

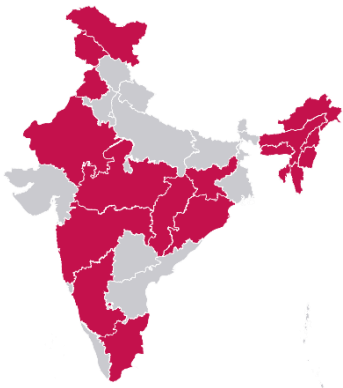
# MOMENTUM

Routine Immunization Transformation and Equity



## INDIA

### Supporting COVID-19 Vaccination in India

MOMENTUM Routine Immunization Transformation and Equity in India		
	<p><b>Where we work</b></p> <p><b>18 states/UTs:</b> Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, Chhattisgarh, Jharkhand, Jammu &amp; Kashmir, Ladakh, Odisha, Punjab, Madhya Pradesh, Maharashtra, Tamil Nadu, Rajasthan, Karnataka</p> <p><b>Districts:</b> 298 Priority Districts</p>	<p><b>Whom do we reach</b></p> <p><b>Country:</b> ~1.4 billion</p> <p><b>Project-supported areas:</b> ~640 million</p>

## BACKGROUND

The MOMENTUM Routine Immunization Transformation and Equity project (the project) aims to strengthen routine immunization programs to overcome entrenched obstacles that contribute to stagnating and declining immunization rates and address barriers to reaching zero-dose and under-immunized children with life-saving vaccines. The project also provides technical support for COVID-19 vaccination and supports countries to mitigate the consequences of the pandemic on immunization services.

The project has been engaged in India to provide technical assistance to the Ministry of Health and Family Welfare (MoHFW), reaching approximately 50 million people across 298 districts of 18 states/UTs as mandated by the Government of India in collaboration with 26 local organizations. The project supports national and state-level efforts to strengthen the supply chain and vaccine planning for last mile delivery, and combat misinformation and deliver vaccines to vulnerable populations most at risk of contracting COVID-19, including elderly, differently-abled people, remote and tribal communities, and mobile communities. Less than a year after the project began, the project's local partners are serving more than 70 percent of low-coverage districts across 18 states. As of October 2022, more than 13.7 million COVID-19 vaccine doses had been administered to people in India via United States Government Support.

## AREAS OF SUPPORT

### INCREASING VACCINE UPTAKE

The project focuses on generating demand for the COVID-19 vaccine by designing interventions to increase awareness and enhance outreach. These interventions are tailored to the needs of marginalized and vulnerable populations in each state, and include addressing the digital divide, vaccine hesitancy, lack of awareness, and ineffective community-facility linkages.

The project's community mobilization efforts increase COVID-19 vaccination uptake among the most vulnerable populations by engaging influential leaders and groups, such as women's and health professional associations, and building health worker capacity for interpersonal communication.

The project collaborates with private sector actors, including state chapters of the Confederation of Indian Industry, the Federation of Indian Chambers of Commerce and Industry, and the Indian Medical Association to support vaccinations within and outside their companies as part of corporate social responsibility initiatives.

### INCREASING FOCUS ON VULNERABLE POPULATIONS

The project identified several types of vulnerable populations: elderly, the transgender community, pregnant women, differently-abled people, and hard-to-reach populations including tribal and nomadic groups. The project then customized strategies including developing educational materials in local languages, engaging community leaders, and deploying mobile vaccine units to reach these communities.



Older  
People



Tribal  
Groups



Migrants/  
Laborers



Persons with  
Disabilities



Pregnant &  
Lactating  
Women

### VACCINE PLANNING AND PRIORITIZATION FOR EQUITABLE DELIVERY

The project supports the MoHFW with activities to increase COVID-19 vaccination coverage, especially for vulnerable and marginalized populations. This includes working with state health authorities to provide technical assistance to districts and sub-districts for analysis and use of coverage data to inform microplanning, design, and placement of temporary service delivery sites, or "camps" to increase access.

### STRENGTHENING SUPPLY CHAIN FROM MANUFACTURER TO USER AND CLOSING GAPS IN LAST-MILE DELIVERY

The project promotes improved availability and monitoring of COVID-19 vaccines by strengthening supply chain management from the point of manufacture to last mile delivery. The project improves data quality and visibility to inform decisions, including by mapping public and private sector facilities, and support states to leverage available service delivery points for vaccine administration, and analyze vaccination stock needs to identify redistribution opportunities based on usage and expiration dates.

### SHARING LEARNING AND DISSEMINATING BEST PRACTICES

The unprecedented nature of the COVID-19 vaccine rollout has necessitated rapid and continuous learning to inform adaptation. The project is working with MoHFW, state health authorities, and development partners to support a robust agenda of cross-learning and exchange of information, nationally and internationally to improve vaccination program implementation and efficacy within the country and across the globe.