

Fortnightly Media Analysis Report – 01 - 15 March 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 **March 01 - 15, 2025**. The analysis encompasses **135** 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:** 37.7% of the articles presented RI initiatives in a positive light, highlighting their significance in public health.
- **Neutral/Multi-faceted Coverage:** 60.7% of the articles adopted a neutral or multifaceted perspective, acknowledging both the benefits and challenges of RI programs.
- **Negative Coverage:** During the fortnight, only two articles, accounting for 1.4% of the total, carried a negative tone, highlighting adverse events following immunization and measles outbreaks in several countries.

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

Name of Publication	Positive	Mixed (Multi-perspective)	Negative	Remark	Subject Covered
Times of India - 11	3	8			Health Budget, Measles, HPV, RI, Cervical cancer, Vaccination, malnutrition, Vaccine, Measles Outbreak,
Hindustan Times - 2	1	1			JE, RISE App
The Hindu - 5	2	3			Health, TT, Chiken pox, HPV, adult immunization, vaccination
Business Standard -1	1				Childcare
The Statesman - 1	1				U-WIN vaccination
Tribune - 2	1	1			Child health MR
India Today - 2		2			Measles cases in USA
Telegraph India - 1		1			Routine immunization
Indian Express -3	2		1	1.5-year-old died due to vaccination in Tamil Nadu	AEFI, MNCH, vaccination coverage
Deccan Herald -3	1	2			HPV, cervical cancer, Measles
Financial Express -1	1				TCV
New-18, NDTV -5	4	1			U-WIN, RISE App, Imm coverage, immunization week, dropout children
Dainik Bhaskar - 20	14	6			Routine Immunization, ASHA, zero dose, MNCH, pentavalent, Meeting, Advocacy, vaccination, HPV, TB vaccine, VHND, Immunization session, RISE, Review Meeting, Digital Health, special vaccination campaign
Hindustan Hindi - 11	3	8			Workshop, Review Meeting, vaccination, U-WIN, TD vaccine, Coverage, PW, Hep B, spl vaccination session, ANM, Routine immunization
Prabhat Khabar - 5	2	2	1	Death of newborn after vaccination in darbhanga	AEFI, Review Meeting, ANM, HPV, RI
Amar Ujala - 6	3	3			Td, Training, ASHA, dropout, Spl vaccination session, PW, NB, Immunization
Other_National -10	4	6			National Imm Day, vaccine shortage, HPV, cervical cancer, Review Meeting, Td, vaccination, MOHFW, Measles vaccine, Hep B
International News					
Nature - 2	1	1			JE, Hep B
Washington Post - 4		4			Measles outbreak, vaccine hesitancy, immunization
New York Times - 3		3			Measles, vaccination, outbreak
CNN -7	1	6			Measles, vaccine, misinformation, outbreak, PW, children, immunization
Gavi - 3		3			Measles, RI, IMR
WHO - 4	2	2			Child Health, Measles, Health, vaccine regulation
Relief Web -1		1			Vaccination
Medical Dialogue -1		1			Pentavalent
UNICEF- 2	1	1			Child vaccination, Immunization
MSF, JH -2	2				low income setting, vaccination
USA Today -1		1			Measles outbreak
Other Int. web portal - 16	1	15			Malaria, Measles outbreak, Diphtheria, Rota, vaccine, vaccine hesitancy, childhood vaccination, advocacy, PCV, vaccine shortage, meningitis, Imm

Important stories with highlights

Times of India reports that India solidified its position as a vaccine superpower with the development of Covaxin and now produces 60% of the world's vaccines, Dr. Balram quoting Dr. Bhargava, former Director General of ICMR. Speaking at the BRIC-Rajiv Gandhi Centre for Biotechnology (RGCB) on Women's Day, he had highlighted India's vaccine manufacturing strength, noting that Pune served as a global hub. In 2021, India exported vaccines to over 100 countries, showcasing its research and development potential in the field of immunization.

Read more at:

<https://timesofindia.indiatimes.com/city/thiruvananthapuram/india-produces-60-of-worlds-vaccines-says-ex-icmr-chief/articleshow/118903090.cms>

The New Indian Express reports that on National Vaccination Day in Gujarat excelled with a 95.95% score in the SDG 3 Index, surpassing the national average of 93.23%. Mission Indradhanush has played a key role, immunizing 9,95,395 children and 2,25,960 pregnant women across all phases. Further boosting vaccination efforts, the Khilkhilat Campaign (Jan 16-22, 2025) provided BCG, OPV, Penta, IPV, Rota, PCV, MR, and DPT vaccines to 25,736 children. Additionally, the state's commitment extends to schools, where over 18 lakh children have received the Tetanus-Diphtheria vaccine in the past three years.

Read more at:

<https://www.newindianexpress.com/thesundaystandard/2025/Mar/15/gujarat-leads-national-vaccination-day-with-9595-sdg-3-score>

The Hindustan Times reports that routine child vaccination in Uttar Pradesh will now be digitally monitored through the *Rapid Immunisation Skill Enhancement* (RISE) app. This platform, the report said would be used by nurses, ANMs, and health workers involved in immunization efforts. Quoting Dr. Ajay Gupta, the state immunization officer, the news story highlighted that the app would enhance vaccinators' skills by keeping them updated on the evolving guidelines and new technologies. Digital training is being provided to staff nurses, ANMs, and health visitors to improve vaccine monitoring, session management, vaccine safety, cold chain management, and handling adverse effects post-vaccination.

Read more at:

<https://www.hindustantimes.com/cities/lucknow-news/rise-app-to-aid-health-workers-digitally-monitor-immunisation-prog-in-up-101741288465255.html>

The Financial Express reports that Zydus Lifesciences Limited is developing the world's first combination vaccine for shigellosis and typhoid, highlighting India's innovation in vaccine research. This groundbreaking vaccine aims to protect against these severe enteric diseases. Zydus will conduct early-stage development, including animal immunogenicity and regulatory preclinical toxicology studies. The project, set to begin in March 2025, is being supported by the Gates Foundation.

Read more at:

<https://www.financialexpress.com/business/healthcare-zydus-to-develop-the-worlds-first-combination-vaccine-to-offer-protection-against-shigellosis-and-typhoid-3766750/>

The Hindu reports that chickenpox season is active again in the Kerala state, causing concern among parents as children prepare for exams and entrance tests. Once mainly a childhood disease, the report highlighted that chickenpox was now increasingly affecting adolescents and adults, sometimes leading to complications. Medical experts recommend vaccination for those who have not had natural infection in childhood to ensure protection.

Read more at:

<https://www.thehindu.com/news/national/kerala/chickenpox-surge-in-kerala-vaccination-vital-for-those-not-exposed-to-natural-infection-in-childhood-say-experts/article69306625.ece>

WHO Pan American Health Organization (PAHO) has issued an epidemiological alert following a surge in measles cases across the Americas. As of epidemiological week 8 of 2025 (February 21, 2025), there are 268 confirmed cases, including one death in Argentina, Canada, Mexico, and the United States. This has marked a sharp rise compared to the same period in 2024, when only 60 cases were recorded in the first eight weeks of the year.

Read more at:

<https://www.paho.org/en/news/3-3-2025-measles-outbreaks-americas-paho-calls-strengthened-vaccination-and-surveillance>

Gavi in its online vaccine work portals, Zimbabwe has significantly reduced neonatal and childhood mortality over the past 15 years, thanks to its extensive vaccination program and other public health initiatives. Speaking at the 50th anniversary of the Expanded Programme on Immunization (EPI) in Harare, Health and Child Care Minister Dr. Douglas Mombeshora emphasized the impact of vaccines, stating that they save six lives every minute.

Read more at:

<https://www.gavi.org/vaccineswork/routine-immunisation-credited-drop-infant-deaths-zimbabwe>

The Independent in its health category reports that Uganda will become the 18th country to introduce the malaria vaccine on April 2, as a part of its efforts to combat the disease. The four-dose vaccine will be included in the routine immunization schedule for children at 6, 7, 8, and 18 months. It will be distributed in 105 districts with high and moderate malaria transmission rates. At the vaccine distribution flag-off ceremony in Kajjansi, Minister for Health Dr. Jane Ruth Aceng announced that the government would distribute 2.278 million doses to protect vulnerable children across the country.

Read more at:

<https://www.independent.co.ug/uganda-to-become-18th-country-to-roll-out-malaria-vaccine-for-children/>

News Medical A recent study published in the journal *Vaccines* by researcher Pedro Plans-Rubió from the College of Physicians of Barcelona analyzed zero-, one-, and two-dose vaccination coverage projections for 2030 across all World Health Organization (WHO) regions. Using data from WHO and UNICEF databases between 2019 and 2023, the study assessed whether the current immunization coverage was progressing toward the goals set by the Immunization Agenda 2030 (IA2030).

Read more at:

<https://www.news-medical.net/news/20250310/How-falling-measles-vaccination-rates-put-millions-of-children-at-risk.aspx>