



## MOMENTUM Routine Immunization Transformation and Equity

*Overcoming fear*



**COVID-19 VACCINATION**  
*diaries*

**Meena, a pregnant woman received COVID-19 vaccination with the support of the Project in Assam, India**



Hailing from a far-flung village in Assam, Meena became pregnant amidst the COVID-19 pandemic. As her pregnancy progressed, so did her confusion and anxiety in the face of this worldwide humanitarian crisis.

Despite the Government's repeated pleas to get vaccinated, many like Meena avoided it, overcome by the fear of its impact on the unborn child.

The MOMENTUM Routine Immunization Transformation and Equity Project, supported by the U.S. Agency for International Development (USAID), ensures equitable COVID-19 vaccination to vulnerable, hard-to-reach, and marginalized communities.



The State Government extended its social welfare resources and collaborated with the Project, to raise awareness and conduct outreach activities for COVID-19 vaccination.

The Project partnered with local change agents such as religious and professional community leaders, local NGOs, ANM workers, and others to mobilize communities.



In Assam, the Project complemented the efforts of the State Government and engaged local non-governmental organizations with LEHSIWISH, TCI Foundation, and HelpAge India to build vaccine confidence among vulnerable and marginalized population groups.

Under the Government's guidance, the Project deployed hyperlocal strategies such as distributing IEC materials in multiple languages, using mobile vehicles to reach remote areas, leveraging traditional art forms to spread awareness, and hosting counseling sessions and vaccination camps for pregnant and lactating women.



Today, Meena is among thousands of happy Indian expectant mothers or new mothers who are fully vaccinated against COVID-19 and look forward to raising their children in a safer world.



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