

MOMENTUM

Routine Immunization Transformation and Equity



Saathiya
Madhya Pradesh

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. One of the most significant roles was played by the Govt. of Madhya Pradesh through the innovative use of its workforce and resources to reach under-represented areas in the state.



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!