



## Localizing COVID-19 Vaccination

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The Government of India (GOI) launched a COVID-19 vaccine campaign that prioritized high-risk groups such as health care workers and elderly people before expanding to the broader population. While facilitating uniform access to vaccines, the large-scale geographical and population diversities among states made it challenging for the GOI to:

- Identify vulnerable groups.
- Access remote areas.
- Recruit skilled health care personnel.
- Counter vaccine hesitancy and misinformation.

Overcoming these challenges required the GOI to hyper-localize its vaccination strategy and partner with civil society organizations (CSOs) that understood remote communities and special populations (elderly communities, people with diabetes, people living with HIV).

From development to implementation, the MOMENTUM Routine Immunization Transformation and Equity project (the project) helped the GOI vaccinate underserved and priority populations against COVID-19. Building on USAID's principle of localization, the project collaborated with 26 CSOs to help the state and local health system authorities generate demand to increase COVID-19 uptake in 18 states.



## 3 tiered implementation approach

The project



**GOVERNMENT ACTORS** 

Closing the supply-demand gap

collaborated with government actors. community members, and CSOs



**COMMUNITY MEMBERS** 

Dispelling misinformation and misconceptions, reaching the unreached



CSOS

Using local knowledge and culture to guide the strategic approach

## **Leveraging local knowledge and community assets**

The project used these innovative strategies to raise vaccination awareness and expand outreach among high-priority populations.



**Shifting power to local** 

actors



**Investing in and building** local capacities



Leveraging communitybased structures



**Integrating COVID-19** vaccination messages with local artforms



**Facilitated** 

administration

of ~15.6M

vaccine doses

Reached ~56.1M people with COVID-19 vaccination messages

Facilitated ~6M vaccine doses to highly vulnerable

49% vaccine doses received by women

Served 298 lowcoverage districts -over 1/3 of all districts in India

Scan the QR code for more details.





**Collaborated with** 

26 local cso

partners

## **Driving Demand through Local Empowerment**

The project embraced multi-level, solution-oriented collaboration with local, community, and government stakeholders.

**Empowering Community** 

Partnerships in India

These partnerships allowed the project to cover a wide geographical area with customized strategies using local knowledge and capacities. These relationships will be the basis of future collaborations.

The CSO-led framework for designing customized strategies can be used to strengthen the reach of routine immunization and achieve equitable coverage.