

Localizing COVID-19 Vaccination

Empowering Community Partnerships in India

Dr. G.K. Soni, Country Lead, MOMENTUM Routine Immunization Transformation and Equity India, JSI



WHAT

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:

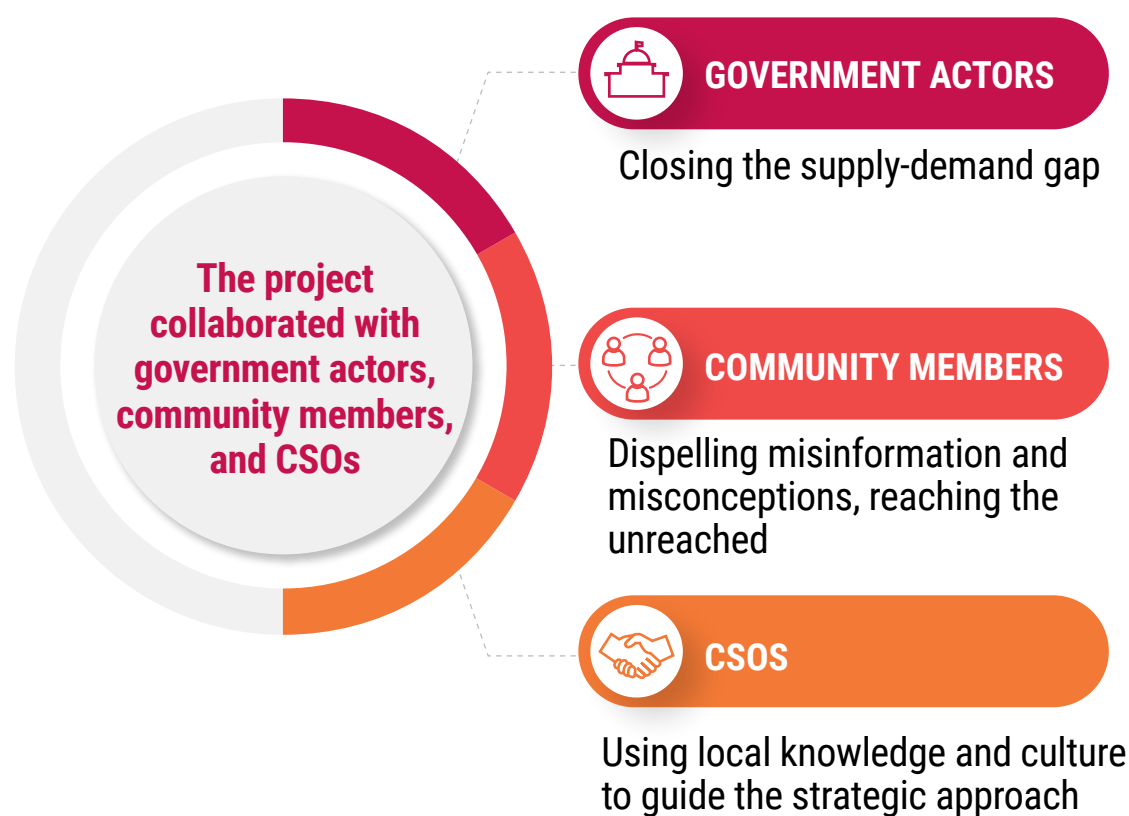
- Identify vulnerable groups.
- Access remote areas.
- Recruit skilled health care personnel.
- Counter vaccine hesitancy and misinformation.

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.

HOW

3 tiered implementation approach

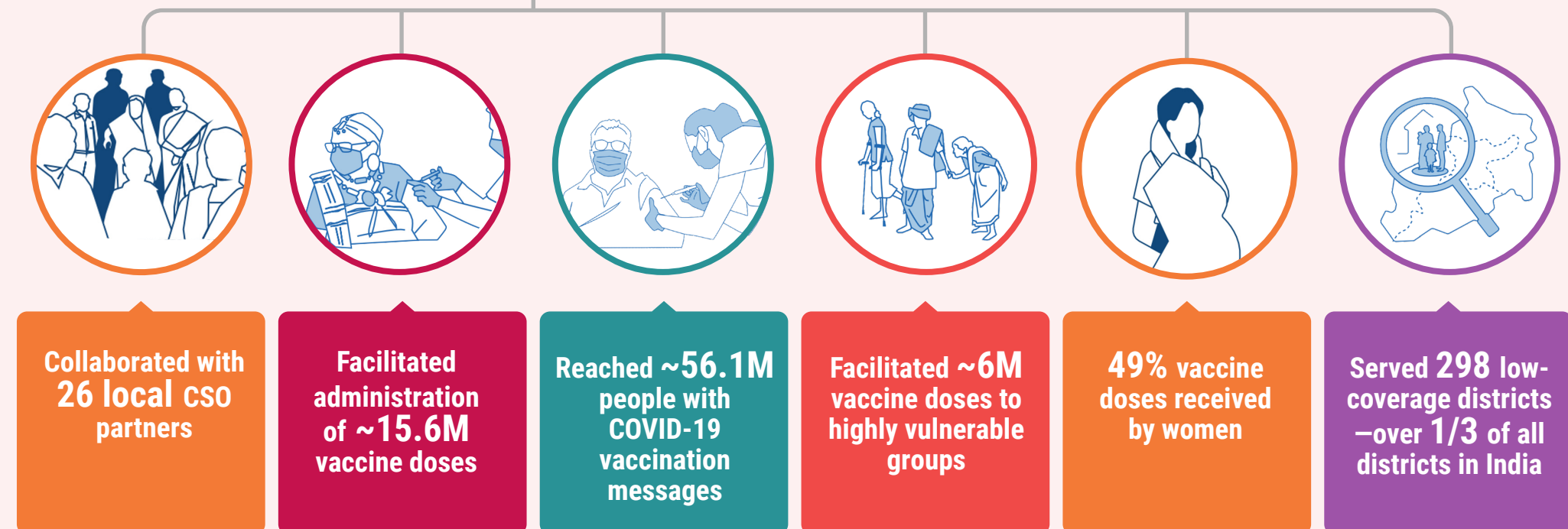


Leveraging local knowledge and community assets

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



Achievements



Scan the QR code for more details.



Driving Demand through Local Empowerment

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

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.