

# MOMENTUM

Routine Immunization Transformation and Equity



**COVID-19  
VACCINATION  
CHAMP**  
Pooja Verma  
Female Vaccinator  
Madhya Pradesh

Working as a vaccinator as part of the COVID-19 vaccination drive in Madhya Pradesh, vaccinators like Pooja are dedicatedly vaccinating hundreds of people including truckers and industrial workers every day.

Most truckers and industry workers are daily wage earners who do not find time to go to hospitals and get vaccinated. The Project has collaborated with various public and private partners to set up COVID-19 vaccination camps at worksites so that the members of these communities who are usually either always on the move or working on daily wage basis can get vaccinated without missing on their work schedule.



The MOMENTUM Routine Immunization Transformation and Equity Project, supported by the U.S. Agency for International Development (USAID), ensures equitable vaccination to vulnerable, hard-to-reach, and marginalized communities.

In Madhya Pradesh, the Project has engaged local non-governmental organizations like Madhya Pradesh Voluntary Health Association, Aasra, TCI Foundation and HelpAge India to build vaccine confidence amongst priority groups.

Pooja's work entails assuring workers so that they may resume their normal lives almost immediately after the vaccine, and mild symptoms of fever and body ache can be dealt with easily.

Vaccinators like Pooja Verma are challenging their limits to reach high-risk and underserved communities in Madhya Pradesh for last-mile COVID-19 vaccination. She is our COVID-19 Champ!

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The Govt. of Madhya Pradesh in collaboration with the Project approached Saathiya volunteers, a group of 10-19 year old teenagers, who were part of the Rashtriya Kishore Swasthya Karyakram, to spread pro-vaccine messaging and increase vaccine penetration among vulnerable populations settled in hard-to-reach tribal belts of the state. Due to their enthusiastic participation in setting an example through self-vaccination and accompanying health workers on door-to-door visits, around 32,000 Saathiya volunteers were able to fight stiff vaccine hesitancy among Madhya Pradesh's secluded populations.

The Saathiya team, one of the many social service wings of the State Government, has contributed to the success of the COVID-19 vaccination drive among the pregnant, elderly, and at-risk populations. They are responsible for ensuring 100% vaccine uptake in India's first tribal village vaccination unit, which was duly appreciated by the Hon'ble Prime Minister of India.

They are our COVID-19 Vaccination Champs!



Saathiya  
Madhya Pradesh



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