

Fortnightly Media Analysis Report – 01 - 15 Feb 2025

The current report analyses media coverage of health-related themes, including Routine Immunization (RI), vaccine-preventable diseases, measles and rubella elimination, polio, HPV, Td, and adverse events following immunization (AEFI), across English and Hindi online newspapers and news portals during the period **February 01 - 15, 2025**. The analysis encompassed **159** articles covering a wide range of topics, including RI policies at national and international levels, stakeholder contributions, and broader public health discussions, which cover diverse perspectives.

Key Findings:

- **Positive Portrayal:** 44.6% of the articles presented RI initiatives in a positive light, highlighting their significance in public health.
- **Neutral/Multi-faceted Coverage:** 54.7% of the articles adopted a neutral or multifaceted perspective, acknowledging both the benefits and challenges of RI programs.
- **Negative Coverage:** During the fortnight under analysis, only one story, comprising 0.6% of the articles analysed was negative which focused on adverse events following immunization, which covered the death of children in Telangana, allegedly soon after vaccination.

Reflection of News stories on Immunization during the fortnight (01 - 15 Feb. 2025) - at a glance

Name of Publication	Positive	Mixed (Multi-perspective)	Negative	Remark	Subject Covered
Times of India - 14	3	11			Healthcare, vaccine, frontline worker, cervical cancer, HPV, vaccination, Measles, Mumps, Diphtheria, Outbreak
Hindustan Times -3	3				JE, vaccination, RI, vaccine
The Hindu - 2	1	1			vaccination, Malaria
Business Standard -2		2			Vaccination, Left out
Economic Times - 4	1	3			cervical cancer, HPV, Influencers, Health services
India Today -3	1	2			HPV, Measles, Immunization drive
Medical Dialogue - 2	1	1			PCV, Mumps
Telegraph India - 1		1			HPV
Mint -1	1				U-Win,
The Week - 1	1				PCV
Dainik Bhaskar - 33	18	15			Immunization wheel, vaccination coverage, Imm session, Sub centre, Health camp, PW, NB, Slum, RI, MR, Aarogya Mandir, CHC, CDPO, Migratory, HPV, RISE, Review Meeting, Urban Imm,
Hindustan Hindi - 23	12	11			Zero dose, AWC, vaccination, Pnemonia, RI, Hep B, Review Meeting, Vaccination, Imm session, Nutrition, RISE, cervical cancer, Td, vaccine preventable diseases, PW
Punjab Keshari -1	1				HPV
Prabhat Khabar - 4	2	2			ASHA, cervical cancer, Review
Amar Ujala - 7	3	4			Immunization, VPDs, Resistant, vaccination, Newborn, RI,
Other_National -7	2	4	1	Infant dies soon after getting vaccinated in Sircilla Telangana	Mobilization, TB vaccine, Mumps, AEFI, Polio, Training of health workers, Immunization
International News					
Nature - 3	1	2			Malaria, TB, Vaccine hesitancy
Washington Post -1		1			Malaria vaccine
New York Times - 2		2			Health care, Measles
Medical Xpress -1	1				vaccination
Gavi - 7	6	1			Typhoid, Malaria, zero dose, internal displace population, vaccine champion, Malaria, Influencers, vaccine
WHO - 3	2	1			Big catchup, Polio, Executive Meeting
BMJ - 1	1				Malaria vaccine
The Conversation -2	1	1			Misinformation, RSV
VAT -2		2			JE, PCV, TB
The Star -3	2	1			Pnemonia, influenza, RI
Other Int. web portal - 26	7	19			RI, child vaccination, Pnemonia, Flu, whooping cough, VPDs, Ebola, Measles, vaccine, Health officials, zero dose, gropout, polio, HPV, caregivers, Immunization,

Important stories with highlights

Mint reports that the National Health Authority has urged the health ministry to integrate the U-WIN platform with the Unified Health Interface (UHI). Similar to the CoWIN system used during the COVID-19 vaccination drive, this integration, the story commented, will help people easily access and book vaccination services. The story also shared that efforts were underway to enable vaccination slot bookings through various mobile applications like Paytm and PhonePe.

Read more at:

<https://www.livemint.com/politics/policy/nha-u-win-platform-with-unified-health-interface-immunization-healthcare-digital-platforms-11739276790892.html>

Times of India reports that paediatric doctors in Coimbatore have urged the Union government to reinstate the mumps vaccine in the Universal Immunisation Programme (UIP) alongside the measles and rubella (MR) vaccine. Currently, the story shared that Tamil Nadu's UIP administered 11 vaccines to children and pregnant women, protecting against 12 vaccine-preventable diseases, including tuberculosis, diphtheria, pertussis, hepatitis B, tetanus, polio, measles, rubella, and more. However, the mumps vaccine was removed from the UIP schedule in 2020. Despite this exclusion, the paper commented that private hospitals continued to offer the mumps vaccine as part of their immunisation programs.

Read more at:

<https://timesofindia.indiatimes.com/city/coimbatore/paediatric-doctors-urge-union-govt-to-include-mumps-vaccine-in-uip/articleshow/118126649.cms>

Times of India reports that measles was among the deadliest childhood diseases before 1915. However, in the UK, measles mortality dropped by 90-95% within two decades, well before antibiotics came on the scene in the 1940s and the measles vaccine in the 1960s. A similar decline occurred in the USA. Dr. Thomas McKeown had highlighted this phenomenon in *The Modern Rise of Population* (1976), speculating that nutrition played a role but admitted that no definitive explanation existed. In 2015, G.D. Shanks et al. revisited the issue but found no clear link between improvements in nutrition, sanitation, and the dramatic decline in measles mortality.

Read more at:

<https://timesofindia.indiatimes.com/blogs/seeing-the-invisible/milk-won-the-battle-against-measles-long-before-antibiotics-and-vaccines-part-1/>

Hindustan Times in its city news reported that after a year-long delay, Maharashtra's Public Health Department would launch the second phase of the Japanese Encephalitis (JE) vaccination drive in March 2025 across Pune, Raigad, and Parbhani districts. The campaign, the report, quoting public health officials, said would also extend to Pune, Pimpri-Chinchwad, and Panvel municipal corporations. On February 10, 2025, the department issued operational guidelines for JE vaccination in these regions. The prevention and control strategy for JE included integrated vector control—covering personal protection, larval control, and environmental management—along with pig control and vaccination efforts to curb the disease's spread and protect public health.

Read more at:

<https://www.hindustantimes.com/cities/pune-news/maharashtra-to-start-je-immunisation-from-march-101739469560073.html>

The Week in an article from health and wellness commented that vaccination remained vital in reducing morbidity and mortality by protecting billions from infectious diseases. Advancements in clean water and immunization, it said had significantly contributed to population growth and improved public health.

Herd immunity, the report said further limited disease spread when a large portion of the population was vaccinated, protecting even those who were unvaccinated.

Read more at:

<https://www.theweek.in/konnect/health-and-wellness/2025/02/06/a-simple-choice-a-safer-future-get-your-pneumococcal-vaccine-today.html>

India Today's report from NE state, shared that South West Garo Hills would launch a special immunization campaign in February to bridge gaps in routine vaccinations for older children, quoting officials, who also reported that full immunization for infants had reached 97% as of January 2025. However, vaccination coverage among children aged 16-24 months, 5 years, 10 years, and 16 years remained below the target, highlighting the need for focused intervention.

Read more at:

<https://www.indiatodayne.in/meghalaya/story/meghalaya-immunisation-drive-ramps-up-as-south-west-garo-hills-targets-gaps-in-coverage-1170063-2025-02-13>

New York Times published an article on measles outbreak in Texas which had infected 22 children and two adults, hospitalizing nine, as vaccination rates declined. All cases were from among the unvaccinated individuals in Gaines County, a rural area bordering New Mexico. Local health officials reported that only 82% of kindergarteners received the MMR vaccine last year—10 percentage points lower than the state average and well below the federal 95% target. The outbreak, the paper commented raised concerns among public health experts, especially as vaccine critic Robert F. Kennedy Jr. was nominated as health secretary, potentially leading to more preventable disease surges.

Read more at:

<https://www.nytimes.com/2025/02/12/science/measles-vaccination-texas.html#>

Gavi reported that 21 million children worldwide remain under-immunized, with 14.5 million never receiving any vaccine. Reaching these vulnerable populations was crucial to preventing outbreaks and safeguarding global health. To address this, Gavi launched the Zero-Dose Immunization Programme (ZIP) in 2022, partnering with humanitarian organizations to serve crisis-affected communities. The REACH initiative, a part of ZIP, the report shared used a specialized humanitarian model to overcome complex barriers, leveraging the IRC's expertise. This approach ensured that even the most hard-to-reach children received the full national vaccine schedule, protecting them from preventable diseases.

Read more at:

<https://www.gavi.org/news/media-room/9-million-vaccine-doses-administered-children-living-humanitarian-settings-horn-africa>

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