

MOMENTUM

Routine Immunization Transformation and Equity



Street Play
Jammu & Kashmir

Located in the Union Territory of Jammu & Kashmir, the Budgam district spreads across vast plains and hilly terrains with an average altitude of 5281 feet above sea level. With the commencement of the COVID-19 vaccination rollout by the State Government, the state battled against a fair share of vaccine hesitancy coupled with challenges of reaching remotely set areas without public transport or motorable roads, problems of inadequate medical infrastructure, and poor internet connectivity.



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. The State Government collaborated with the Project, and delegated the awareness programs and vaccine dispensation activities to local change agents to increase vaccine uptake among under-represented groups.

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In Jammu & Kashmir, the Project has engaged with local non-governmental organizations like Sewa Bharti, and TCI Foundation, to maximize reach amongst the priority groups.

Under the guidance of the State Government, the Project team collaborated with Sewa Bharti (a sub-awardee of the project) to organize Street Play / Nukkad Natak performances at busy street corners to raise awareness and increase uptake of the COVID-19 vaccine. Skilled performers enacted small musicals that depicted the journey of the common resident from vaccine-hesitancy to being persuaded by health workers and finally getting vaccinated.

The unique program was exceptionally effective in attracting interested onlookers, who were then invited to the nearby COVID-19 Vaccination Camp (CVC) set up by the Project to get vaccinated.

Today, the use of Nukkad Natak in the Budgam District has created improved vaccine penetration in the region, proving the efficacy of tailor-made communication for social change.

