

MOMENTUM Routine Immunization Transformation and Equity

Harnessing the Power of the Pandemic Response to Take Immunization into a New Era

April 26, 2023



USAID
FROM THE AMERICAN PEOPLE



Dr. Folake Olayinka

Immunization Technical Lead

Global Health Bureau, USAID Washington D.C.





USAID
FROM THE AMERICAN PEOPLE



Folake Olayinka

Dr. Santosh Shukla

**Director - Immunization, National Health Mission,
Madhya Pradesh, India**



MOMENTUM Routine Immunization Transformation and Equity

Harnessing the Power of the
Pandemic Response to Take
Immunization into a New Era

Dr. Santosh Shukla
Director— Immunization NHM-MP



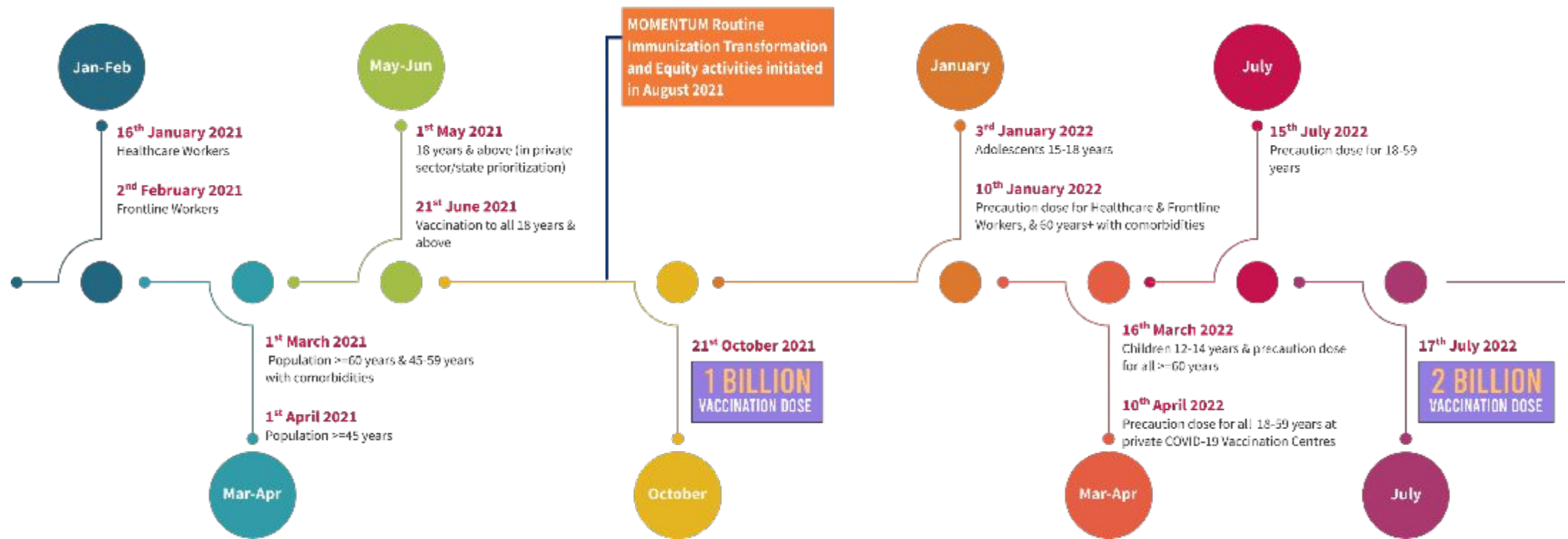
USAID
FROM THE AMERICAN PEOPLE



The Journey of COVID-19 vaccination in India

12 years+ coverage

1st dose: 96.7% 2nd dose: 89.8%



(Source: Press Information Bureau, Ministry of Health and Family Welfare, GoI)

Challenges in COVID-19 vaccination in India

Population diversity

Planning & Governance

Supply Chain & Logistics

Demand Generation &
Community Engagement

Program Implementation

Socio-Cultural barriers

Reaching the Unreached through Innovations

Cascade Training: Hybrid Mode

75,000 Programme/Medical Officers

7,30,000 Health Workers

1,60,000 Frontline Workers

2.64 lakh vaccinators

4.76 lakh vaccination team members



Drones for vaccine transportation in hilly areas

>220
crore
doses

> 2.5l Crore doses administered in a single day on 17th Sept'21 through ~1 lakh CVCs



Har Ghar Dastak Campaign



Workplace CVCs



Near-to-Home CVCs



School-based Vaccination



Boat Vaccination Centre

Timely and transparent communication

FAQs on COVID-19 Vaccines and Vaccination Program

A. GENERAL

1. Is vaccination for COVID-19 mandatory?

As per the operational guidelines issued by the GOI and disseminated to all States/ UTs the COVID-19 vaccination is totally voluntary; however, all individuals are encouraged to take vaccination for protecting themselves and their families from serious Covid-19 infection.

2. Which COVID-19 vaccines are used in the country at present for COVID-19 Vaccination?

The vaccines namely **Covishield** (AstraZeneca's vaccine manufactured by Serum Institute of India), **Covaxin** (manufactured by Bharat Biotech Limited), **Sputnik V** (Manufactured by Gamaleya Research Institute, Russia and imported by Dr Reddy's Lab), **CorBEvax** (manufactured by M/s Biological E) and **Covovax** (manufactured by M/s Serum Institute of India) are being used in the country. As on August 2022, Covishield and Covaxin have received market authorization with certain conditions, where as other vaccines are permitted for restricted use in emergency situation in the country by Central Drugs Standard Control Organization (CDSO), the National Institute of Health and Family Welfare

Go to Settings

FAQs on COVID 19 Vaccine for Healthcare providers and Frontline workers

FAQs on COVID 19 Vaccine for General Public

FAQs, Myth Busters and real-time Fact-Checks ensuring dissemination of correct information



PIB India @PIB_India · Jul 1, 2021
#COVID19Vaccination: Myth vs. Facts

COVID-19 Vaccination programme gives priority to strengthening the country's healthcare system by protecting the professionals, health and frontline workers and the most vulnerable population groups

pib.gov.in/PressReleasePa...

Novel Coronavirus Disease (COVID-19)

Help us to help you

MYTH BUSTERS



Can pets at home spread COVID-19? **NO!**

There is no evidence that pets such as dogs or cats can transmit COVID-19

However, it is always a good idea to wash your hands with soap and water after handling pets!

For further information:

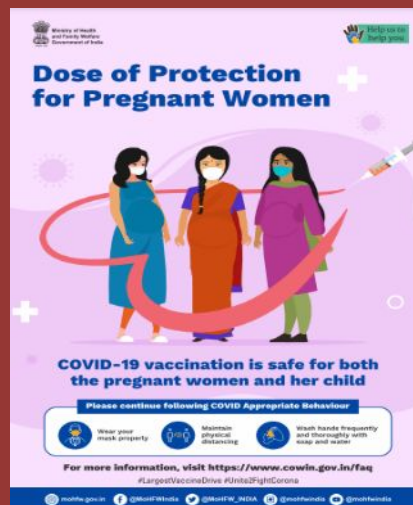
Call the State helpline number or 24x7 National helpline numbers

1075 | 011-23978046

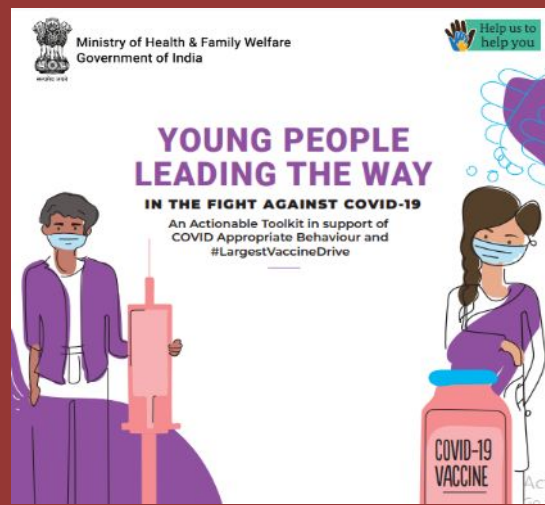
Email at ncov2019@gov.in, ncov2019@gmail.com

mohfw.gov.in [mohfwindia](https://www.facebook.com/mohfwindia) [mohfw_india](https://twitter.com/mohfw_india) [mohfwindia](https://www.youtube.com/channel/UCmHfWvDk...)

Handbook on COVID-19 Vaccination of Pregnant Women



Toolkit for Youth Campaign on Vaccination drive, COVID Appropriate Behaviour & Psychosocial well-being



Regular Press Conferences for sharing updates with the general public





'Co-heroes' A Tribute to the Frontline Healthcare Workers

MOMENTUM: Using different delivery models to reach last mile



TRANSFORMATION:
Engaging religious and community influencers to generate demand

EQUITY: Addressing vaccine hesitancy and ensuring COVID-19 vaccination for all



Digital Platforms for Strengthening Immunization



PILLAR 1

Innovative, technology-based, health system strengthening tool which was rolled out in 2015 with Technical Support from UNDP under GAVI HSS support.

eVIN is rolled out 36 States and UTs and digitizing the vaccine stocks and storage temperatures in more than 29,500 Cold Chain points in the Country



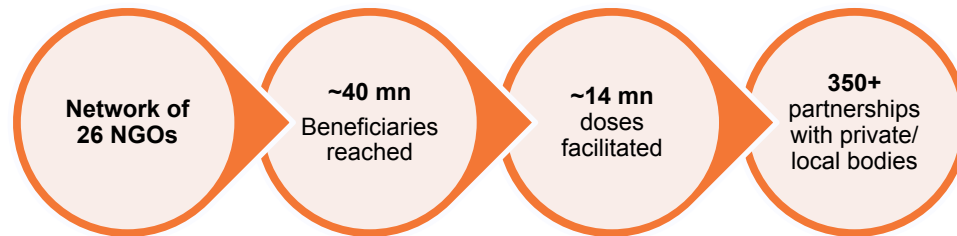
PILLAR 2

Co-WIN platform is a state of the art digital solution from the Government of India to achieve universal vaccination against COVID-19.

Co-WIN has been developed for empowering both citizens as well as Health Care Workers

Contribution of M-RITE Project towards COVID-19 vaccination

- **MOMENTUM Routine Immunization Transformation and Equity**, funded by USAID, supported the Ministry of Health & Family Welfare to accelerate COVID-19 vaccination among the vulnerable and marginalized population
- Supported across 18 states/UTs and 298 districts



Innovative approaches Madhya Pradesh



Reaching Out to Un-Reached



Community mobilization through rallies



Awareness Activity on Boat in River Narmada - Khargone



Engaged 2 million volunteers from RBSK as vaccine messengers

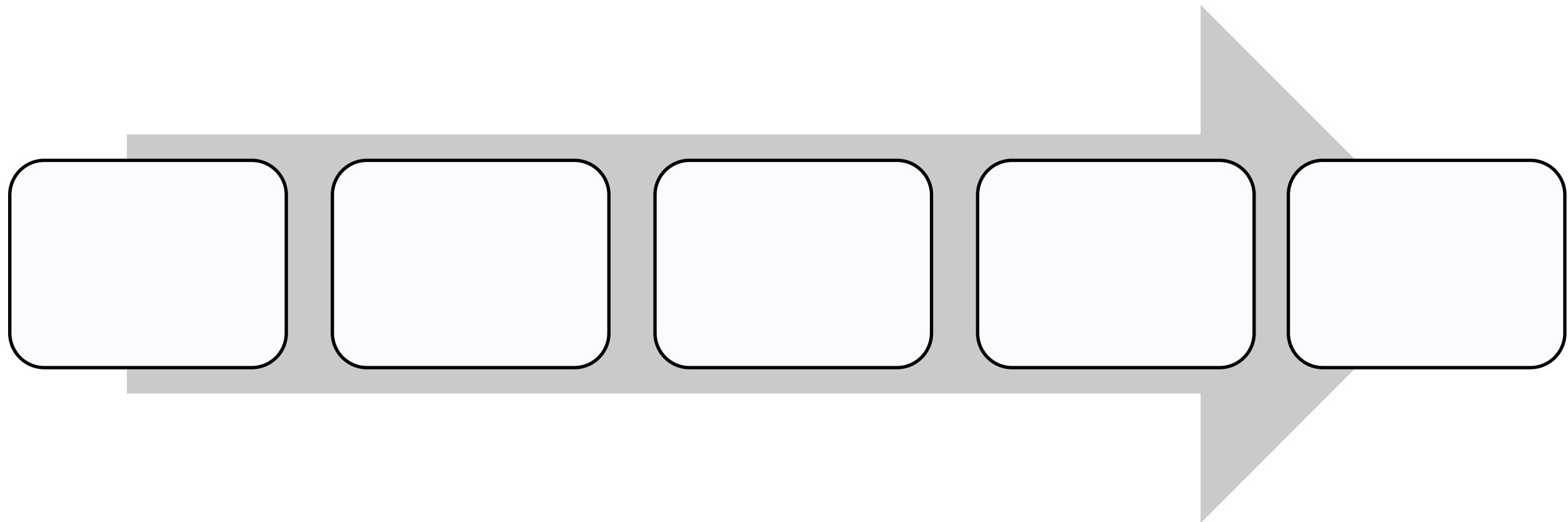


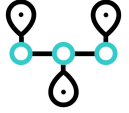
Partnerships with private organizations & government officials



Leveraging Religious Forums to disseminate information, address myths and build vaccine confidence

Leveraging innovative approaches in Madhya Pradesh





Learnings in the journey of COVID-19 vaccination in India

- High-level Political Commitment
 - Regular Review meetings
- Fastrack approval process for vaccines
 - Use of Indigenous vaccines
- Phase-wise vaccine Rollout
- Inter-ministerial coordination
- Cold-chain expansion
- Rollout of operations & communication strategies
 - Media briefings
 - Digital campaigns
- Reaching the last mile – partnership, community engagements through CBOs/FBOs

Measures taken by India to curb impact of COVID-19 on RI

- MoHFW issued guidelines stating Immunization an essential health service
- States should continue immunization services in order to protect children and pregnant mothers from VPDs
- Regular review meetings at all levels along with COVID-19 vaccination meetings
- Special Immunization campaigns conducted - IMI
- Review with states which are high drop out and left out
- Focused demand generation activities in areas having high drop out/left outs
- Customized communication material to address vaccine hesitancy
- Use of digital platforms for building vaccine confidence
- Media briefings
- Ensuring Last mile delivery of vaccines

Leveraging learnings of COVID-19 vaccination for Routine Immunization

Planning & Governance

- High-level Political Commitment
- Fastrack procurement of vaccines
- Use of Indigenous vaccines
- Inter-ministerial coordination
- Capacity building of HCWs

Community Mobilization and Engagement

- Digital and on-ground campaigns on special days
- Engagement of Religious Leaders, PRIs and other Key Opinion Leaders at the Grassroots
- Engagement of Civil Society Organizations and dissemination of customized messaging by HWs
- Leveraging local cultural art forms

Use of Digital platform

- Digital applications to track immunization schedules and send reminders - UWIN

Supply Chain Management

- Cold chain expansion to be utilized for RI strengthening
- Reaching the last mile through AVD

Promising approaches to be leveraged for RI strengthening

- Continuous and stringent review mechanism from field level to policy level and doing mid-course corrections
- Consistent efforts to reach the last mile and achieve major milestones by customizing the demand generation activities
- Engaging local NGOs/CSO/CBOs by all states in one or the other manner to address the equity and accessibility issue
- Develop an E-learning course for building the capacity of the HCWs on various aspects of Routine Immunization
- Early action and response can be replicated for other pandemics as well. The early action through the governance in COVID-19 is a great learning to imbibe and take forward to replicate for any other situation.
- COWIN the digital backbone of the COVID-19 vaccination program is being translated for routine immunization by creating U-Win portal on the same lines

टीकाकरण : मध्यप्रदेश टॉप रहा था, है और टॉप रहेगा.....

Reaching Out to Un-Reached



Faith based leaders as vaccine ambassadors to address vaccine hesitancy and build vaccine confidence



शहर क़ाज़ी, भोपाल



फ़ादर शिंटो अब्राहम, कार्यकारी निदेशक कैथोलिक हेल्थ एसोसिएशन, M.P.



प्रेरक वक्ता; श्री चंडोक

Community Engagement Activities





विजयदशमी की हार्दिक शुभकामनाएँ



कोविड-19 वैक्सीन पूर्णतः सुरक्षित है,
कृप्या अफ़वाहों पर विश्वास ना करें



इस दशहरा अफ़वाहों का रावण जलाएं

कोविड -19 वैक्सिनेशन जरूर कराएं

THANK YOU

Poll Question

Dr. Lucy Mecca

Director of the National Vaccines and Immunisation Program

Kenya



COVID-19 and continuation of Routine Immunization

25th April 2023

Dr Lucy Mecca

National Vaccines and Immunization Program



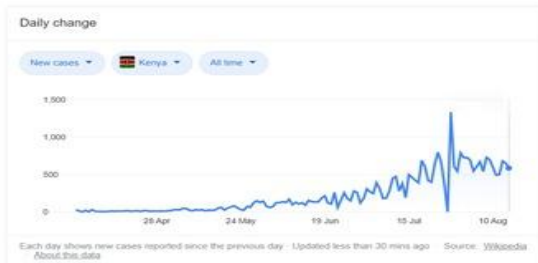
Outline

- Timeline for Covid-19
- Mitigation
- Performance
- Recovery efforts
- Lessons learnt and promising practices for life course immunization



Timeline

COVID-19



1st Covid-19 case reported on 13th of March.

Cases continue to rise.

By 16th August 30,120 cases had been reported. Out of these, 15,298 have recovered while 470 have died.

CESSATION OF MOVEMENT.



March- Passenger flights banned.

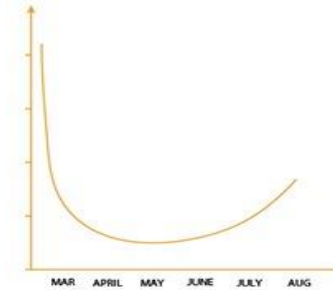
April- Nairobi and Mombasa.

May- Mandera.

July- All travel bans within the country were lifted.

August- The airspace was reopened.

EFFECTS ON IMMUNIZATION COVERAGE.



Decline in April and May.

HPV Vaccine coverage was the most hit (schools are closed).



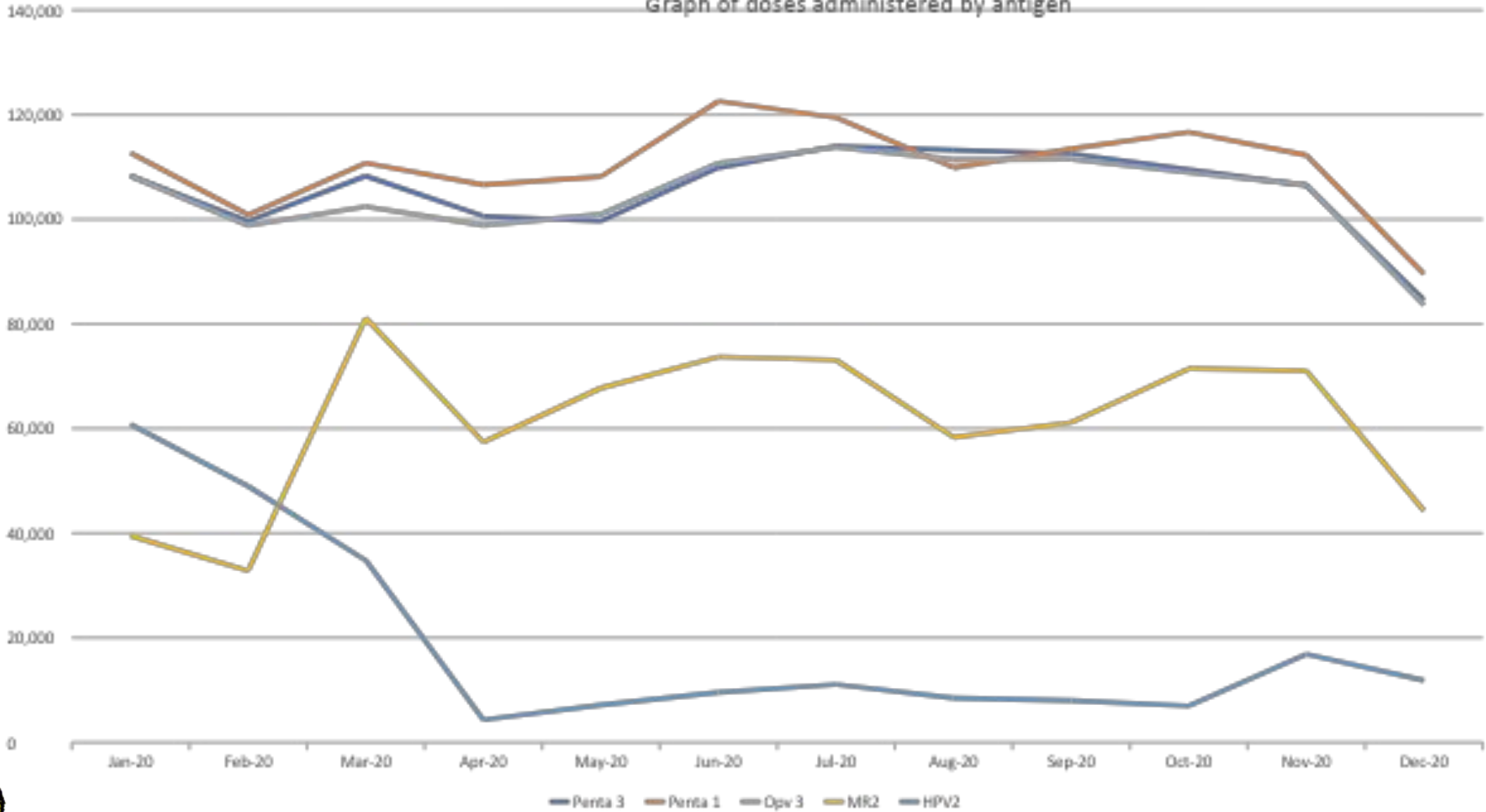
Vaccinate to Protect.
Ministry of Health

Mitigation for immunization services

- Guideline on continuity of immunization services issued
- Rapid survey conducted to understand how immunization services were affected by the pandemic
- Planning for RRI
 - Forecast of vaccines and related supplies

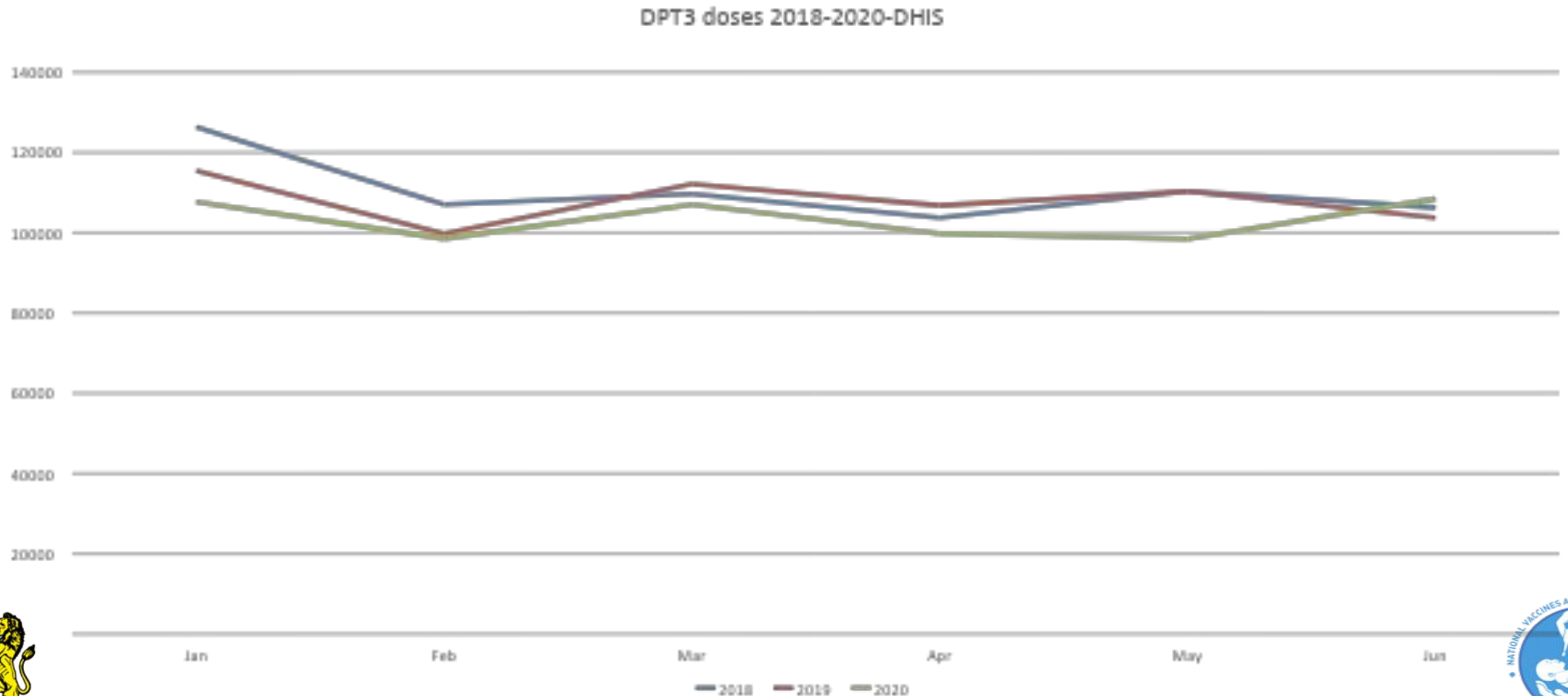


Graph of doses administered by antigen



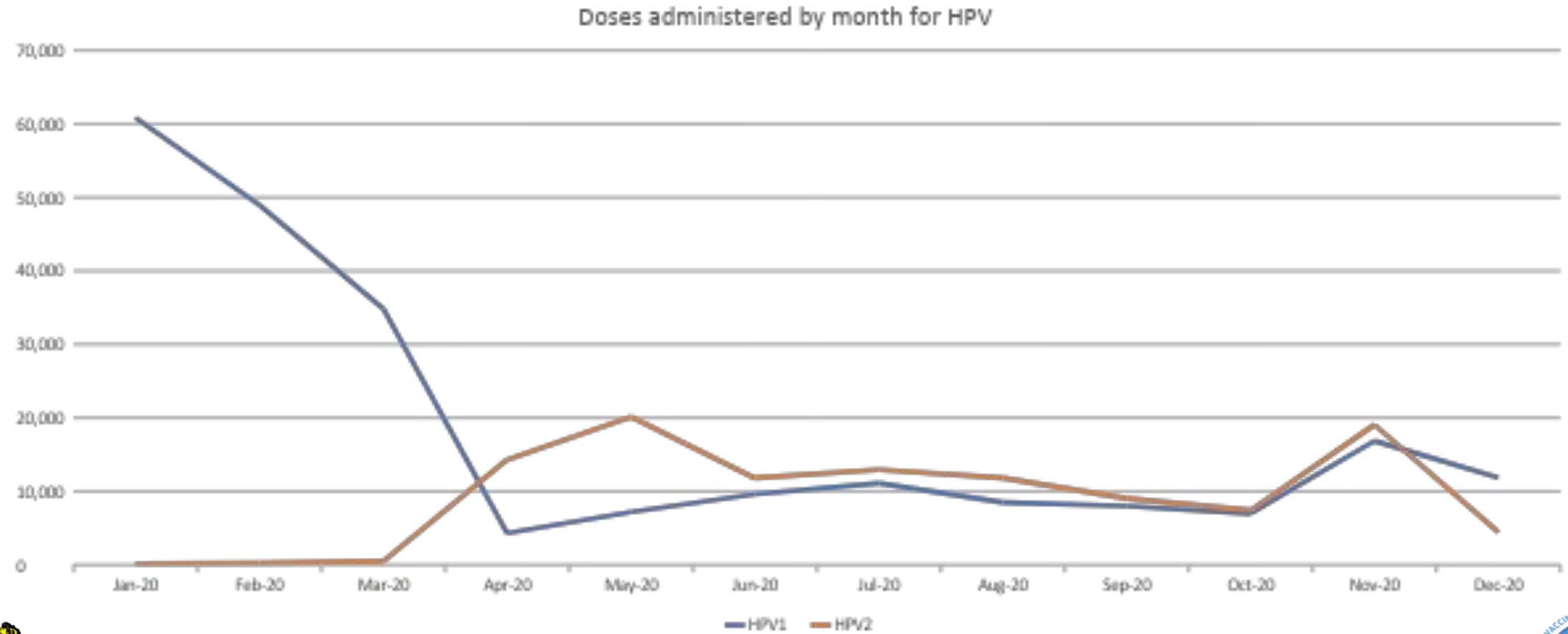
Vaccinate to Protect.
Ministry of Health

Comparison of immunization trend using DPT 3



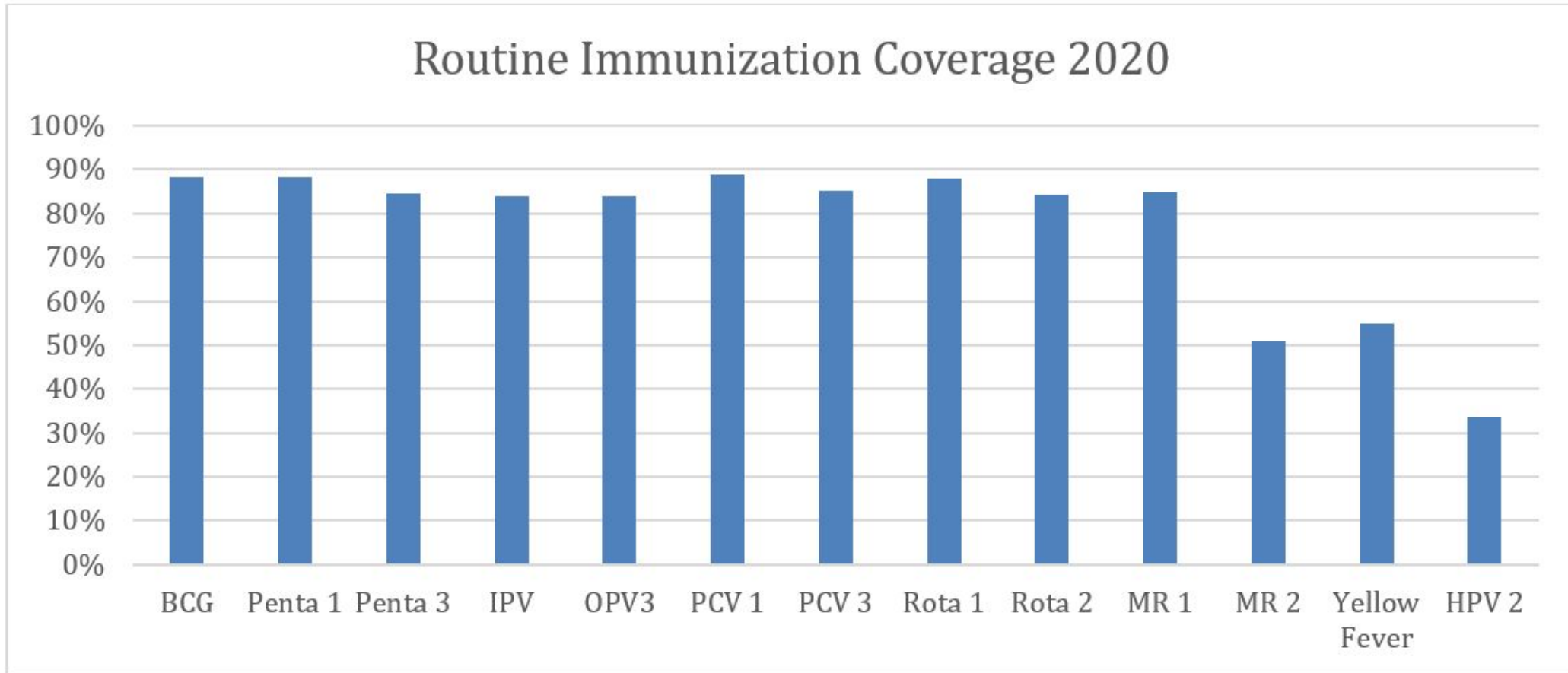
Vaccinate to Protect.
Ministry of Health

HPV



Vaccinate to Protect.
Ministry of Health

Background



How Routine Immunization recovered

- Guidance on maintaining routine immunization as an essential service
 - Part of essential services
 - Observance of COVID-19 prevention measures
- Resumption of Cargo flights
- a national PIRI conducted between October 2021 and February 2022.
 - Covered children who had been missed from 2019
 - HPV for girls aged 10-14 years
- Communication through media and community structures.
- Screening and referral at various service points
- Supportive supervision on new guidelines and protocols



Lessons

- Leadership was critical during the pandemic
- A range of strategies was required to mitigate disruptions to routine immunization.
- Ongoing community engagement and demand generation for RI are effective strategies, but need to be resourced.
- Supportive supervision is crucial to facilitate adoption of guidelines and strategies by facilities.
- There is need to adapt policy and delivery strategies with need for epidemic control.



Promising practices for life-course vaccination

- Partnership with non-traditional actors e.g. civil society organisations
- Planning immunization sessions with beneficiaries (Motorcycle riders)
- Screening at various service points and referral
- Electronic records
 - Realtime monitoring
 - Client reminders
 - Vaccination certificate



THANK YOU



Evaluation



Please scan the QR code below to share your feedback on today's webinar.



THANK YOU

MOMENTUM Routine Immunization Transformation and Equity is funded by the U.S. Agency for International Development (USAID) as part of the MOMENTUM suite of awards and implemented by JSI Research & Training Institute, Inc. with partners PATH, Accenture Development Partnerships, Results for Development, Gobe Group, CORE Group, and The Manoff Group under USAID cooperative agreement #7200AA20CA00017. For more information about MOMENTUM, visit USAIDMomentum.org. The contents of this PowerPoint presentation are the sole responsibility of JSI Research and Training Institute, Inc. and do not necessarily reflect the views of USAID or the United States Government.



@USAID_MOMENTUM



@USAIDMOMENTUM



USAID MOMENTUM



USAID MOMENTUM