

# Win with Vaccines

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

## UNVEILING SUCCESS STORIES





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# A Glimpse of the Behavior Change Communication Campaign Material

**আপনার এবং আপনার শিশুর সুৰক্ষা হচ্ছে অতি গুরুত্বপূর্ণ যেটা কেবল কোভিড-১৯ টীকাकरण দ্বারা হবে সম্পূর্ণ**

২+১ ডোজ অতি গুরুত্বপূর্ণ

**মস্পূর্ণ টীকাकरण মস্পূর্ণ সুৰক্ষা**

গৰ্ভবতী এবং প্রসূতি মহিলাৰ জন্যেও কোভিড-১৯ প্রতিষেধক মস্পূর্ণ সুৰক্ষিত এবং জরুরী

আপনি আপনার ২+১ ডোজ নিশ্চিন্ত কি?

কোভিড-১৯ৰ বিদ্যমান প্রতিষেধকের জন্যে আপনার নিকটতম সরকারী স্বাস্থ্য কেন্দ্রের সংশ্লিষ্ট যোগাযোগ করুন

**আপনি আর আপনাকে বন্ধন করি সুক্ষা হৈ করুনী জী কোভিড-১৯ বেবসীন লগবানে সে হোগী পূরী!**

পূরী বৈক্সিনেশন পূরী হিফাজত

২+১ ডোজ

**USING SOUND WAVES**

পূরী বৈক্সিনেশন পূরী হিফাজত

Full Vaccination Full Protection

TO SEND THE MESSAGE OF VACCINATION

**কোৰোনা বায়রস কা স্কতর অধী টলা নহী!**

২+১ ডোজ হৈ করুনী

পূরী বৈক্সিনেশন পূরী হিফাজত

12-17 সাল : ২ ডোজ | 18 সাল সে অধিক উম : ২+১ ডোজ

কোভিড বৈক্সিনেশন সধী কে লিএ সুৰক্ষিত হৈ, আপকে আস-পাস সধী লোগ বৈক্সিনেশন লগবা रहे হৈ আপ সধী সধী ডোজ অবশ্য লগবা।

ব্যা আপনে ২+১ ডোজ লগবাई ?

কোভিড-১৯ বৈক্সিনেশন প্রাপ্ত কানে কে লিএ, अपने नजदीकी सरकारी स्वास्थ्य केंद्र से सम्पर्क करें।

**১ ড'জে দিয়ে অধু সুৰক্ষা ৩ ড'জে দিয়ে মস্পূর্ণ সুৰক্ষা**

মস্পূর্ণ টীকাकरण মস্পূর্ণ সুৰক্ষা

আপনি টীকাकरण ২+১ ড'জ ন'লেনে?

ক'ভিড-১৯ৰ বিদ্যমান প্রতিষেধক বাবে আপোনাৰ নিকটতম চৰকাৰী স্বাস্থ্য কেন্দ্ৰৰ সৈতে যোগাযোগ কৰক

**তাড়ুজী কা হৈ कहना, 12-17 साल के इर बच्चे को है कोविड वैक्सीन ज़रूर लगवाना!**

पूरी वैक्सिनेशन पूरी हिफाज़त

12-17 साल : 2 डोज | 18 साल से अधिक उम : 2+1 डोज

ब्या आपने वैक्सीन डोज लगवाई ?

अपनी मुम्बत कोविड-19 वैक्सिनेशन प्राप्त करने के लिए, अपने नजदीकी सरकारी स्वास्थ्य केंद्र से सम्पर्क करें।

**উইন উইথ ডেকচিন**

ক'ভিড-১৯ টীকাकरण সাল-ভিত্তিক এক জনশিখা অভিযান

মস্পূর্ণ টীকাकरण মস্পূর্ণ সুৰক্ষা

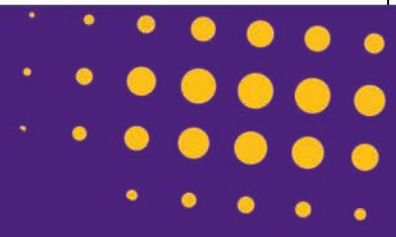
**ক'ভিড-১৯ ৰ মস্পূর্ণ**

**উইন উইথ ডেকচিন**

**প্রকল্প ৰ উদ্দেশ্যসমূহ**

**উইন উইথ ডেকচিন**

Languages: Assamese, Bengali, Bodo, English, and Hindi



▲ Women in Assam receive flyers during community consultation meeting

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# Win with Vaccines: An Introduction

01

**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.



▲ A community meeting of village elders with CKD Team in Nuh, Haryana



▲ 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





ताऊजीका है कहना,  
12-17 साल के हर बच्चे  
को है कोविड वैक्सीन  
जरूर लगवाना !



पूरा वैक्सिनेशन  
पूरी हिफाजत

12-17 साल : 2 डोज    18 साल से अधिक

आपनी **मुफ्त** कोविड-19 वैक्सिनेशन

▲ 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.



▲ Community consultation with women in Udalguri, Assam



▲ 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.



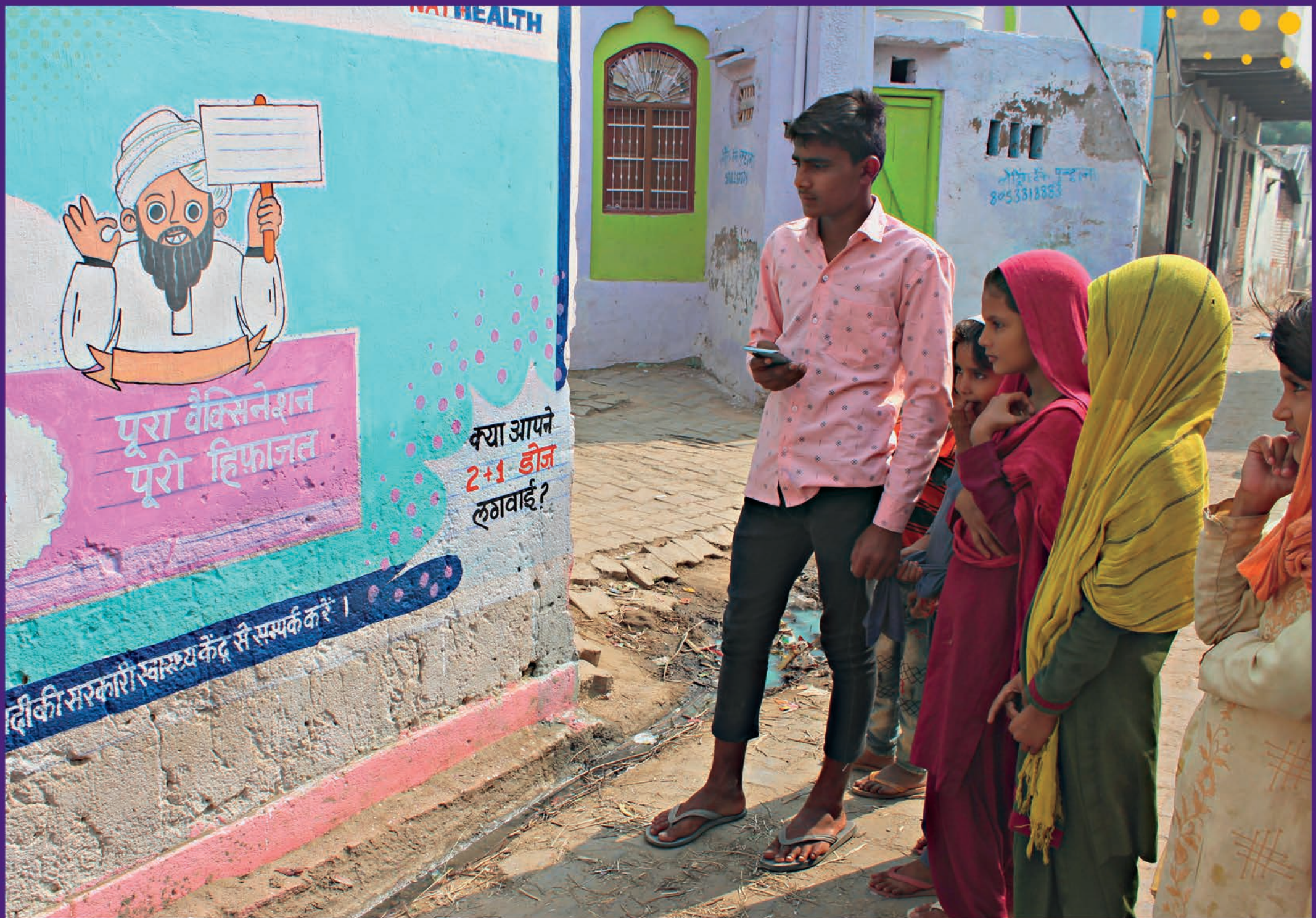
▲ Community awareness through street play in South Salmara, Assam

## 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

02

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.



▲ Meeting of ASHAs, ANMs, and AWWs in Baksa, Assam

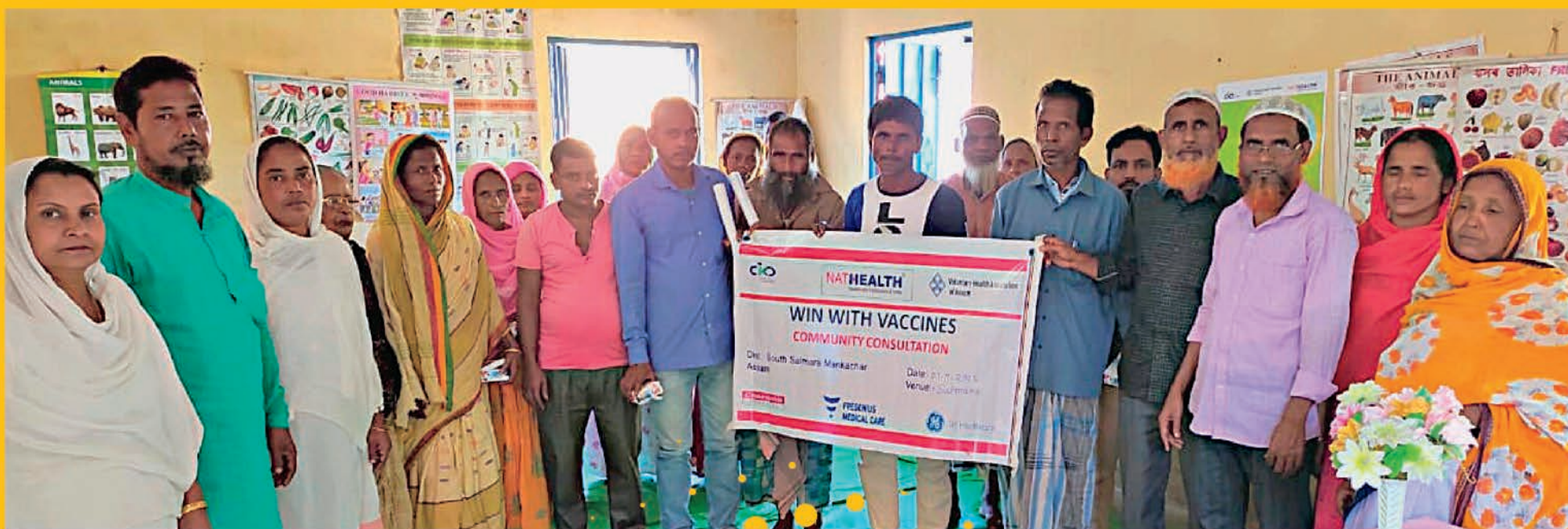




▲ Stakeholder meeting at Anganwadi centre in Nuh, Haryana



▲ Community Consultation meeting with family heads in Chirang, Assam



▲ Community consultation program at South Salmara, Assam

# The Language of Change: Interventions

03

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.



▲ Durga Puja Pandal attendees read campaign banner in Baksa, Assam



▲ Community Consultation meeting in Chirang, Assam



▲ Wall paintings in Nuh, Haryana



▲ Campaign messaging through street play in Baksa, 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.



Dissemination of COVID-19 vaccination information at various forums

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





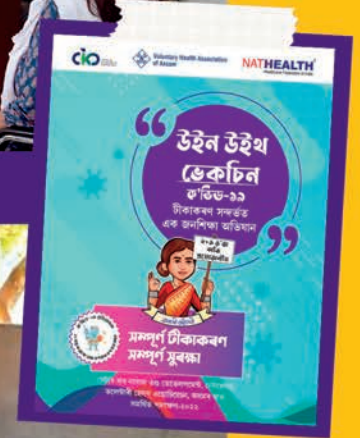
Community of men in Nuh listen to narrowcasting of Radio jingle in Nuh, Haryana



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



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





**ciO** **NATHEALTH**

**हर बच्चे की सुरक्षा है जरूरी !**  
**COVID-19 महामारी के बाद**  
**जीवन की नयी शुरुआत**

**11 सेपर है जरूरी**

**पूरा वैक्सिनेशन**  
**पूरी हिफाज़त**

12-17 साल 2 डोज़ / 18 साल से अधिक उम्र 1-2 डोज़

मेडिकल और सैफ्टी कोडिंग पूरा डिप्लोमा (सीईटी) / आर यूए सिफ्टी नसा अक्टोबर 2022

Community Consultation with Women in Chirang, Assam



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





Community Health Workers in Assam



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

# 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.



*I heard about the project and saw the wall paintings in the village. I requested for a narrow casting of the radio jingle in my house and gathered elders and young people from my neighbourhood to hear it. The team present also cleared my doubts. I am now convinced to not only complete my vaccination, but also that of my sons, their wives and my school going grandchildren.*

*– Samsad, Saroli Village,  
Nuh, Haryana*



*Win with Vaccines helped me to understand that COVID-19 vaccination has no side effects. I am no longer scared to get myself and my children vaccinated.*

*– Durri,  
Sikrawa Village,  
Nuh, Haryana*

*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*



*The messaging through the 'Ahomi Baido' in the posters and the wall paintings attracted me and I revisited the location to understand the importance of vaccination. Hearing the message frequently through various channels built my confidence.*

*– Pranita Wari,  
Sapkhaiti Village,  
Udalguri, Assam*



*The influencer of the Win with Vaccine project convinced me to complete my vaccination. I got my booster dose free of cost at the nearest health centre and also asked my community to do the same.*

*– Robin Tirki,  
Uttarpara Village,  
Baksa, Assam*



▲ A woman getting vaccinated at a camp in Nuh

# Responses to the Campaign

07

## Media Coverage: National and State level

### पूरा वैक्सिनेशन पूरी हिफाज़त-IPE ग्लोबल सेंटर फ़ॉर नॉलेज एंड डिवेलपमेंट

**समाचार आवाज़**  
 जबपुर । नुह मेडन कोविड वैक्सिन से संबंधित गलतफ़हमी को दूर करने और संवेदनशील बनाने के उद्देश्य से एक सार्वजनिक शिक्षा कार्यक्रम COVID-19 टीकाकरण को आसानी से IPE ग्लोबल सेंटर फ़ॉर नॉलेज एंड डिवेलपमेंट (CKD) और हेल्थकेयर फेडरेशन ऑफ़ इंडिया (NATHEALTH) को एक साथ प्रोमोट करने का उद्देश्य है। कार्यक्रम का उद्देश्य COVID-19 टीकाकरण को आसानी से IPE ग्लोबल सेंटर फ़ॉर नॉलेज एंड डिवेलपमेंट (CKD) और हेल्थकेयर फेडरेशन ऑफ़ इंडिया (NATHEALTH) को एक साथ प्रोमोट करने का उद्देश्य है। कार्यक्रम का उद्देश्य COVID-19 टीकाकरण को आसानी से IPE ग्लोबल सेंटर फ़ॉर नॉलेज एंड डिवेलपमेंट (CKD) और हेल्थकेयर फेडरेशन ऑफ़ इंडिया (NATHEALTH) को एक साथ प्रोमोट करने का उद्देश्य है।



हे. विन विर वैक्सिनेशन अधिपन लेपट आउट, डुपेन आउट और रिमोट (LORDOR) पर कोविड है। 12-17 वर्ष की आयु वाले स्कूल बच्चों पर जोर देने के साथ सभी आयु समूहों को जवाबदाता उनके गलत-विचार को दूर करने और अपने COVID-19 टीकाकरण को पूरा करने के लिए अधिपन से स्थायीप लोगों को अधिक से अधिक जोड़ने और शिक्षा के लिए संवेदनशील बनाने के लिए। समुदाय प्रभावित करने वाले युवा प्रतिक्रिया, धार्मिक नेता, समुदाय के नेता, महिला नेता और स्कूल शिक्षारी विन विर वैक्सिनेशन अधिपन पर लगे हुए हैं। अधिपन आउटरीच के लिए, आईटी/बीसीसी सामग्री (पोस्टर, बैनर, फ़्लैडर वगैरह) को जोड़ा है। डेन्यूरोरुम, अना, एग्लेस और अन्य हिस्सामों के माध्यम से समुदायिक स्तर पर विस्तार किया गया। प्रसार मूलांक रूप से उन जगहों पर किया जाता है जहां समुदाय के सदस्य अनजान पर डबलू होते हैं जैसे पंचायत पर, धार्मिक स्थान, स्वास्थ्य केंद्र, स्कूल, बाजार और स्थानीय के दौरान। नुह मेडन, वाशिंगटन, डीसी

**Source: Marudhar Awaaz, 24th November 2022**

### NATHEALTH and CKD launches "Win with Vaccines" campaign

By EH News Bureau — On Aug 5, 2022

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 Haryana.

These districts include South Salmara Mankachar, Baksa, Chirang and Udalguri in Assam and Nuh in Haryana, 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 4<sup>th</sup> 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 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. 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 Shrawan 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 (LORDOR) 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**

### वैकी वैकी विचार कानपुर 24 नवम्बर 2022 गुरुवार 4

## पूरा वैक्सिनेशन पूरी हिफाज़त: रागिब हुसैन



नुह मेडन (पुनरावृत्त) के साथ 23 वर्ष की कोविड वैक्सिन से संबंधित गलतफ़हमी को दूर करने और संवेदनशील बनाने के उद्देश्य से एक सार्वजनिक शिक्षा कार्यक्रम COVID-19 टीकाकरण को आसानी से IPE ग्लोबल सेंटर फ़ॉर नॉलेज एंड डिवेलपमेंट (CKD) और हेल्थकेयर फेडरेशन ऑफ़ इंडिया (NATHEALTH) को एक साथ प्रोमोट करने का उद्देश्य है। कार्यक्रम का उद्देश्य COVID-19 टीकाकरण को आसानी से IPE ग्लोबल सेंटर फ़ॉर नॉलेज एंड डिवेलपमेंट (CKD) और हेल्थकेयर फेडरेशन ऑफ़ इंडिया (NATHEALTH) को एक साथ प्रोमोट करने का उद्देश्य है।

के कोशल, आजीविका और रोजगार करने की प्रेरणादायक के साथ किमों को भी पीछे नहीं छोड़ना चाहते, सेकेंडे का लक्ष्य रावण और विना स्वास्थ्य विधियों से मार्गदर्शन और अनुभव के साथ COVID-19 के टीकाकरण के लिए सार्वजनिक शिक्षा अधिपन विन विर वैक्सिनेशन को सफलतापूर्वक लागू करना है। नुह मेडन डीएनए में वैक्सिन पर काम कर रहे हैं। हेल्थकेयर फेडरेशन और स्कूल शिक्षारी विन विर वैक्सिनेशन अधिपन पर लगे हुए हैं। अधिपन आउटरीच के लिए, आईटी/बीसीसी सामग्री (पोस्टर, बैनर, फ़्लैडर वगैरह) को जोड़ा है। डेन्यूरोरुम, अना, एग्लेस और अन्य हिस्सामों के माध्यम से समुदायिक स्तर पर विस्तार किया गया। प्रसार मूलांक रूप से उन जगहों पर किया जाता है जहां समुदाय के सदस्य अनजान पर डबलू होते हैं जैसे पंचायत पर, धार्मिक स्थान, स्वास्थ्य केंद्र, स्कूल, बाजार और स्थानीय के दौरान। नुह मेडन, वाशिंगटन, डीसी

## Win with Vaccines campaign for greater Covid-19 vaccination coverage

STAFF REPORTER

GUWAHATI, Nov 23: Although India's Covid-19 vaccination coverage has exceeded 200 crores, the uptake of precaution doses (third dose) has been well below the desired levels. Moreover, some pockets in a few States did not record satisfactory participation of the people. In Assam too, some districts recorded below-par vaccination, especially in the age group of 12-17 and also in the precautionary dose.

Baksa, Chirang, South Salmara-Mankachar and Udalguri districts of the State have been identified as the low-coverage districts which are now being brought under a special campaign - Win with Vaccines - to ensure greater vaccination coverage.

The Voluntary Health Association of Assam (VHA of Assam), a non-profit organisation working to strengthen the health movement at the grassroots level in Assam - with guidance and approval from the State and district health authorities - is implementing this public education campaign for building Covid-19 vaccine confidence in four low-coverage districts across Assam.

The blocks per district have been selected in consultation with, and as per the recommendation of the State and district health authorities, who have been consulted at every stage of the project, to keep the campaign attuned to, and in synchrony with the State-specific requirements for Covid-19 vaccination coverage.

The campaign in the four districts is being implemented in collaboration with

NATHEALTH - Health Care Federation of India, and the Centre for Knowledge and Development (CKD).

"Even though the Government is conducting extensive vaccination campaigns throughout the State, there are still a few pockets where people are reluctant to get vaccinated. People are avoiding the Covid-19 vaccination for numerous reasons, including myths and misunderstandings. This campaign is intended to dispel these myths and misunderstandings and prepare the vaccine-hesitant population for immunisation," Ruchira Neog, executive secretary of VHA of Assam, said.

The programme was simultaneously initiated in the four districts in August this year. The objective of the campaign is to engage key stakeholders, collaborate with district authorities, and imple-

ment a comprehensive public education programme to address knowledge gaps regarding the advantages of vaccination. The programme is using an effective communication strategy that utilizes both old and new forms of media.

The Win with Vaccines campaign focuses on the Left Out, Drop Out and Resistant (LORDOR) 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 vaccination.

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

with Vaccine campaign.

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 places where community members usually congregate like village corners, religious places, health centres, schools, market places, and during festivals.

Street plays, miking, radio jingles, posters and wall paintings, highlighting 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 through a variety of contextualised communication mediums to maximum impact

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 programmes, visit the resistant community members. School management committees, principals, teachers, etc., are also actively involved to increase the coverage of school children aged 12 to 17 years.

The Win with Vaccines has been a great opportunity to work in tandem with the government and other stakeholders to sensitise communities about the importance of completing the Covid-19 vaccination, which in turn will go a long way towards ensuring protection from the Covid-19 virus infection.

## Education programme to dispel myths of COVID-19 vaccination

GUWAHATI, Nov 18: Voluntary Health Association of Assam (VHA of Assam), a non-profit organisation working to strengthen the health movement at the grassroots level in Assam, with guidance and approval from the state and district health departments

is successfully implementing the public education campaign 'Win with Vaccines' for building COVID-19 vaccine confidence in four low-coverage districts across Assam: Baksa, Chirang, South Salmara Mankachar, and Udalguri, in collaboration with Health Care Initiative - NATHEALTH and the Centre for Knowledge and Development (CKD).

The programme was simultaneously initiated in the four districts in August this year. The objective of the campaign is to engage key stakeholders, collaborate with district authorities, and implement a comprehensive public education programme to address knowledge gaps regarding the advantages of vaccination. The programme is using an effective communication strategy that

utilizes both old and new forms of media.

The 'Win With Vaccine' campaign focuses on the Left Out, Drop Out and Resistant (LORDOR) population across all age groups, with emphasis on school children in the 12-17 year age bracket and their parents to raise awareness, build confidence, and complete their COVID-19 vaccination.

To get as many people as possible to relate to, and learn from about the campaign, local talent groups, influencers, youth icons, religious leaders, community leaders, women leaders and the school fraternity were engaged in the 'Win with Vaccine' campaign.

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 places where community members usually congregate like village corners, religious places, health centres, schools, market

places, and during festivals.

Street plays, miking, radio jingles, posters and wall paintings, highlighting the importance of complete vaccination further emphasized the goal and objective of the entire campaign.

"Even though the government is conducting extensive vaccination campaigns throughout the state, there are still a few pockets where people are reluctant to get vaccinated. People are avoiding the COVID-19 vaccination for numerous reasons, including myths and misunderstandings. This campaign is intended to dispel these myths and misunderstandings and prepare the vaccine-hesitant population for immunisation," said Ruchira Neog, Executive Secretary of VHA of Assam.

"The campaign is tailored to reach the most hard to reach pockets of the district through a variety of contextualised communication mediums to maximum impact and get the desired outcomes," Seema Gupta Advisor, Centre for Knowledge and Development, (CKD) New Delhi said.

The blocks per district have been selected in consultation with, and as per the recommendation of the State and District health authorities, who have been consulted at every stage of the project, to keep the campaign attuned to, and in synchrony with the state specific requirements for COVID-19 vaccination coverage.

To mobilize the population, the district coordinators and influencers carry out a series of community consultation programmes, visit the resistant community members. School Management Committees, principals, teachers etc. are also actively involved to increase the coverage of school children aged 12 to 17 years.

The 'Win with Vaccines' has been a great opportunity to work in tandem with the government and other stakeholders to sensitise communities about the importance of completing the COVID-19 vaccination and increase the foothold for vaccination, which in turn will go a long way towards ensuring protection from the COVID-19 virus infection.

The Sentinel

of this land, for its people

THURSDAY 24 NOVEMBER 2022


### A Correction

The headline of a news item published on the November 18, 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 Assam Tribune, 24th November 2022

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

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No. UIP/Baksa/RV/ \_\_\_\_\_ Dated Mushalpur the 29.11.2022

To Whom It May Concern

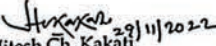
This is to certify that Voluntary Health Association (VHA of Assam) in collaboration with Centre for Knowledge and Development (CKD) with support from NATHEALTH - Healthcare Federation of India, is implementing the Win with Vaccines campaign in 2 blocks of our district, generating awareness regarding 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: addlemo.ssm@gmail.com

---

No : Addl. CHHO(FW)/SSM/2021/ 552/22 \_\_\_\_\_ Dated, Hatsingimari the 29<sup>th</sup> 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



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 is actively 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 Immunization Officer  
District: Haryana-122108



Govt of Assam  
OFFICE OF THE

ADDL. CHIEF MEDICAL & HEALTH OFFICER, FW  
Dist. Family Welfare Bureau (DFWB) Chirang, BTC, Assam



No. : ACM&HO-FW/CHR/Correspondence/2020-22/ 537.


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.

  
District Immunization Officer  
Chirang, BTR, Assam



Govt. of Assam

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 Officer  
Udalguri, BTAD

District Immunization Officer  
Udalguri, BTAD



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



▲ School children of Nuh district participating in the program

# Contribution

## Team @ Centre for Knowledge and Development



**Seema  
Gupta**



**Ruchira Neog,  
VHAA**



**Sukriti  
Jain**



**Shreya  
Chowdhury**



**Chhavi  
Goyal**



**Praveen  
Ganesan**

## District Coordinators @ Assam and Nuh



**Hozrat Ali  
Ahmed,  
South Salmara**



**Deepti Goyari,  
Udalguri**



**Haina  
Hazwary,  
Chirang**



**Raju Roy,  
Baksa**



**Mohammad  
Ragib,  
Nuh**

## Team @ NATHEALTH - Healthcare Federation of India



**Siddhartha  
Bhattacharya**

**Secretary  
General**



**Anweshia  
Pandey**

**Senior Deputy  
Director**

## Team @ MAZARS



**Dr. Sanjay  
Bhardwaj**



**Vijay  
Vergiya**



**Ankita  
Sharma**



**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](http://www.ipeckd.org)  
or write to us at [info@ipeckd.org](mailto:info@ipeckd.org)

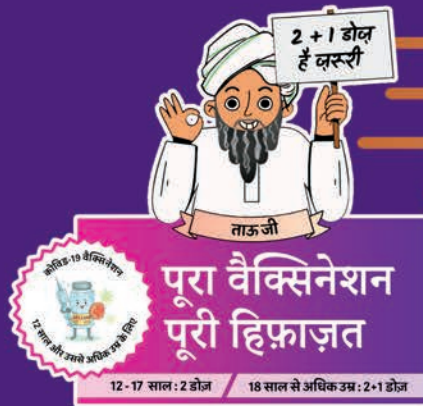
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