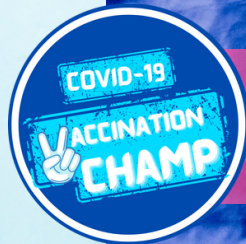


MOMENTUM

Routine Immunization Transformation and Equity



Carlene Jyrwa
ASHA
Meghalaya

Carlene Jyrwa is a frontline worker from Shillong, Meghalaya who worked closely with the MOMENTUM Routine Immunization Transformation and Equity Project under the leadership of the State Government to ensure last-mile vaccination to some of the most remote villages in the state.

The Project, supported by the U.S. Agency for International Development (USAID), ensures equitable vaccination to vulnerable, hard-to-reach, and marginalized communities and collaborated with the State Government to conduct awareness programs and vaccine dispensation activities. Local change agents and influencers were engaged to increase vaccine uptake among under-represented groups.

In Meghalaya, the Project has engaged with local Non-Governmental Organizations (NGOs) like Indian Social Responsibility Network (ISRN) to maximize reach amongst the priority groups. As an ASHA worker, Carlene has walked through forests and hills every day to reach out to marginalized and vulnerable communities. Initially, the villagers were not open to taking the COVID-19 vaccine given several myths and limited awareness about it.

She also collaborated with the village chief and local influencers with support from the Project team to build awareness about the vaccine. Carlene and her team engaged in rigorous counseling sessions and door-to-door visits to debunk myths and allay fears from the minds of the villagers and convinced them to get vaccinated at the nearest vaccination camp.

Thanks to dedicated COVID-19 warriors like Carlene Jyrwa, the far-flung and under-represented village communities of Meghalaya are largely protected against COVID-19 today. She is our COVID-19 Vaccination Champ!