed by top officials, including the Health Minister, Chief Secretary, and Commissioner cum Secretary (H&FW) to ensure that no child was left behind. Extensive efforts were made to raise awareness through media sensitization workshops, radio jingles, TV programs, and community radio interactions. Active mobilization efforts by ASHAs, AWWs, and NGOs like the Church's Auxiliary For Social Action (CASA) were also crucial in motivating the stakeholders.



The State Health Minister launched the IMI 5.0 campaign, emphasizing the need of vaccination of women and children in relief camps and unaffected areas. Despite challenges like poor internet connectivity and difficult terrain, relentless efforts from healthcare workers and organizations led to the successful vaccination of 7,502 children aged 0-5 years and 1,008 pregnant women during the first IMI 5.0 round. These efforts reflect a commitment to ensuring children's health rights amidst a crisis.

Reported by: Dr. Chambo Gonmei, Former SIO, Manipur

# Rapid Immunization Skill Enhancement

## ZERO DOSE CHILDREN ON CARDS

As the recipient of a new grant from Gavi, The Vaccine Alliance, the JSI-RISE team has been mandated to prepare a training module on zero-dose children, which will cover important areas of learning such as identifying left-out geographical areas, communities and their zero-dose children, and measures that will help reduce these numbers. Such content will be critical for amplifying the knowledge of healthcare workers (HCW) and in meeting the targets during the future IMI campaigns in the coming years.

Check your immunization knowledge

Q.6.

When was 3rd dose of fIPV started in UIP?

Answers on the last page.





Andaman & Nicobar Islands



Andhra Pradesh



Goa



Manipur

# IMI 5.0

## The Maha Kumbh of Immunization

The gargantuan efforts that were put together for IMI 5.0 can be compared to the Maha Kumbh which attracts crores of people every 14 years, requiring humungous spade work and preparation of many months. The joint efforts put in by central and state teams, thousands of medics, paramedics, frontline workers, pharmacists, policy and implementation experts from, dozens of national and international partners, made possible, the vaccination of over six crore children and pregnant women in 15 days spread over August-September 2023 during the two phases. Glimpses from states and UTs, truly a cause for celebration!



Uttarakhand



Madhya Pradesh



Gujarat



Ladakh

Jammu & Kashmir







Jharkhand



Dadra Nagar Haveli & Daman & Diu



Tamil Nadu



Karnataka



Himachal Pradesh



Mizoram



Arunachal Pradesh



Rajasthan



Chattisgarh





Tripura



Lakshadweep



Meghalaya



Chandigarh



Assam



Kerala



Odisha



Delhi





Uttar Pradesh



Sikkim



Maharashtra



Punjab



Nagaland

తెలంగాణ  
తెలంగాణ ప్రభుత్వం

మేము మీ జడ్జను వ్యాధుల నుండి రక్షిస్తాం  
అన్ని వసులు వదిలిపెట్టి మొదట టీకా వేయించండి.

7-12 అగస్టు  
11-16 సెప్టెంబర్  
9-14 అక్టోబర్

2023

ఇది సంవత్సరముల వయస్సులోపు పిల్లలకు తప్పిన ప్రతి టీకా వేయించండి.

ఈ సందర్భంగా UWIN యాప్ లో టీకా రికార్డులు ముందుగా చూడవచ్చు.

వెయిట్లు ఉండండి మీ పిల్లలకు టీకా వేయించండి!

మీ వ్యాక్సిన్, రికార్డు టీకాలు వేసేవారి లేదా వెబ్సైట్/డయానీ. మీ సందర్భం ఈ/ANM ను సంప్రదించండి

కమిషనర్, ఆరోగ్య, కుటుంబ సంక్షేమ శాఖ మలయూ ఖాషా ప్రొద్దుటూరు NHM, తెలంగాణ ప్రభుత్వము

Haryana

पूर्ण टीकाकृत बच्चा  
खुशियाँ अपार!

राष्ट्रीय स्वास्थ्य मिशन 5.0

समझदायी  
अपने बच्चे का संपूर्ण टीकाकरण

7-12 अगस्त  
11-16 सितंबर  
9-14 अक्टूबर

2023

राष्ट्रीय स्वास्थ्य मिशन, स्वास्थ्य विभाग, हरियाणा



Bihar



West Bengal



Puducherry



# Commitment to Call of Duty

## MEDIA STORY

In the picturesque region of Kullu in Himachal Pradesh, which recently saw devastating monsoons resulting in severe loss of life and property, a remarkable tale unfolds, highlighting the unwavering dedication of healthcare workers. As rain relentlessly poured, it unleashed its fury on the landscape, causing many crucial roads to vanish beneath its waters. But from the remnants of this disaster, emerged a symbol of resilience - a makeshift wooden bridge, suspended 30 feet above the ground, becoming the lifeline to the villages nestled within the Panchayat Paratni of the Gadsa Valley.

Amidst this challenging terrain, the important backbone of the immunization program, the ASHA workers, shone brightly- their mission to ensure the well-being of the community, especially, the most vulnerable. Braving the precarious height of the wooden bridge, these unsung heroes embarked on a journey with determination as their guide, and targets as their accomplishments.

The path was far from easy! The bridge, a testament to human ingenuity and improvisation skills, became the conduit for these healthcare champions. Crossing it was not just a physical feat, but a commitment to the call of duty. ASHA workers found themselves navigating the height and uncertainty, their resolve unshaken.

### टीकाकरण : जोखिम पर भारी जिम्मेदारी



यह तस्वीर है हिमाचल प्रदेश के कुल्लू की। बारिश की वजह से सड़क पूरी तरह बंद गई। इससे गडसा घाटी की पंचायत पारतनी के गांवों में जाने के लिए लकड़ी का एक अस्थायी पुल बनाया गया है, जो जमीन से 30 फुट ऊंचा है। ऐसे में लोगों को जान जोखिम में डालकर गुजरना पड़ रहा है। एनडीए महिला स्वास्थ्य और अग्रज कार्यकर्ता कर्तव्य मार्ग पर्यटनी महिलाओं और बच्चों का टीकाकरण करने पहुंचे तो उन्हें भी अपनी जिम्मेदारी निभाने के लिए इसी पुल को पार कर जान बख्त पहुंचना पड़ा।

But this story is not just about one or two ASHA workers, it is a tribute to all healthcare professionals who silently wage battles against geographical and natural hazards. Their compassion and dedication take them through treacherous terrains, scaling mountains, and crossing ravines to reach the doorsteps of pregnant women, children, and those who await their care.

## Diary of an ANM

We may think of an ANM as a technical person with a mechanical job giving vaccination shots. Not really, her work requires a deep understanding of the procedure, precision, and integrity. On our IMI 5.0 WhatsApp group which has members from assorted fields including government officers, policymakers, SIOs partners, and communicator/IEC professionals, one gets to see interesting posts, videos, stories, and forwards. One such was from Uttarakhand, sharing an image of two pages from an ANM's diary. Getting in touch with the sender, we collected some details about the ANM. Her name is Mamta Sejwal, who has been working at Tharali, District Chamoli.



Check your immunization knowledge

Q.7.

If a child was given Pentavalent 1 before 1 year of age and comes for next dose at age of 16 months, should we give Pentavalent 2 dose or start with DPT 1 dose?

Answers on the last page..

The detailed trajectory of vaccination penned by her, probably for her own reference reflects the clarity of her mind and at the same time her skillful hand handwriting!





# Interface with grassroots communities by UNICEF

UNICEF, as a key partner, plays a vital role in supporting community outreach activities across diverse states. Their communication initiatives focus on raising awareness about the importance of immunization, training healthcare workers, and improving vaccine access.

## Risk Communication activities to support IMI 5.0

The MOMENTUM Routine Immunization Transformation and Equity Team (M-RITE) from the JSI participated in various planning meetings like the State Task Force on Immunization (STFI) and District Task Force on Immunization (DTFI) during phase 1 of IMI 5.0. The team provided training and assistance towards various aspects of the campaign, encompassing the Head Count Survey and microplanning. Technical assistance was extended to states, like Maharashtra, Nagaland, Rajasthan, Punjab, Tamil Nadu, Chhattisgarh, Odisha, Manipur, Meghalaya, Mizoram, Tripura, Assam, Jharkhand & Arunachal Pradesh with a view to strengthen

community engagement activities for Routine Immunization and augment immunization coverage.



Immunization India Update Jul-Dec 23

## Against All Odds

### GANGA ADIVASI'S INSPIRING JOURNEY

In the calm village of Ghatigoan, nestled amidst the rural beauty of Barai Block, Gwalior, a tale of unwavering determination and hope began to unfold. Ganga Adivasi, a spirited young woman, dreamt of being a social worker, but life's trials seemed to stand against her.

At a young age, Ganga's world was turned upside down when her father left her mother. With courage and resilience, her mother, a daily labourer took upon herself the challenge of providing Ganga and her younger brother with the gift of education. She believed in their potential and urged them to dream big.

Despite facing societal norms, Ganga's aspirations never faded. The universe seemed to work in her favour when she was chosen as an ASHA worker. While assisting her community, Ganga's heart yearned for more - a calling beyond her role's confines.

A spark of hope was ignited one morning in 2019 when a call came from the District Community Mobilizer, unveiling an opportunity for an ANM vacancy. Ganga, like a shooting star, leapt at the chance and secured her place in the ANM course, the first from her tribe to do so. But fate had another challenge in store - the unprecedented COVID-19 pandemic struck, leaving Ganga without a job after completing her training. Undeterred, she found temporary work to sustain her family, ensuring her mother, her 18-year-old brother, and her daughter. Soon after COVID-19 subsided, she got an ANM posting in Ghatigoan Subcentre, her dream realized. As she shared her journey, her heart overflowed with joy and gratitude, sharing that she dreams of her daughter donning a white coat one day by becoming a doctor and serving humanity.

Ganga Adivasi's journey reminds us that even amidst social stigma and barriers, the strength of a mother's resolve and a person's own courage can light the path to greatness. From a remote village, Ganga's story echoes the resilience of the human spirit and determination.

Reported from Ground Zero: Shah Faisal



Check your immunization knowledge

Q.8.

How many doses of PCV given to child under UIP? And what is schedule?

Answers on the last page..



# Empowering Lives

## A DAY WITH ASHA WORKER NEERAJ DEVI

As I walk alongside ASHA Neeraj Devi adorned in a vibrant yellow dupatta that rests gracefully atop her head, and a tiny satchel hanging from her shoulder, she displays confidence and a sense of duty. During the Phase 1 of IMI 5.0 preparedness at Samthar Village in the Etawah district, she at my request agreed to let me understand a day in her life dedicated to the vaccination of children and pregnant women in her village.

*“For me, being an ASHA worker is not just a job, it’s a calling to serve my village.”*

The scorching sun of July did not deter her spirits from spending long hours convincing families to bring their children to the immunization centre. With each step she takes, her mission takes precedence over personal comfort, and her vivacious spirit seems to breathe life into everyone she meets along the way. “For me,” she asserts, “every house I visit is an opportunity to save a life. I will knock at every door until every child is immunized.”

Going from house to house, she reaches out to families, passionately spreading awareness about the crucial significance of immunization in safeguarding their children’s health. I find her interactions with families quite remarkable, marked by patience and empathy. Her compassionate approach is evident in every word she speaks and every action she takes.

Neeraj recalls the challenges she faced with certain families in the village who were initially hesitant about getting their children immunized. “Each refusal was an opportunity for me to change someone’s mind,”

Neeraj says, her determination resonating in her voice. “I approached them with empathy, understanding their concerns, and providing reassurance, and perceptions changed over time.” I take her leave, reiterating in my mind the important role played by frontline workers in the public health ecosystem of our country.

*Reported by Satish Kumar*

## Championing change

### COMMUNITY INFLUENCER INDIRA CHAUDHARY

Nestled within the heart of Rajasthan’s Kota district is Sakatpura, there lies a quaint locality where the momentum of change can be witnessed. Here, we meet Indira Chaudhary, a community influencer whose dedication has not only touched numerous lives but has also kindled a proactive pursuit of health within the community, in which she lives.

*“When you see the smiles on those innocent faces after they’ve received their vaccines, you know you’re making a difference”*

“It’s not just about preventing diseases; it is about empowering the community to lead healthy lives and pursue their dreams”, she says. Indira’s impact has extended far beyond the awareness campaigns. She actively collaborates with ASHA workers, ANMs, and Anganwadi workers in her area, creating a synergy that helps strengthen immunization services in Sakatpura. Through her relentless efforts, she has helped bridge the gap between marginalized communities and the healthcare system. The partnership between Indira, ASHA (Accredited Social Health Activist) workers, and ANMs (Auxiliary Nurse Midwives) in her area has been pivotal in amplifying the impact. Together, they have reached families who were vaccine-hesitant before. “We do not just stop at advocacy; we are right there in the field, comforting parents, and dispelling myths,” she says.



*Reported from Ground Zero: Satish Kumar*

*Check your immunization knowledge*

Q.9.

Which new vaccine was introduced in India in 2018?

Q.10.

Which digital platform was used for registration of COVID-19 vaccines?

Answers on the last page..

# Ayushman Bhava

## HEALTH PAVILION AT THE 42<sup>ND</sup> INDIA INTERNATIONAL TRADE FAIR

The India International Trade Fair (IITF) attracts lakhs of visitors each year in November for over the last four decades at the Pragati Maidan, which recently was spruced up for the G-20 conference in New Delhi. The 42nd iteration of IITF commenced on November 14, 2023, and concluded on November 27. The overarching theme for this year's event was "*Vasudhaiv Kutumbakam - United by Trade*," underscoring the global interconnectedness facilitated through commerce. The Health Pavilion at the IITF centred around the theme **Ayushman Bhava** (May you live long!)

Dr. V K Paul, Member (Health), NITI Aayog inaugurated the pavilion alongside Shri Sudhansh Pant, Secretary, Ministry of Health & Family Welfare. Later, the Union Minister of Health & Family Welfare, paid a visit to the pavilion and evinced great interest in the display and IEC material.

One notable highlight of the Health Pavilion was the dedicated space allocated to the Immunization Division. In this area, the division showcased various milestones in the immunization journey of the country, reaching out to millions of people through its routine immunization programs and the central government's several intensified programs taken up in a campaign mode to reach out to the left-out and dropped out children under its flagship programs, first as Mission Indradhanush and later as Intensified Mission Indradhanush (IMI) from IMI 01 to 0.5, fostering community engagement through innovative means.

Over a time, a lot of effort has been put in the social behaviour change communication on immunization, innovatively branding it and bringing to life immunization mascots Teeki and Teeku.

Amidst a neat showcasing through standees and display boards, the immunization pavilion attracted many, especially small children for the very affable Teeki and Teeku presented as life size inflatable mascots, inviting children to come to them, wearing the mnemonic pendant around their necks that read "Be Wise- Get Your Child Fully Immunized." Parents were seen taking pictures of their children with Teeki or Teeku, who seemed to love being with the mascots. The enclosure also had a very attractive selfie booth which encouraged many to click family pictures. A number of animation films on the immunization theme with Teeki and Teeku as protagonists were run continuously, making many visitors to stop by an enjoy the films.

The creative approach not only added an interactive dimension to the exhibits but also served as an engaging way to disseminate information on the importance of immunization.

Manned and managed by the Immunization Division, a range of IEC materials aimed at raising awareness about immunization were distributed to the visitors. By combining informative displays, interactive elements, and outreach efforts, the immunization division sought to enhance public understanding and appreciation on the significance of immunization in maintaining community health.







# The Immunization Wheel

A simple tool, the Immunization Wheel as it is called, helps the health proponents in some states, to work with greater efficiency at the grassroots level, with an aim to achieve more than 90% vaccine coverage as reported by media. The immunization wheel, called a Teekakaran Chakra in Hindi, consists of two discs, placed one on top of the other, one bigger than the other, and attached with a rivet. The smaller one has details of the vaccines and arrows; the larger one has a calendar with days and months.

Health workers register a child's birth in what they refer as the ASHA Diary. They use the wheel to match a birthdate to the first vaccine. The rest of the dates for year one of an infant's life (for immunization at 1.5, 2.5, 3.5, and 9 months) fall into place, without the need for manual calculation. There is a pictorial indication of whether the vaccine is a jab (syringe vector) or will be orally administered (drop vector). It is a convenient tool for the frontline workers. "It used to be a difficult task to calculate the due date of vaccinations of newborn babies during vaccination drives. With the vaccine wheel, we can do it within seconds and prepare the list. It helps us inform parents about dates quickly, so we can spend more time talking to them about the benefits of a particular vaccine (also written out on the card)," said Kumari, an ASHA worker, who is a Class XII pass-out.

The vaccine wheel also has details of the vaccines for pregnant women and babies from 16 months to 24 months, leading up to the fifth year. There is information on the wheel about the benefits of timely vaccination that health workers can give parents.

Story source: *The Hindu*



## Gujarat's Comprehensive Strides in Adolescent Immunization



The Universal Immunization Program is a cost-effective intervention that annually vaccinates over 13 lac children and 12 lakh pregnant mothers through meticulously planned Routine Immunization/Mamta sessions in Gujarat. In 2019, the state transitioned from TT to Td vaccine for 10 and 16-year-olds, aligning with expert recommendations. The closure of schools due to the pandemic posed challenges to RI services.

Strategic integration of the Rashtriya Bal Swasthya Karyakram (RBSK) platforms with robust political support under the dynamic leadership of State government and collaboration with partners like Jhpiego, WHO, UNICEF and JSI paved the way for positive results. Notably, these innovative sessions reached even those not attending school and will continue till March 2024. Gujarat achieved 100% (24,77,900) Td coverage last year.

Source: *Jhpiego*





# AEFI Medical Colleges

## PILOT AWARENESS PROGRAM ROLLS OUT

A pilot programme is being implemented in 40 medical colleges in Bengaluru, Bhopal, Bhubaneswar, Chennai, Hyderabad, Jaipur, Lucknow and Pune cities to improve reporting of hospitalised Adverse Events After Immunization (AEFI) cases by creating awareness among doctors and staff of medical colleges and making it easier to report AEFIs to the District Immunization Officers. The hospitalised AEFI cases reported from medical colleges are usually very well worked-up with a final diagnosis in most cases.

As part of this pilot programme, nodal officers for AEFI reporting have been identified, trainings have been conducted for doctors of key departments (casualty, paediatrics, medicine, neurology, gynaecology, cardiology, etc.), and posters describing the clinical events to be reported and how to report them have been put up in identified locations in the medical colleges. Reporting to the DIO is through a special software which can be downloaded on a mobile. The DIO receives the case details by email. He further verifies and adds missing details and uploads the information using the Case Reporting Form into the SAFE-VAC portal. Further, investigations and other activities continue as per the national AEFI guidelines. The SEPIO and the Chairperson of the State AEFI committees, officials of the WHO-NPSN are active stakeholders and facilitate and monitor the activities of the pilot project which will end in March 2024.

By then, based on the experience and learnings of the pilot, a Standard Operating Procedure (SOPs) or guidelines for setting up AEFI reporting in all tertiary and secondary care hospitals in private and public sector including medical colleges will be developed for dissemination. It is expected that a feature for reporting directly from hospitals may be included in SAFE-VAC. The aim is to scale this up across all districts in the country to improve reporting of hospitalised AEFIs.

## 'Ayushman Arogya Mandir'

### AYUSHMAN BHARAT - HEALTH AND WELLNESS CENTRES RECHRISTENED

The Ayushman Bharat - Health and Wellness Centres (AB-HWCs), a flagship program of the Government of India, spread over 1.6 lakh centres across States/UTs in the last five years have now been rechristened as 'Ayushman Arogya Mandir' (आयुष्मान आरोग्य मंदिर) with the tagline 'Arogyam Parmam Dhanam' (आरोग्यम परमं धनम्). As per the MoHFW's advisory to the states/UTs, the task of renaming has to be accomplished by 31 December 2023.

## Calendar 2024

Pacing up with the branding of immunization goals, the calendar for 2024 has the aspirational theme: **स्वस्थ बचपन - सुनहरा भविष्य** (when the childhood is healthy, it leads to a brighter future). The theme was conceptualised by the Communications Team, ITSU keeping in view that parents aspire for their children good health and bright future in academics and other fields like sports et al. Only a healthy person in body and mind can reach the zenith in sports. All the 12 Pages have assorted pictures of happy parent/s with their children drawn from various states to ensure inclusivity. The pages also have our mascots Teeki and Teeku playing various sports, with a suitable narrative in Hindi with the underlying theme: **लगे हैं सभी टीके, तभी तो स्वस्थ हैं।.** (they were fully immunized, that is why they are healthy). Dr. Kamlesh Kumar, Programme Lead-Implementation who has a great creative sense has written the narrative in Hindi. The mascots, with a creative brief from our end, have been developed by our creative agency along with the overall designing, look and feel by our Graphic designer Deepika Bansal. The images have been sourced from ITSU photo library, except for the months of March and August which have been kindly shared by Dr. Santosh Shukla, Director-Immunization, MP, for which we are indeed obliged.





# Research Papers



Scan or click the code to read the articles

*“Balancing Routine and Pandemic: The Synergy of India’s Universal Immunization Program and COVID-19 Vaccination Program”*

*Exploring Vaccine Hesitancy and Uptake during COVID-19: A Review of PM’s Mann Ki Baat Dialogue*

*Mission Indradhanush and Intensified Mission Indradhanush—Success Story of India’s Universal Immunization Program and the Role of Mann Ki Baat in Bridging the Immunization Gap*

## IAPSM Conferences



A technical session on “Advancing Urban Immunization in Uttar Pradesh” was facilitated by JSI during 26th India Association of Preventive and Social Medicines (IAPSM) Uttar Pradesh and Uttarakhand chapters. During the session, SEPIO U.P. Dr Ajay Gupta stated that the state with its varied socio-cultural practices requires a differential approach to reach the last mile. Beneficiary Centric Model Immunization Centre, Community engagement using Mahila Arogya Samiti as well as Partnership and Intersectoral Convergence at communities are the most recent efforts of the state and it will be the game changer approach for urban immunization. The academic feast concluded with an exposure visit to Model Immunization Centre operational at All India Institute of Medical Sciences (AIIMS) Gorakhpur.



The 12th Indian Association of Preventive & Social Medicine (IAPSM) Rajasthan Chapter was organized by Dr S N Medical College, Jodhpur and Government Medical College, Pali, on 16-17 December 2023, on the theme of “Adolescent Health- Investing in India’s future”. ITSU presented two scientific sessions on “Adolescent Immunization in India – Current Scenario, Challenges, and Way Forward” jointly presented by Dr. Kamlesh Kumar and Dr. Suman, and another “Life Course Immunization– Evolution, Recent Advances, Challenges, and Emerging Strategies” jointly presented by Dr. Pretty Priyadarshini and Dr. Disha Agarwal. A Panel discussion on the “Emerging paradigms in Immunization in India - Programmatic Aspects, Inequities, Health Systems Strengthening and the Way Forward” was anchored by Dr. Kamlesh Kumar. The panellists included Dr. Deepak Polpakara, Prof. Jaishri Jethwaney, Dr. Disha Agarwal and Dr. Mona Chopra. ITSU showcased its Immunization journey interestingly with attractive graphics and pictures. Immunization films produced by ITSU were run continuously via an LED screen which was visible to many even from a distance. In an exhibition stall provided at the venue. Shah Faisal and Tulika Bhandari attended the visitors with their queries very efficiently.



## India Joint Appraisal *Contd. from page 4*

The comprehensive way forward would ensure a strategic and coordinated approach to achieving vaccination goals, strengthening health systems, and aligning with national immunization strategies. The key principle will now shift the gears for an accelerated implementation of HSS-3 in tge coming three years, 2024-2026 to reach out to the defined goals.



Be Wise!

# Teeku-Teeki Stories

Teeki-Teeku are the adorable mascots associated with world's largest immunization program run in India. As toddlers they have found place in the Immunization Mnemonic with the message:

**“Be Wise! Get your child fully immunized”**



The basic idea behind creating a mascot is to ensure easy and better brand recall. A mascot can be an object, a human or even an animal. In the immunization program, at first, it was only a baby boy, but later Teeki was added. Dr. Veena Dhawan, the then Additional Commissioner (Immunization) can be credited for adding the girl child in the Mnemonic, which brought gender equity and naming them as Teeki and Teeku, drawn from the word Teekakaran (Immunization). Both Teeki and Teeku are prudent, sagacious, witty, and of course very presentable. When IMI 5.0 campaign was being conceived and IEC material planned, we considered bringing our mascots alive in different avatars, with a view to make a memorable connect with various stakeholders, through their narration, the basic pitch coming from IMI 5.0 objectives that all children up to the age of five who have missed one or more vaccines to be covered, exhorting parents, the caregivers to set aside some time for children's vaccination.

In our pursuit of creating impactful content, we drew inspiration from many timeless classic themes that evoke nostalgia. Through this synergistic blend of captivating visuals, relatable characters, and easy-to-follow themes, we endeavoured to create an immersive experience that resonated deeply with both, the children, and their parents. In all, five one-minute duration animation films were conceptualised, produced and widely distributed among states for use and possible voiceover in regional languages. Assam was the first state to dub the narration in Assamese during Phase I itself. Bihar adapted from the basic theme, in Bhojpuri. Later the mascots in the *avatar* of sports-persons have been reflected in our calendar for the year 2024.

## Social Media Initiatives



## Media Echo



### Quiz Answers

1. 1958
2. 1977
3. Last wild polio virus detected in India 2011. India was declared Polio-free in 2014.
4. 1978
5. 2015
6. 1 Jan, 2023
7. Give Penta-2 dose
8. 3 doses - At 6 wks, 14 wks, booster at 9 mths
9. Td
10. Co-Win



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