

Fortnightly Media Analysis Report – 16 - 30 Nov 2024

During the fortnight from **November 16 to 30, 2024**, media analysis focussed on the online editions of major mainstream newspapers and news portals on health-related themes such as Routine Immunization (RI), vaccine-preventable diseases, measles and rubella elimination, polio, HPV, Td, and adverse events following immunization (AEFI).

The review encompassed **157** articles from English and Hindi platforms, presenting diverse perspectives on RI efforts at both national and international levels.

Of the coverage, **43.9%** portrayed RI initiatives in a positive light. Incidents involving adverse events, attracted media attention on child fatalities post-vaccination and diphtheria outbreaks, with three news stories during the fortnight, aggregating to 1.9% of the overall reporting. A majority (**54.1%**) of the articles adopted a neutral or multi-faceted viewpoint.

The findings underscored a media narrative which can be seen as balanced immunization policy updates and stakeholder contributions with broader public health discussions, reflecting the evolving focus on vaccination initiatives.

Reflection of News stories on Immunization during the fortnight (16 - 30 Nov. 2024)-at a glance

Name of Publication	Positive	Mixed (Multi-perspective)	Negative	Remark	Subject Covered
Times of India - 6	5	1			Polio, Immunization, MR, Vaccination, Vita A, HepB
Hindustan Times - 2		2			Mpox, Vaccine
Indian Express - 2		2			Mpox, HPV
The Hindu - 5	1	4			U-WIN, Measles, Immunization, Mpox, Cervical Cancer
Deccan Herald - 1		1			Japanese encephalitis
Tribune India - 2		2			vaccination, Pneumonia
Economic Times - 4	1	3			Covid, PCV, JE, U-WIN
Bussiness Standard - 1		1			Polio
PTI/PIB - 5	4	1			U-WIN, Polio, IITF, Healthcare, JE
Dainik Bhaskar - 22	15	7			MIC, RI, Review meeting, mobilization, vaccine, Polio, MR, vaccination, RI sessions, RI camps, immunization, Meeting, catchup campaign, cervical cancer,
Hindustan Hindi - 17	5	11	1	Newborn Death after polio vaccination in Muzaffarpur Bihar	MR, ANM, Measles, vaccination, mobilization, Polio, HWC, vaccine, Influencers, RI, Digital vaccination, UIP, Gavi,
Prabhat Khabar - 3	2	1			Immunization, ANM, RI
Pujab Keshari - 3		2	1	one died of the twins after vaccination in sirmour HP	Immunization, RI, vaccination
Amar Ujala - 10	6	4			PW, NB, vaccination, Monitoring, TD, ANM,MR, DPT, Gavi
Nai Dunia -1			1	1.5 yrs old died after vaccination in Gwalior, MP	vaccination
International News					
Nature - 2		2			vaccine development, vaccine hesistancy
The Guardian - 1	1				Measles
BMC Health -3	2	1			Malaria, vaccination, Measles
Gulf News - 1		1			UIP
Newyork Times - 2	1	1			Vaccination, MR
Washington Post -1	1				Polio
Precision Vaccination-1		1			Virus outbreak
BBC - 4		4			Vaccine uptake, RSV, Measles, MMR
Path - 1	1				Climate change
Gavi - 5	3	2			vaccines, cervical cancer, UIP
WHO - 10	6	4			EPI, mpox, Polio, cervical cancer, vaccine, immunization, zero dose, digital health, Polio
UNICEF - 8	5	3			immunization, childhood vaccination, coldchain, cholera
Other web portal - 34	10	24			Influenza, Polio, vaccine, Innovation, Mumps, ASHA, HPV, vaccination, Healthcare, MR, Pneumonia, Mpox, ANM, whooping cough, AMR, Rota, VPD, AEFI, Polio, UIP, Diphthria, measles, childhood killer diseases malaria,

Important stories with highlights

The Hindu reports on the nationwide implementation of the U-WIN platform, with over 27 crore vaccine doses administered and recorded, ascribing it to the Union Minister of State for Health and Family Welfare, Smt. Anupriya Patel, in a written reply to the Lok Sabha.

The story also talks about the U-WIN, streamlining vaccination services for pregnant women and children (from birth to 16 years) against 12 vaccine-preventable diseases. The story shares that as of November 25, 2024, the platform has registered 7.43 crore beneficiaries, facilitated 1.26 crore vaccination sessions, and documented 27.77 crore vaccine doses.

Read more at:

<https://www.thehindubusinessline.com/news/over-27-crore-vaccine-doses-given-and-recorded-on-u-win-centre-tells-parliament/article68931883.ece>

The Hindu's health section highlights that immunisation as one of the greatest achievements in public health, second only to advancements in sanitation and water safety. Vaccination, it comments has eradicated diseases like smallpox and polio in India, once major public health challenges. However, many vaccination opportunities in the country remain underutilised, potentially leading to significant future consequences.

The COVID-19 pandemic underscored the value of vaccination at all ages and the need to raise awareness among the public and administrators about adult immunisation.

Read more at:

<https://www.thehindu.com/sci-tech/health/immunisation-coverage-and-antibiotic-use-is-india-missing-an-opportunity/article68863136.ece>

PIB in a press release shares information on Ministry of Health and Family Welfare's Health Pavilion, themed 'One Health,' at the 43rd India International Trade Fair in Pragati Maidan, New Delhi, becoming a hub of education and engagement. The release talks about its inaugural by Dr. V.K. Paul, Member (Health), NITI Aayog, on November 14, 2024. The pavilion provided an immersive experience, blending health services, interactive learning, and entertainment for visitors of all ages. Serving as a vibrant center for free health services, it caters to diverse audiences, offering a wide range of healthcare options for both children and adults.

Read more at:

<https://pib.gov.in/PressReleaselframePage.aspx?PRID=2074642>

Economic Times healthcare section reported that Abbott India has introduced its pneumococcal conjugate vaccine, PneumoShield 14, in India. Designed for children as young as six weeks, PneumoShield 14 offers broader protection compared to currently available vaccines. The vaccine covers the highest number of bacterial strains (serotypes) among pneumococcal conjugate vaccines, surpassing the coverage of PCV-10 and PCV-13 vaccines from competitors Pfizer, GSK, and Serum Institute of India (SII). This launch marks a significant advancement in safeguarding children against pneumococcal diseases.

Read more at:

<https://economictimes.indiatimes.com/industry/healthcare/biotech/pharmaceuticals/abbott-launches-14-valent-pneumonia-vaccine-for-children/articleshow/115733574.cms?from=mdr>

Forbes, news portal highlights Tulsidih, a remote rural Indian village where close-knit social ties and traditions shape daily life. Despite challenges in accessing essential services, particularly healthcare, the community thrives on mutual support. Narrow streets are lined with modest homes—some with tiled or thatched roofs, others made of red brick—each holding stories of resilience and connection. In this tightly bonded community, family members, respected elders, and health workers serve as pillars of children's welfare, fostering a collective strength that sustains the village and ensures its well-being.

Read more at:

<https://www.forbes.com/sites/unicefusa/2024/11/26/unicef-boosts-health-services-during-measles-outbreak-in-rural-india/>

DD News reports a 20% rise in measles cases last year, primarily due to insufficient vaccine coverage in the world's poorest and conflict-ridden countries, according to the WHO and CDC. Nearly half of major outbreaks occurred in Africa, where measles deaths surged by 37%. WHO's Natasha Crowcroft emphasized, "Every country has access to measles vaccines, so no child should contract or die from measles." The report highlights the urgent need to address vaccine gaps and protect vulnerable populations from this preventable disease.

Read more at:

<https://ddnews.gov.in/en/global-measles-cases-jumped-in-2023-due-to-inadequate-vaccine-coverage/>

WHO AFRO in an article from Angola, emphasizes the ongoing challenge of safeguarding health against pathogens that test our immune systems. Vaccines play a vital role as powerful allies, bolstering natural defences and lowering the risk of disease. Understanding the critical importance of vaccines is key to ensuring a healthy, energetic, and resilient life amidst everyday challenges.

Read more at:

<https://www.afro.who.int/countries/angola/news/vaccinate-protect-everyone>

BBC reports a surge in measles cases has prompted renewed calls for increased uptake of the MMR vaccine. The UK Health Security Agency (UKHSA) recorded 15 new cases in Bristol and Gloucestershire within two weeks. Measles, a highly contagious virus, can cause severe complications and even death. Symptoms include a red-brown blotchy rash, fever, sore red eyes, and cold-like symptoms. To curb the outbreak, UKHSA South West is urging individuals to ensure their MMR vaccinations are up to date, offering the best protection against the disease.

Read more at:

<https://www.bbc.com/news/articles/c238yvn479o>

New York Times, in a columnist's piece, highlighted that vaccines are essential tools for journalists, enabling them to report from regions where serious diseases are prevalent—areas often requiring critical coverage. At The Times' Museum, a carton of the Ixiaro vaccine is displayed. Ixiaro protects against Japanese encephalitis, a mosquito-borne disease related to yellow fever, dengue, and West Nile virus. This disease is endemic across much of Southeast Asia and the Western Pacific region, making vaccines vital for safe reporting in these areas.

Read more at:

<https://www.nytimes.com/2024/11/24/pageoneplus/vaccines-journalism.html>