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## Children as Vaccine Ambassadors



**RAJASTHAN**

**A pivotal part of the COVID-19 vaccination program in Rajasthan has been to create awareness among children about the importance of vaccination and engage them using fun activities to increase uptake.**



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

**The Project collaborated with BYJU's Online Education and awarded free premium subscription to students who got vaccinated at COVID-19 Vaccination Centres (CVCs) set up in school premises. NGOs such as the Ladli Foundation also joined hands and organized 'Bal Mela' with interesting COVID-19 themed art, sports, painting and mehndi competitions and dance programmes to mobilize children. Door-to-Door counselling and in-school awareness workshops were organized as well to induce scientific thinking on the benefits of COVID-19 vaccine and COVID Appropriate Behaviour.**







**Today, school children of Rajasthan have taken up the responsibility of setting benchmarks for their peers and parents, by getting vaccinated and advocating the same, along with being ideal child ambassadors in debunking misconceptions around the vaccine.**