



Win with Vaccines

A public education campaign to build COVID-19 vaccine confidence amongst resistant populations in Assam and Haryana

UNVEILING SUCCESS STORIES





Win with Vaccines.

A public education campaign to build COVID-19 vaccine confidence amongst resistant populations in Assam and Haryana

UNVEILING SUCCESS STORIES

A Glimpse of the Behavior Change Communication Campaign Material



















Contents

Win with Vaccines: An Introduction	1
All hands on Deck: Seamless Co-ordination for Maximum Impact	11
The Language of Change: Interventions	13
Messages of Positivity: Communication Collaterals	17
What worked for Us: Best Practices	23
Stories of Hope: Voices from the Field	29
Responses to the Campaign	33

Win with Vaccines: An Introduction

N1

Win with Vaccines: A public education campaign to build COVID-19 vaccine confidence amongst resistant populations in Assam and Haryana

Supported by NATHEALTH, 'Win with Vaccines' is a CKD initiative in partnership with Voluntary Health Association of Assam (VHAA), to build COVID-19 vaccine confidence in five low-coverage districts of Baksa, Chirang, South Salmara, and Udalguri in Assam, and Nuh in Haryana. The project was executed over a period of 4 months from August to November 2022. Recent studies indicate that vaccine hesitancy has been perpetuated by myths and misconceptions, and the Behaviour Change Communication campaign under "Win with Vaccines" project busted these misconceptions.



▲ Students at Dakhingandhibari in Baksa, Assam gather to understand the messages being conveyed through the wall-painting in their school

At the heart of this social and behaviour change campaign is a crusade against vaccine hesitancy, which is typically fuelled by misinformation, fear, disbelief, complacency, reluctance or resistance; resulting in very low uptake, especially among children and youth.





▲ In discussion with Mr. Kamaljit Talukdar, Director, Health Services (Family Welfare) Govt of Assam, and Dr. J. M. Kotoky, Jt. Director, I/C COVID-19 Vaccination



▲ Meeting of Project Team with District Program Manager, National Health Mission in Chirang, Assam



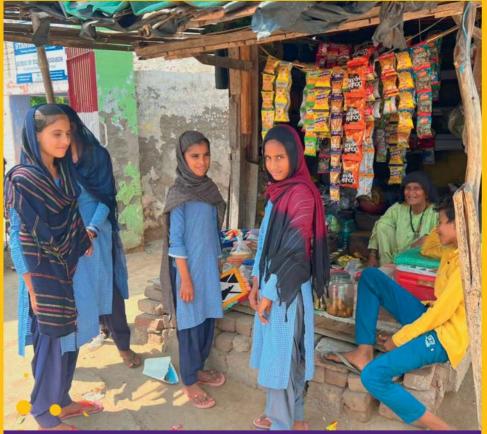
▲ School girls read the wall paintings in their community in Nuh, Haryana

Identifying Target Groups: Addressing the Challenges

'Win With Vaccines' project identified the Leftout, Dropout and Resistant (LODOR) groups such as indigenous communities, women, senior citizens, religious minorities, and youth (12-17 years).

The intervention of the project was in hard to reach areas in selected blocks/villages of the districts of Nuh in Haryana, and Baksa, Chirang, South Salmara and Udalguri in Assam. These districts experienced low vaccine coverage and were dominated by indigenous tribes, religious minorities and people with continued myths and misconceptions.





▲ Engagement with young girls in Nuh, Haryana

Committed to Protect: Project Objectives

The project aimed to address barriers, bust myths and misconceptions around COVID-19 vaccines and build confidence for the same. The project also developed integrated interventions and behaviour change communication campaign strategies. Lastly, the project catalyzed community mobilization and participation through influencers, engaged government stakeholders and onboarded local talent groups.



6

Planned to Perfection: The Project Model

Win with Vaccines project followed a unique trifecta model based on technical expertise, local insights, and inroads of the project team into target populations. The three components that operated in tandem are – Government stakeholders (administrative decision makers), Community-level stakeholders (local leaders who were nurtured as influencers), and dissemination of the Behaviour Change Communication Campaign.



▲ CKD Project Team shows Campaign material to DIO (District Immunization Officer) in Nuh, Haryana



▲ Wall paintings displayed in strategic locations in Nuh, Haryana



▲ Meeting of Project and MAZARS team with the beneficiaries in Uttarpara Village, Baksa, Assam



▲ School girls look at the wall painting in Tamulpur District, Baksa, Assam

All hands on Deck: Seamless Co-ordination for Maximum Impact

The Departments of Health, Education and Livelihood Mission were identified as ideal pathways to gain quick inroads and spread our campaign on addressing vaccine hesitancy. Support from public departments and community influencers such as, Community Based Organizations (CBOs), health service providers like ANMs, ASHAs, AWWs, community leaders of the tribal councils, Sakhi Mitras, teachers, village elders and members of the School Management Committee, and many other localised influencers were sought for their regional knowledge and reach. Finally, under the guidance of public and private change agents, a slew of behaviour change communications and interventions were planned out to accommodate pro-vaccine messages while respecting local problem areas in vaccine hesitancy, languages and popular traditions to gain maximum impact.





▲ Stakeholder meeting at Anganwadi centre in Nuh, Haryana



▲ Community Consultation meeting with family heads in Chirang, Assam



▲ Community consultation program at South Salmara, Assam

The Language of Change: Interventions

13

To promote social change from inside out, and leverage local wisdom, a mascot was created: a spokesperson who would disseminate the key message, allay fears, address misinformation, and like a true talking head, encourage the community to get vaccinated. The mascot was tailored to 'Tau' from Nuh and 'Asomi Baideo' from Assam. 'Tauji' are elderly men in Nuh and 'Baideo' are elderly women in Assam. Additionally, messaging was also tailored to 2+1 for adults and 1+1 for the young population (12-17).





▲ Campaign mascots proclaiming 'Poora Vaccination, Poori Hifazat' meaning 'Full Vaccination, Full Protection'

Multiple channels of communication were chosen that were culturally acceptable and relevant to the beneficiary communities, ensuring their access to campaign messaging. Local audio mediums like radio jingle, miking, narrow casting of the radio jingle, community consultations were also used to make the campaign inclusive and overcome literacy barriers. Mass IEC distribution, posters, banners, street plays, wall paintings, video content on social media platforms were also put into motion for maximum reach.



COMMENSATION

AND STATE OF THE STATE OF THE





▲ Community Consultation meeting in Chirang, Assam



▲ Wall painting near Masjid attracts children and maulvees in Nuh, Haryana



▲ Community Consultation meeting with Bodo women in Udalguri, Assam

Messages of Positivity: Communication Collaterals

04

The campaign saw the dissemination of a wide variety of promotional material including posters, fliers, wall paintings, miking messages, video testimonials, banners, Whatsapp messages, social media posts, and radio jingles.

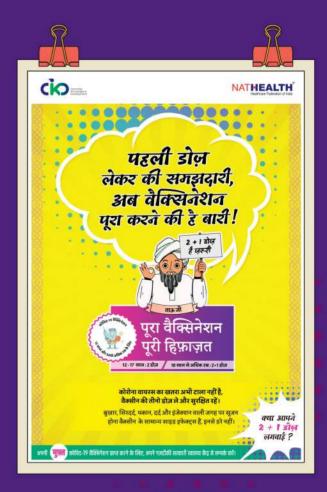
All pro-vaccine educational material was targeted towards the most vulnerable sections of the society, including LODOR adults, children aged 12 to 17 and their parents, teachers, sarpanch, Anganwadi workers, those who dropped out after a single vaccine dose, hesitant Pregnant and Lactating Women (PLWs), elderly people, disabled population, and migrant workers.



All BCC material focused on two target populations - one for 2+1 for the adult populations and the second of 1+1 for the young population (12-17 years). The messaging on wall paintings, posters, and fliers addressed the barriers to COVID-19 vaccination, and emphasized the importance of full vaccination: "Full Vaccination. Full Protection.". It also reiterated the availability of free vaccines at the nearest government health centers. The collaterals were field tested before finalization and dissemination. The dissemination was done at strategic locations and places of community convergence, like local *haats*, schools, bus stops, community halls, religious places, social events etc. The influencers and the health service providers played a crucial role in ensuring recall of all messaging.









▲ Campaigning via mobile miking in South Salmara, Assam



▲ Students at Dakhingandhibari in Baksa, Assam gather to understand the messages being conveyed through the flyers distributed in their school.



▲ CKD and NATHEALTH staff sit with elderly men for the narrowcasting of the radio jingle in Nuh, Haryana



▲ Students watch street play on how the COVID-19 vaccine works, in Nuh, Haryana

What worked for us: Best Practices

05

The success of this project lies in various crucial components, such as:



Community engagement for understanding the barriers and leveraging local resources



Contextually-situated campaign collaterals were designed with the help of local expertise.



Multi-stakeholder engagement for designing and implementing the program



The project model leveraged government stakeholders, community-level stakeholders, and resources like the BCC campaign collaterals. Inherent system strengthening took place through the implementation of this model.



Development and deployment of the BCC campaign



The campaign against vaccine hesitancy catered to the specific needs of the beneficiary communities. Culturally appropriate communication channels and messages were chosen for the beneficiaries. These channels blended traditional and new-age media for effective dissemination and uptake.





Community Consultation Program in various districts of Assam and Nuh, Haryana







Community of men in Nuh listen to narrowcasting of Radio jingle in Nuh, Haryana



Community-wide enagagement with various forms of campaign messaging in Nuh, Haryana





A seamless process from preparation to dissemination of Behavior Change Communication Campaign









Campaign messaging via banners, miking, and posters in strategic locations







Campaigning through narrowcasting, street play, and wall posters in districts of Assam, and Nuh

COVAXIV

Stories of Hope: Voices from the Field

06

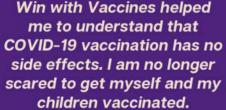
The methodical designing and implementation of the campaign across vaccine-hesitant districts of Assam and Nuh in Haryana has produced the intended positive results. The Campaign has achieved all its targets on the dissemination of BCC collaterals, engagement with government stakeholders, community groups and influencers. The burst of BCC materials was done in coordination with the community and government stakeholders. This produced the desired impact of reaching out across sections of communities like elders, women, children and village leaders. By creating a successful template for the future, the campaign leaves behind a lasting legacy of achieving meaningful results in addressing vaccine hesitancy amongst the most resistant communities in hard to reach areas. Now, stakeholders across different levels of the government can benefit from the BCC campaign model and it can be replicated for routine immunization as well.





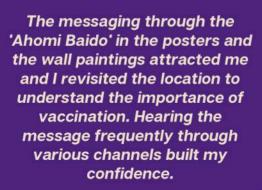
Win with Vaccines team helped me in my work. They educated the community members with multiple messaging, using Tauji on the posters was a very effective idea. Many people have started coming to me with queries, and are now interested in knowing more about vaccines.

> - Roshan, ANM - Sub Centre Sirohi, Nuh, Haryana

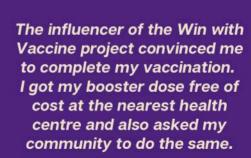


- Durri, Sikrawa Village, Nuh, Haryana





– Pranita Wari, Sapkhaiti Village, Udalguri, Assam



– Robin Tirki, Uttarpara Village, Baksa, Assam



▲ A woman getting vaccinated at a camp in Nuh

Responses to the Campaign

Media Coverage: National and State level

परा वैक्सिनेशन परी हिफाजत-IPE ग्लोबल सेंटर फोर नॉलेज एंड डिवेलप्मेंट

जयपुर। नृह मेवात कोवियड वैक्सीन से संबंधित गलतफडमी को दर करने और सार्वजनिक शिक्षा कार्यक्रम COV/D-10 टोकाकरण को आवश्यकता पर IPF मर्गावल मेंटर फॉर नॉलेज एंड डेक्लपमेंट (CKD) after franciscos describes autos effects -NATHEALTH को तरफ से प्रक्रिकट चल रहा है ये एक गैर-माधकारी संस्था है। CKD केंद्रित है। 12-17 वर्ष की आय वर्ग के साझेदारी-निर्माण, आगे की सीच रखने वाला और रोजगार करने को प्रतिबद्धता के साथ लिए मीटिंग की गई है। समूह, प्रभावित करने किसी को भी पीछे नहीं छोड़ना चाहते, वाले युवा प्रतीक, धार्मिक नेता, समुदाय के मीकेली का लक्ष्य माना और दिल्ल मानामा . जेला महिला केल और मामन विवादनी जिन विभागों से मार्गदर्शन और अनुमोदन के साथ विद वैक्सीन ऑभपान में लगी हुई थी। COVID-19 के टीकाकरण के लिए अधिकतम आउटरीय के लिए. पालेक्ट्रिक विभाग व्यक्तिका विद्या विद्या विद्या के आहेंदेवी बीचीची पालावी (पोप्टर) कैस को सफलतापर्वक लाग करना है। नंह जिला हैल्थकेयर फेडरेशन व्हॉफ इंडिया -किया गया था। अभियान का उद्देश्य है प्रयस्त्र हकदा शीते हैं गांव के पंचायत घर, धार्मिक



9 (Sea fee dispatras safterera singe sarge दुर्गप आउट और रेसिस्टेंट (LODOR) पर एक जार प्रांतरिक प्राानम के रेक प्रांतरी करती पा जोर देने के प्राप्त प्राप्त के ए एटियोक्स के का प्राप्त पर प्राप्त समझें की जनसंख्या उनके माता-पिता की संगठन है। हमारा प्रवास है अच्छा स्वास्थ्य जागरूकता बढ़ाने, आत्मविश्वास पैदा करने सके और इसके साथ तालमेल विकास ज अच्छा के लिए महिलाओं, किज़ीरों और और अपने COVID 19 टीकाकरण को परा सके। लोगों को जागरूक करने के लिए बच्चों की एजेंसी का निर्माण करना, पोषण, करने के लिए अभियान से स्थानीय लोगों को किया और 2 जो में के क्षीपक अपनेतिक प्रतिक में अधिक जो हो और सिम्बर्ग के जोगों ने स्वास्तिक प्रत्यान कार्यकारों की फोल्डर सहित) को जा रही है इन्क्लएंससं हरियाणा में वैक्सीन पर काम कर रहे है। आशा, एएनएम और अन्य हितधारकों के और वैनर (हितधारकों को COVID-19 को माध्यम से सामदाधिक स्तर पर वितरित किया कार्यक्रम हम साल अगरत में नंह जिले में शक जाता है जहां समदाय के सदस्य अहमतीर पर टीकाकरण के लिए फटफॉल बढाना ज अधिकारियों के साथ मिलकर सहयोग करना त्योड़रों के दीरान। नुकड़ नाटक, माइकिंग, सुनिश्चित करना

वेरो काहिता पर्व रीकाकरण के घटना प नरा कास्टरा पूर्ण टाकाकरण के महत्य पर प्रकास जातते हुए असी के लक्ष्य और उद्देश्य याथ जिले के सबसे करिन दलकों तक पारंचने के लिए तैथार किया गया है। सीमा गण करते हैं जो की मेंटर फॉर जॉलेंज ए Property of Seel surrects 8 rate field में प्रजान बनोंक का चयन जिला स्थासन अधिकारियों की राव के अनुसार किया गया एक श्रंखला अवयोजित की स्वरत प्रयंधन 12 वर्ष की आय के इकरनी बच्चों के कार्यात है। परियोजना अपनी आकर्षक आदररीय जब केंग्रों के प्राच्या से साम्ला कर पहुंच गई परा करने के महत्व के बारे में समदायों के बदले में एक लंबा रास्ता तथ करेर

Source: Marudhar Awaaz, 24th November

पूरा वैविसनेशन पूरी हिफ़ाज़तः रागिब हुसैन



Source: Metro Media, Hindi Dainik, 24th November 2022

(मुकारक मेकारी मेथात, 23 नर्थकर । कोषिक से एक गैर-सापकारी संस्था है। साल अगस्त में नृंह जिले में मुख्य और अधिकतम आउटरीच के नई विश्वी सलाहकार है। नृंह जिले हिताशरकों को COVID-15 वैक्सेन से संबंधित मनतकारी CKD एक जान संवाधित किया गया था। अभियान का लिए आईटीबी/बीबीबी में पनाना कर्गक का चयन की पत करने के महत्व के बा को तूर करने और संवेदनजील समुद्राय केंद्रित, प्राञ्जेदारी वेरूप है प्रमुख विजयानों को सामग्री (पोस्टर, बेनर, फोल्बर जिल्ला स्वास्थ अधिकारियों की में समुद्रायों को संवेदनजील कराते के उत्पेष्ण में एक विश्वीत असे की क्रिक्त प्रकार शामिल करना. जिला महिल) की जा रही है उस के अनुमार किया गया है। बनाने के लिए टीकाकरण औ सार्वजनिक शिक्षा कार्यक्रम बाला संस्कृत है। हमारा प्रयास है अधिकारियों के साथ मिलकर इन्क्ल्एसस, आशा, एएनएस परियोजना के हर बरण पर टीकाकरण के लिए प्रट्रफॉल COVID-19 रोकाकरणको अञ्चल स्वास्थ्य अञ्चल के लिए सहयोग करना है। विन विद ओर अन्य हिन्सारकों से साध्यय परामर्श किया गया, ताकि स्वहार, जो बदले में एक तर्थ आवश्यकता पर IPE प्लोकन सहिलाओं, किशोरों और बच्चों वैकसीन्स अभियान लेक्ट से सामुदाधिक तर पर क्रिति अभियान को अनुबहर बनाया गता तव करेगा COVID सेंटर फॉर गॉलेज एंड डेकलपमेंट की एजेंसी का विर्माण करना. आडट, ब्रॉप अडडर और विंसटेंट किया गया। प्रसार मुख्य रूप से जा सके और हुसके साथ 19 कपरस के संक्रमण से स् और इंत्यक्रेयर फेडोजन ऑफ योषण, जिल्ला और 21वीं सदी पर केंद्रित है। 12-17 वर्ष की उन जगहीं पर किया जाता है जहां तालमेल विदाया जा सके। मुनिश्चित करना।

रोजनार करने की प्रतिबद्धान के और देने के साथ सभी आयु इकड़ा होते हैं गांव के पंचायत लिए ब्रिटिड्कट कोओर्डिक्टर साथ किसी को भी पीछे नहीं समुद्रों की जनसंख्या उनके घर, धार्मिक स्थल, स्वास्थ्य बेंद्र, और प्रभावशाली लोगों ने क्रेंडना भारते, सीकेडी का लक्ष्य माता-पिता को जागरूकता स्कल, बाजार और त्योहारों के सामदायिक परामर्श कार्यक्रमे राज्य और जिला स्वास्थ्य खत्रुने, आस्पीक्षप्राय पेदा करने विभागों से मार्गदर्शन और और अपने COVID 19 रेडियोजिंगल, पोस्टर और बॉल स्कूल प्रखंधन समिति अनुमोदन के साथ COVID- टीकाकरण को पूरा करने के पेटिंग और नैरो कास्टिंग पूर्ण प्रधानाध्यापक, शिक्षक आदि to all Placement in figure floor of comments which placement is upon unusure 12 at 17 and all arm all विजीनक शिक्षा अभियान विन को अधिक से अधिक जोड़ने डालते हुए आगे के लक्ष्य और स्कूली बच्चों के कवरेज को विर वैक्सीन को सफलनापर्वक और विकाल के जिस सीरिंग जेरूप पर और देना है व्यक्तियान कराने के लिए भी सफिय कर लाग् करना है। नुंह जिला क्रियुं है। समूह, प्रभावित करने को विधिन्न प्रकार के साथ जिले से शामिल है। परियोजना अपने हरियाणा में वैक्सीन पर काम जाले पूचा प्रतीक, धार्मिक नेता, के सबसे कठिन इलाकों तक आकर्षक आउटरीच तकनीकों कर रहे हैं। हैल्थकंचर फंडरेशन अधदाय के नेता, पहिला नेता पहुंचने के लिए तैयार किया गया के माध्यम से समृदाय तक पहुंच इडिया - NATHEALTH ऑफ इडिया - इस अप्रकाश के और कहान बिसादर्ग विकास है। सीमा गुला कहते हैं जो की गई है जैसे सेस्टर लगाना, दीवा की सरफ से प्रोतेकट असर रहा है सहयोग में यह कार्यक्रम इस वैकसीन अधियान में लगी हुई सेंटर फॉरनॉलेज एंड डेक्सपर्येट पेंडिंग, माइकिंग और वैनर:

NATHEALTH and CKD launches "Win with Vaccines" campaign

The objective of the campaign is to engage with key stakeholders, join hands with district authorities, and run a comprehensive public education program that addresses awareness gaps in understanding the benefits of vaccination

Healthcare Federation of India-NATHEALTH and Centre for Knowledge & Development, (CKD) an organisation incubated by IPE Global has announced the launch of a public education campaign. "Win with Vaccines" to build COVID-19 vaccine confidence in five low coverage districts across Assam and Harvana.

These districts include South Salmara Mankachar, Baksa, Chirang and Udalguri in Assam and Nuh in Harvana, having the lowest rate of vaccination in the states. While India has administered a total of 200 million vaccines, only 9.79 crore citizens have been administered the booster dose till 4th August 2022. Overall, vaccination numbers have dropped in certain pockets of the country, a gap that NATHEALTH in collaboration with Centre for knowledge and Development, Wipro GE Healthcare, Charnock Hospital and Fresenius Medical Care aim to address with this

The objective of the campaign is to engage with key stakeholders, join hands with district authorities, and run a comprehensive public education program that addresses awareness gaps in understanding the benefits of vaccination. The programme will use effective monitoring and impact assessment tools to measure progress and a multi-pronged communication approach will be adopted, blending traditional and new age mediums. It will leverage local talent groups, theatre artists, influencers, youth icons, community and women leaders for maximising the campaign outreach. On-ground interventions will include dissemination of IEC/BCC material and tool kits during regional festivals, across bus stops, health and wellness centers, schools, community gatherings and local haats to maximise the outreach and recall

Speaking on the initiative, Dr Shravan Subramanyam, President, NATHEALTH and Managing Director, Wipro GE Healthcare said, "We are happy to join hands with Centre for Knowledge and Development for this initiative to enable a wider adoption of vaccines. India is seeing a dip in vaccinations and citizen education and awareness will be fundamental to accelerate adoption. Understanding the need for vaccination and breaking free from the misconceptions will be key to enable behavior change and drive confidence in vaccines in low coverage areas"

Seema Gupta, Advisor, Centre for Knowledge and Development (CKD) said, "The joint campaign will address issues of diffidence in vaccination by debunking myths and misconceptions, engage government and private stakeholders for increasing coverage of COVID-19 vaccines. The task of immunising the entire population must be completed at the earliest to eliminate or minimise the risk of a new variant of the virus catching the population on the wrong foot. As part of the exercise, CKD-NATHEALTH campaign will also focus on the Left out, drop out and resistant (LODOR) populations across all age groups to raise awareness, build confidence to complete the COVID 19 vaccination protocols.

Source: Express Healthcare digital magazine, 5th August 2022

THE ASSAM TRIBUNE, GUWAHATI

THURSDAY NOVEMBER 24, 2022

Win with Vaccines campaign for greater Covid-19 vaccination coverage

GUWAHATI, Nov 23: Although India's Covid-19 vaccination coverage has ex-ceeded 200 crores, the uptake of precaution doses (third dose) has been well below the desired levels. Moreover, pecord satisfactory participation of the people. In Assam too, some districts rein the age group of 12-17 and also in the precautionary dose.

Baksa, Chirang, South Salmara-Mankachar, and Udalguri districts of the brought under a special campaign - Win with Vaccines - to ensure greater vaccination coverage.

Assam (VHA of Assam), a non-profit or- of India, and the Centre for Knowledge ganisation working to strengthen the and Development (CKD). health movement at the grassroots level in Assam - with guidance and approval ducting extensive vaccination campaign tricts across Assum.

health authorities, who have been con-salted at every stage of the project, to State have been identified as the low-coverage districts which are now being chrony with the State specific require-initiated in the four districts in August

being implemented in collaboration with rare with district authorities, and imple-

The Voluntary Health Association of NATHEALTH - Health Care Federation

"Even though the Government is confrom the State and district health authori- throughout the State, there are still a few ties - is implementing this public educa- pockets where people are reluctant to get vaccinated. People are avoiding the Covidcine confidence in four low-coverage discluding myths and misunderstandings. The blocks per district have been se- This campaign is intended to dispel these lected in consultation with, and as per the recommendation of the State and district the vaccine hesitant population for immu-

ments for Covid-19 vaccination coverage. this year. The objective of the campaign The campaign in the four districts is is to engage key stakeholders, collabo-

ment a comprehensive public education with Vaccine campaign. programmed to address knowledge gaps regarding the advantages of vaccination. The programme is using an effective communication strategy that utilizes both

The Win with Vaccines campaign focuses on the Left Out, Drop Out and Resistant (LODOR) population across all age groups, with emphasis on school children in the 12 to 17-year age bracket and their parents to raise awareness, build confidence, and complete their Covid-19

To get as many people as possible to relate to, and learn from about the campaign, local talent groups, influencers, worth icons, religious leaders, commuschool fraternity were engaged in the Win

For maximum outreach, IEC/BCC materials (including posters, banners, folders), are being distributed at community level via influencers, ASHAs. ANMs, and other stakeholders. The dissemination is primarily carried out in grammes, visit the resistant community places where community members usually congregate like village corners, reli-tees, principals, teachers, etc., are also gious places, health centres, schools, actively involved to increase the covermarket places, and during festivals.

Street plays, miking, radio jingles, posters and wall paintings, highlighting great opportunity to work in tandem the importance of complete vaccination further emphasises the goal and objective of the entire campaign.

"The campaign is tailored to reach the most-hard-to-reach pockets of the district footfall for vaccination, which in turn will nity leaders, women leaders and the through a variety of contextualised communication mediums to maximum impact tion from the Covid-19 virus infection.

and get the desired outcomes," Seema Gupta advisor, Centre for Knowledge and Development, New Delhi, said.

To mobilise the population, the district coordinators and influencers carry out a series of community consultation promembers. School management commitage of school children aged 12 to 17 years. The Win with Vaccines has been a

with the government and other about the importance of completing the Covid-19 vaccination and increase the go a long way towards ensuring protec-

Source: The Assam Tribune, 24th November 2022

THE SENTINEL SATURDAY 19 NOVEMBER 2022 GUWAHATI

Education programme to dispel myths of COVID-19 caccination

GUWAHATI, Nov 18: Voluntary utilizes both old and new forms places, and during festivals. Health Association of Assam of media.

(VHA of Assam), a non profit organisation working to strengthen piagn focuses on the Left Out, the health movement at the grass- Drop Out and Resistant (LODOR) consplete vaccination further emportance of the movement at the grass- Drop Out and Resistant (LODOR) complete vaccination further emportance of the movement and the grass- Drop Out and Resistant (LODOR) complete vaccination further emportance of the movement and the grass- Drop Out and Resistant (LODOR) complete vaccination further emportance of the movement and the grass- and during festivals.

The Vita With Vaccine' cumpling the importance of tion of the State and District health helps in the project to authorities, who have been concribed in the project to an district health departments in the 12-17 year age bracket and

"Even though the government and its synchrony with the state

and district health departments is the L2-17 year age bracket and is successfully implementing the public education campaign with but confidence, and confidence in four working vaccines are series of confidence in four working vaccines. To get as many people as a vaccinated. People are reluctant to get community constants, and Udalgari, in groups, influencers, youth icons, merous reasons, including myto, includ

implement a comprehensive public education programme to do an ation is primarily carried out in mediums to maximum injunct and 19 vaccination and increase the dress knowledge gaps regarding places where community member advantages of vaccination. bers assally congregate like videous or succination and increase the get the desired outcomes. Seems footfall for vaccination, which in the advantages of vaccination. The programme is using an effect- lage corners, religious places, edge and Development, (CKD) that the communication strategy that health centres, achools, market. New Delhi said.

COVID-19 virus infection.





The headline of a news item published on the November 19, 2022 issue of this daily on page 6 should have been "Education programme to dispel myths of Covid-19 vaccination" and not as published. The inadvertent error is regretted.

Source: The Sentinel, 19th November 2022

Words of Appreciation from the Government



OFFICE OF THE
JOINT DIRECTOR OF HEALTH SERVICES CUM MEMBER SECY.
DISTRICT HEALTH SOCIETY, BAKSA, BTAD

No. UIP/Baksa/RI/

Dated Mushalpur the 29,11,2022

To Whom It May Concern

This is to certify that Voluntary Health Association (VHA of Assam) in collaboration with Centre for Knowledge and Development (CKD) with support from NATHEALTH - Healthcare Federation of India, is implementing the Win with Vaccines campaign in 2 blocks of our district, generating awareness regarding the importance of taking complete doses of COVID-19 vaccination.

The District Coordinator and district team of Influencers are actively coordinating with the department and keeping us updated of all field level activities.

The communication material shared with us and other stakeholders provides useful information in the local dialects.

We look forward to further active involvement and support from your field team for future Vaccination campaigns and other health initiatives.

Thank you for your support towards a noble cause.

Dr. Hitesh Ch. Kakati
District Immunization Officer
Baksa, Mushalpur



GOVT, OF ASSAM

OFFICE OF THE ADDL. CHIEF MEDICAL & HEALTH OFFICER(FW), SOUTH SALMARA MANKACHAR, DISTRICT, HATSINGIMARI.

E-mail ID: addlcmo.ssm@gmail.com

:HO(FW)/SSM/2021/552/22

Dated, Hatsingimari the 29th Nov/2022.

To Whom It May Concern

This is to certify that Voluntary Health Association (VHA of Assam) in collaboration with Centre for Knowledge and Development(CKD) with support from NATHEALTH-Healthcare Federation of India, is implementing the Win with Vaccines campaign in 2 blocks of our district, generating awareness regarding the importance of taking complete doses of COVID-19 vaccination.

The District Coordinator and district team of Influencers are actively coordinating with the department and keeping us updated of all field level activities.

The communication material shared with us and other stakeholders provides useful information in the local dialects.

We look forward to further active involvement and support from your field team for future Vaccination campaigns and other health initiatives.

Thank you for your support towards a noble cause.

Dr. Shirazul Islam (District Immunisation Officer) South Salmara Mankachar

Callet ber minuten tiller

Dated: 07/12/2022

To Whom It May Concern

This is to certify that Centre for Knowledge and Development(CKD) with support from NATHEALTH-Healthcare Federation of India, is implementing the Win with Vaccines campaign in Nuh district of Haryana, generating awareness regarding the importance of taking complete doses of COVID-19 vaccination.

The District Coordinator isactively coordinating with the department and keeping us updated of all field level activities and incorporating feedbacks.

The communication material shared with us and other stakeholders provides useful information in the local dialect. There has been a positive uptake in the community.

We look forward to further active involvement and support from your field team for future Vaccination campaigns and other health initiatives.

Thank you for your support towards a noble cause.

District Immunisation Officer

District: Nuh

District Impounization Office







जोड़ी जिम्मोदार ADDL. CHIEF MEDICAL & HEALTH OFFICER, FW

लान करे परिवार , Dist. Family Welfare Bureau (DFWB) Chirang, BTC, Assam Kajalgaon, Chirang, BTC, Assam India-783 385, email <u>ca nrhm chirang Romali com</u>. 1 03664-2

No.: ACM&HO-FW/CHR/Correspondence/2020-22/ 53 T.

Date |01/12/2022

To whom it may concern

This is to certify that the Voluntary Health Association (VHA of Assam) in collaboration with Centre for Knowledge and Development (CKD) with support from NATHEALTH- Health Care Federation of India performed IEC, BCC activities to generate awareness regarding importance of Covid vaccination in the 2 health blocks of Chirang district.

The communication materials shared with us provide useful information.

I wish success of the ORGANIZATION in their endeavour



Office of the District Immunization Officer
Udalguri (BTAD), Udalguri-784509

No: DHU/UIP/2022-23/-304

Date: 28/11/2022

To Whom It May Concern

This is to certify that Voluntary Health Association (VHA of Assam) in collaboration with Centre for Knowledge and Development (CKD) with support from NATHEALTH - Healthcare Federation of India, is implementing the Win with Vaccines campaign in 2 blocks of our district, generating awareness regarding the importance of taking complete doses of COVID-19 vaccination.

The District Coordinator and district team of Influencers are actively coordinating with the department and keeping us updated of all field level activities.

The communication material shared with us and other stakeholders provides useful information in the local dialects.

We look forward to further active involvement and support from your field team for future Vaccination campaigns and other health initiatives.

Thank you for your support towards a noble cause.

District Immunization Office Udalguri, BTAD

36



▲ Beneficiaries in a Bodo village in Udalguri, Assam gather to express their thanks to the Project team



lacktriangle School children of Nuh district participating in the program

Contribution

Team @ Centre for Knowledge and Development













District Coordinators @ Assam and Nuh











Team @ NATHEALTH - Healthcare Federation of India





Team @ MAZARS









Centre for Knowledge and Development (CKD) is a not-for-profit, knowledge driven, community focused, partnership building organisation. CKD pursues building the agency of women, adolescents and children by providing equitable access to health, nutrition, education and 21st century skills, livelihood and employability. With a commitment to leave no one behind, the organisation's key principles of diversity, equity and inclusion drive all their goals.



NATHEALTH - Healthcare Federation of India has been created with the vision to "be the credible and unified voice in improving access and quality of healthcare". Leading healthcare service providers, medical technology providers (devices & equipment), diagnostic service providers, health insurance companies, health education institutions, healthcare publishers and other stakeholders have come together to build NATHEALTH as a common platform to power the next wave of progress in Indian healthcare.







For more details log on to www.ipeckd.org or write to us at info@ipeckd.org

Our Sponsors:







