

## Fortnightly Media Analysis Report – 16 - 31 Jan 2025

The current report analyzes 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 **January 16 - 31, 2025**. The analysis encompassed **168** 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:** 41.0% of the articles presented RI initiatives in a positive light, highlighting their significance in public health.
- **Neutral/Multi-faceted Coverage:** 57.1% 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 1.7% of the articles analysed was negative which focused on adverse events following immunization, which covered the death of children in UP and Bihar, allegedly after vaccination.

### Reflection of News stories on Immunization during the fortnight (16 - 31 Jan. 2025) - at a glance

Name of Publication	Positive	Mixed (Multi-perspective)	Negative	Remark	Subject Covered
Times of India - 4	1	3			Arogya Mandir, Mumps, TB, Vaccine
Indian Express - 2		2			HPV, Cervical cancer
Hindustan Times -3	1	2			HPV, TB vaccination, Cervical cancer
The Hindu - 4	2	2			National health mission, women health, cervical cancer,
PIB - 3	3				Health care, digitalization, ASHA
Economic Times - 5	4	1			india vaccine, covid, HPV, health camp, health care
India Today -1		1			vaccine coverage
Medical Dialogue - 4	1	3			TCV, measles, Hep E, UIP, immunization
Forbes India- 1		1			misinformation
Mint -2	2				U-Win, ASHA
Tribune India -1	1				BCG
First post -1		1			Immunization
Dainik Bhaskar - 27	11	13	3	2 mon old baby dies after vaccination in Bareilly, UP, Child dies after vaccination in Barabanki UP, 2 Mon old child dies after vaccination in Banka Bihar,	VHND, workshop, Review meeting, vaccination, ANM< child health, aarogya mandir, PW, NB, BCG, survey, AEFI, Task force, RI, U-Win, Mobilization, AWC, HPV,
Hindustan Hindi - 16	7	9			DPT, U-Win, refusal, workshop, vaccination camp, coldchain, vaccination, AWC, immunization, training, review meeting, RISE, cervical cancer, RI, ASHA,
Nav Bharat -1		1			Diphtheria
Prabhat Khabar - 1	1				vaccination
Amar Ujala - 14	5	9			PW, vaccination, NB, immunization session, Review meeting, AEFI, CHC, BCG, HPV, Hep B, compaign, ANM, MIC
Other_National -19	5	14			HPV, Immunization sevoces, zero dose, vaccine drive, Digitalization, Hep B, Health care, Mumps, RISE, SDG, mobilization
<b>International News</b>					
Nature - 2		2			Malaria, BCG
The Guardian -1		1			MR
BBC - 2		2			Vaccine, measles
Washington Post -2		2			vaccine, childhood vaccination
New York Times - 3		3			Advocacy, Global health, vaccination schedule
Medical Xpress -1		1			Rota vaccine
Gavi - 7	5	2			Partnership, child vaccination, Malaria, cold chain, Solar fridge, immunization, Flu
WHO - 6	5	1			MR, Data driven, Immunization services, Health care, HSS,
UNICEF - 2		2			Vaccination, cervical cancer
Path -1	1				TCV,
CNN -1	1				vaccine
Relief Web, Forbes-2	1	1			Measles, Immunization
Other Int. web portal - 29	12	17			Public health, Diphtheria, FIC, Unvaccinated, Meningitis, HPV, BCG, whooping cough, vaccine, Measles, TCV, PCV, HSS, Vaccination, zero dose, VPD, Flu, TB, Polio, cervical cancer

## Important stories with highlights

**The Economic Times** reports that the government has reiterated its commitment to inclusive and multidimensional development, giving equal priority to social and physical infrastructure. During her address at the FY 2025-26 Budget session, President Smt. Droupadi Murmu emphasized the government's efforts to make healthcare more affordable, accessible, and of higher quality for all citizens. Highlighting the focus on preventive healthcare, she mentioned large-scale screening programs and the launch of the U-WIN portal, which has streamlined vaccination tracking for pregnant women and children. To date, nearly 30 crore vaccine doses have been recorded on the platform, showcasing its impact.

**Read more at:**

<https://health.economictimes.indiatimes.com/news/policy/govt-making-policy-reforms-to-ensure-affordable-and-accessible-healthcare-president/117777895>

**The Hindu** reports that the National Health Mission (NHM) has played a crucial role in strengthening India's public healthcare system and expanding human resources in the sector, according to an assessment report (2021-24) presented by the Central Government to the Union Cabinet on January 22, 2025. The report highlighted significant achievements, including the elimination of kala-azar in endemic blocks, with all achieving the target of fewer than one case per 10,000 population by the end of 2023. Additionally, the Measles-Rubella Elimination Campaign, under Intensified Mission Indradhanush 5.0, successfully vaccinated over 34.77 crore children, achieving 97.98% coverage.

**Read more at:**

<https://www.thehindu.com/sci-tech/health/national-health-mission-has-enhanced-workforce-curbed-several-public-health-concerns-centres-report-to-cabinet/article69127550.ece>

**Press Information Bureau** reports that the Government of India has invited approximately 250 ASHA workers, along with their spouses, from across the country as Special Guests at the 76th Republic Day Ceremony. This gesture recognizes their invaluable contributions to public health and aims to uplift their morale while highlighting their critical role in advancing healthcare access and outcomes. Union Health Secretary described ASHAs as the backbone of India's health schemes, emphasizing their significant role in the success of initiatives like the vaccination and TB elimination mission.

**Read more at:**

<https://pib.gov.in/PressReleasePage.aspx?PRID=2096075>

**Mint** reports that the government is likely to begin collecting feedback on the Universal Immunization Win (U-WIN) scheme, launched last January to digitize vaccination records under the Universal Immunization Programme. Feedback will be sought from key stakeholders, including states and union territories, vaccinators, doctors, and beneficiaries, to address existing challenges and enhance the scheme's effectiveness.

**Read more at:**

<https://www.livemint.com/science/health/govt-to-collate-journey-of-u-win-so-far-to-overcome-challenges-11737879573187.html>

**India Today** reports that despite progress in vaccinating children against preventable diseases, a new Lancet study highlights significant gaps in vaccine coverage at the local level in India. While millions of children are being vaccinated, some areas within districts continue to face challenges, leaving many vulnerable to diseases like measles and polio. The study, conducted by researchers from different Universities, analysed data from over 87,000 children aged one to three, representing an estimated 46 million children across 36 states and union territories. This underscores the need for targeted efforts to address regional disparities in immunization.

**Read more at:**

<https://www.indiatoday.in/health/story/child-vaccine-coverage-india-universal-immunization-programme-lancet-study-2668642-2025-01-23>

**The Guardian** reports that health sector stakeholders are urging collective action to address the country's significant measles and rubella burden. They stress the importance of strengthening routine immunization services to ensure a successful nationwide rollout of the measles-rubella (MR) vaccine. Measles, a highly contagious viral disease, remains a leading cause of death among young children worldwide, despite the availability of a safe and effective vaccine. Meanwhile, rubella, another viral infection affecting children and young adults, is the top vaccine-preventable cause of birth defects. Infection during pregnancy can result in fatal death or congenital abnormalities, collectively known as congenital rubella syndrome.

**Read more at:**

<https://guardian.ng/features/health/stakeholders-urge-action-to-tackle-measles-rubella-burden/>

According to a **BBC** news article, Bristol has reported the highest number of measles cases in the UK over the past month. Data from the UK Health Security Agency (UKHSA) reveals that 21 cases have been recorded in the city since December 16. The south west region accounts for nearly half of all cases nationwide, with 26 out of a total of 57 reported cases.

Parents are being encouraged to ensure their children are vaccinated, as measles is highly contagious and can lead to severe illness or, in rare cases, death. Authorities emphasize the importance of immunization to prevent further outbreaks.

**Read more at:**

<https://www.bbc.com/news/articles/cp8k5gx3xr1o>

A new report, **Gavi's Humanitarian Partnerships: Achievements and Learning, 2022–2024**, highlights how Gavi and its humanitarian partners are closing immunization gaps for children and infants in crisis-affected settings across 11 African countries. These efforts are providing essential solutions for some of the world's most vulnerable populations while strengthening global health security.

The report reveals that Gavi's Humanitarian Partnerships (ZIP) successfully integrated humanitarian and immunization services, ensuring the delivery of life-saving vaccines to children in remote and conflict-affected communities.

**Read more at:**

<https://www.gavi.org/news/media-room/gavi-partners-pioneer-new-approach-deliver-critical-vaccinations-humanitarian-contexts>