



# URZA

## Urban Routine Immunization Bulletin



In this Issue: About Project | Expert Message | Project Spotlights | Trivia

Vol. : 1 | Issue : 1 | Theme : Partnership | April 2023



### Urbanization and the Need for Strengthening the Immunization Programme

Dr. Sanjay Kapur, JSI

India has undergone a fast-paced urbanization to the tune of 19.6% in the last decade. With increasing population growth in the urban areas, reaching out to every citizen with public health services like immunization, has become even more challenging. Government of India (GoI) is continuously striving to achieve the ambitious target of 90% Full Immunization Coverage (FIC), however, with around 475 million urban population of the country it is indeed a mammoth task. The challenges of urban immunization are evident from immunization trend (FIC) across NFHS-3 (2005-06) to NFHS-5 (2019-21) which has shown a considerable improvement in the rural areas by 38.2 percentage points compared to a slow-footed progress of 17.9 percentage points in urban areas. Also, the proportion of fully immunized children which was marginally higher in urban areas than rural as per NFHS-4 (2015-16) survey now shows an inverted pattern in NFHS-5 (2019-21) survey. Socio demographic factors like rural-urban migration, limited access to health care, poor health seeking behaviour etc. makes the urban population vulnerable to increased morbidity and mortality due to various diseases. Poor immunization coverage adds to this vulnerability and makes the urban population susceptible to the adversities of Vaccine Preventable Diseases (VPDs).

‘Service Delivery’ and ‘Demand Generation’ are two major

elements affecting immunization uptake and coverage status in a programme. In the urban areas, service delivery challenges encompass inefficient service delivery platforms, suboptimal infrastructure, limited human resources and unclear data details. Demand generation and community awareness is influenced by the educational and socio-economic status, size and structure of the families etc. The other major challenge that has emerged is suboptimal coordination between health and non-health stakeholders.

These challenges in the urban areas are multidimensional and multisectoral requiring a comprehensive, inclusive and strategic approach. This calls for urgent action, rethinking our processes and systems in a comprehensive, to meet this urban immunization gap.

Understanding the need for strengthening urban immunization, under the stewardship of the Government of India (GOI), JSI India with support from Bill and Melinda Gates Foundation (BMGF) has initiated the project ‘Technical Assistance for Improving Urban Immunization in Bihar and Uttar Pradesh’. The project has been envisioned under the strategic leadership of the state government of Bihar and Uttar Pradesh for strengthening urban immunization.

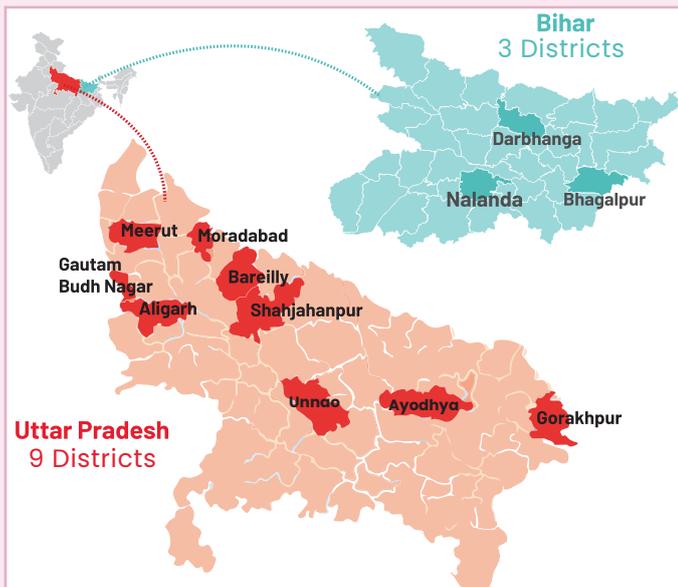
To strengthen urban immunization in high priority 104 National Urban Health Mission (NUHM) cities, the immunization division, Ministry of Health and Family Welfare has initiated the City Embrace Model (CEM). JSI Urban project supports the 23 NUHM cities of the CEM cohort. Over the coming years, the expansion and improvement of urban immunization and reaching out to the last mile is our priority and we at JSI are committed to support the programme.

# Technical Assistance for Improving Urban Immunization in Bihar and Uttar Pradesh

## 5-D APPROACH



## GEOGRAPHIES IN FOCUS

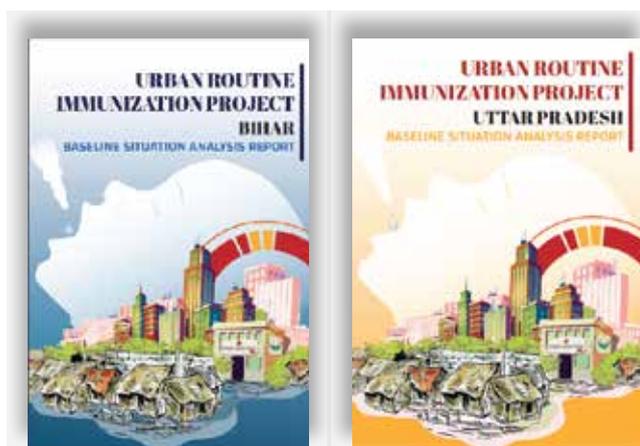


### KEY OUTCOMES

- 1** Strengthened programme management capacities for urban immunization
- 2** Enhanced demand for services
- 3** Integrated and sustained quality urban immunization services
- 4** Supported for Newer vaccine roll out and campaigns

### Goal

Improved urban immunization coverage in Uttar Pradesh and Bihar

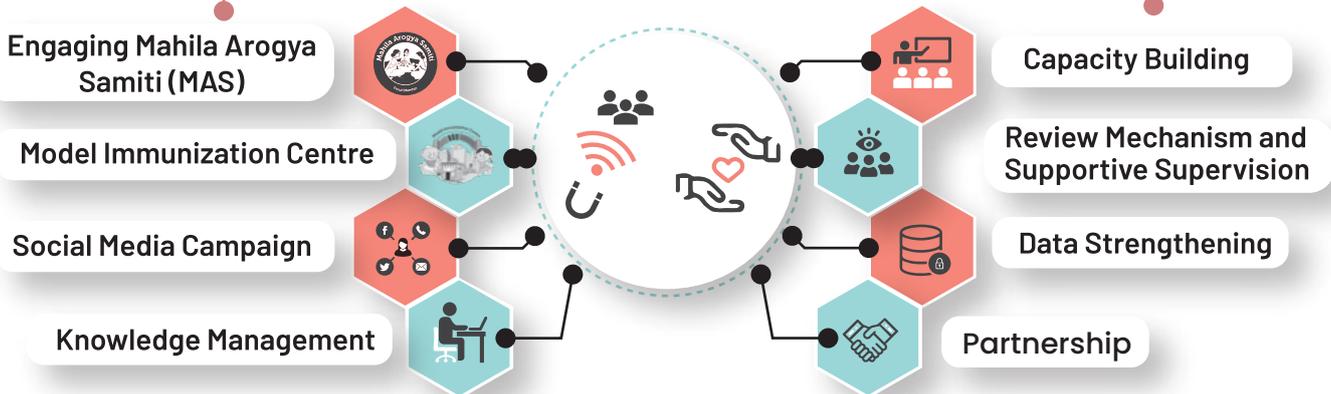


Baseline assessment was done to identify challenges in the Project areas.

### Demand Generation Intervention

### Key Thurst Area

### Health System Strengthening (Delivery)



## KEY STRATEGIES TO IMPROVE URBAN IMMUNIZATION COVERAGE AND EQUITY



# PARTNERSHIP TO STRENGTHEN URBAN IMMUNIZATION

Dr. Kayla Laserson, BMGF

India, one of the most populous countries, is currently urbanizing faster than ever before. The expanding urban landscape is being burdened with multiple diverse challenges, generating wide health inequities. Amongst these, an important one is limited integration amongst the multiple stakeholders across the health and non-health domains. Partnerships has emerged as one of the core principles under the Immunization Agenda 2030 and Sustainable Development Goals (SDGs). Considering the complexities associated with healthcare and health system in the urban areas, partnerships have become an even more critical area of work for strengthening urban immunization.

In the past, with polio eradication, intensified immunization campaigns, and the recent COVID-19 pandemic, the country has witnessed significant collaborations between health and non-health sectors. The contribution of Education department to raise awareness; Women and Child Development Department to identify vulnerable pockets and

to support in reaching the unreached for RI & COVID-19 Vaccine campaigns; Urban Local Bodies contributed to planning of immunization sessions are exemplary.

Building on the learnings from public-private partnerships in other programs such as tuberculosis control, maternal health, and family planning, we need to develop a holistic strategy that assimilates the best practices to support the urban immunization program. As illustrated by the work done by the JSI team in Bihar and Uttar Pradesh, there is a great scope of collaboration amongst private medical bodies like IMA, IAP, and FOGSI towards this goal.

Success in achieving our goal to reach every beneficiary in the urban areas will rely heavily upon the various partnerships formed within and outside the health sectors to provide quality, beneficiary centric and affordable immunization services.

## State Level Consultative Workshop for Strengthening Urban Routine Immunization (RI) Lucknow, Uttar Pradesh- 19th Dec'22

**Outcomes : Strategic framework for improving urban immunization utilizing multi-sectoral approach.**



AIIMS\*



FOGSI\*\*



Indian Medical Association



Indian Academy of Pediatrics



Directorate of Medical Education



Education



Urban Local Bodies



Integrated Child Development Services

### High impact innovations discussed:

- Engagement of Urban Local Bodies(ULBs)
- Mahila Arogya Samiti (MAS) for Mobilization
- Social Media for Demand Generation
- Beneficiary Centric 'Model Immunization Centre (MIC)'
- Private Healthcare Provider Engagement for RI

\*All India Institute of Medical Science

\*\*The Federation of Obstetric and Gynaecological Societies of India

# MEDICAL COLLEGE ENGAGEMENT

## POTENTIAL AREAS :

- Model Immunization Centre as Centre of Excellence
- Building Vaccine confidence for Demand Generation
- Birth Dose Vaccination Saturation
- Training and capacity building of healthcare professionals
- Supportive Supervision of Urban Health and Nutrition Days (UHND)

### MODEL IMMUNIZATION CENTER

John Snow India (JSI) has signed a MoU with AIIMS Gorakhpur and District Health Society (DHS) Gorakhpur to establish Model Immunization Center (MIC).



Inauguration of Model Immunization Center (MIC) at AIIMS, Gorakhpur, UP

### BUILDING VACCINE CONFIDENCE



CME on Vaccine Hesitancy, AIIMS, GKP

### DIFFUSION



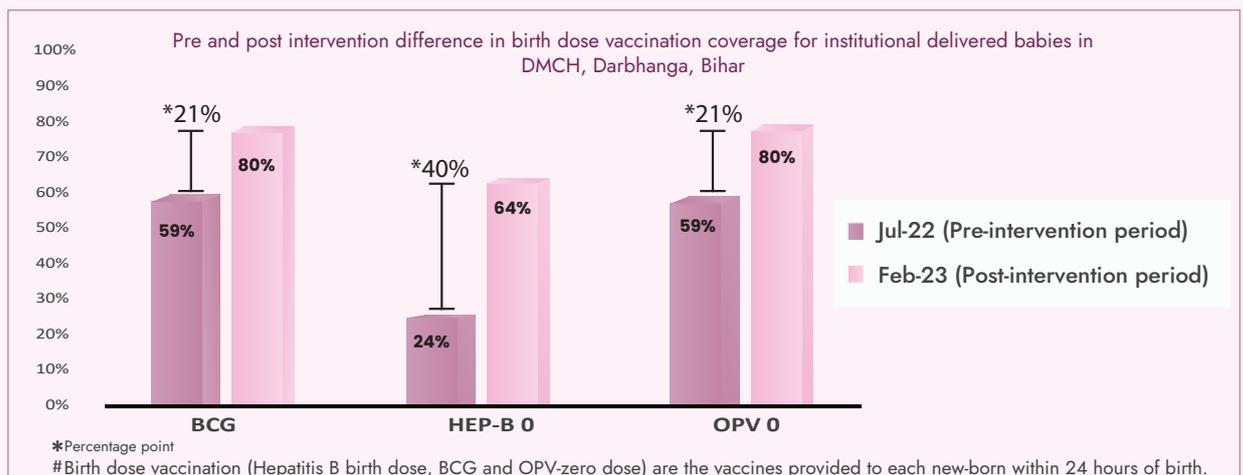
Cross - learning visit of John Hopkins University (JHU) and JSI Headquarter team to MIC, AIIMS, Gorakhpur.

### BIRTH DOSE VACCINATION

**Intervention Unit :** Darbhanga Medical College & Hospital, Darbhanga, Bihar

**Objective :** Streamline medical college recording and reporting for Birth Dose Vaccination

**Outcome :** Improve birth dose coverage reporting



# PRIVATE HEALTHCARE PROVIDER ENGAGEMENT

## REPORTING MODALITY



Email



HMIS Portal

## OUTCOME

0 Reporting Units  
Oct'21 → 52 Dec'21

## MODEL ADOPTED

- Private Healthcare Providers Mapping
- Orientation and Registration
- Support for Reporting

BAREILLY, UTTAR PRADESH



DARBHANGA, BIHAR

## REPORTING MODALITY



Email



WhatsApp



Paper



HMIS Portal

## OUTCOME

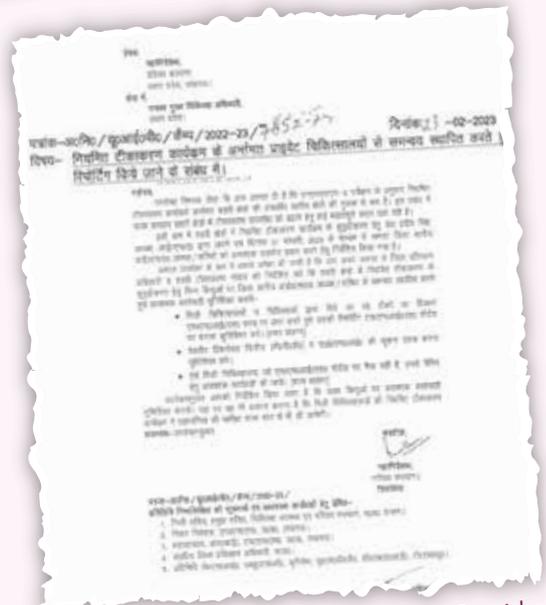
30 Mapped → 08 Reporting



Orientation of Private Healthcare Providers in Bareilly, UP



Private Healthcare Providers Meeting, Darbhanga, Bihar



UP State advisory for Private Healthcare Providers engagement in Urban RI

# URBAN LOCAL BODIES (ULB) ENGAGEMENT

Intervention recently initiated. Still in progress

## Uttar Pradesh

State Urban RI consultative meeting

Identification of Urban nodal officers to provide support at district level

Advocacy for Urban Local Bodies (ULB) engagement with State Immunization Cell

## Bihar

Advocacy meeting of District Immunization Cell and Nalanda Municipal Corporation representatives

Training of ULBs Nodal officers and Ward Members in NUHM & UIP

ULB Meeting in Nalanda, Bihar



ULB Meeting in Darbhanga, Bihar



UP State advisory for ULB engagement in Urban RI



Left to Right:

- Vaccine to be provided within 24 hr of birth
- Minor \_\_\_\_\_ are common after vaccination

Up to down:

- This disease causes 'A thick, gray membrane covering the throat and tonsils' apart from fever and other symptoms
- This vaccine prevents diarrheal disease
- Anganwadi Workers mobilizes beneficiaries to \_\_\_\_\_ centers for nutrition, education and Immunization
- India recently launched a new digital platform for UIP service delivery called \_\_\_\_\_
- NUHM utilized this community engagement platform for Urban development

		3		4			6U	7
1	E		A	T	5	T		S
		T			C			
		2A			I			



### Advisors

Dr. Pritu Dhalaria  
Dr. Gunjan Taneja

### Contributors

Dr. Ayushi Agrawal  
Dr. Jaideep Kumar  
Dr. Sandeep Rathod  
Mr. Anupam Verma  
Dr. Pretty Priyadarshini  
Ms. Aakanksha Sharma  
Mr. Rishabh Kaushal  
Dr. Ashish Maurya  
Dr. Syed Misbah Hassan

Answers will be shared in next issue.

For more information, kindly write to us:- [ayushi\\_agrawal@in.jsi.in](mailto:ayushi_agrawal@in.jsi.in)

Supported by:-

BILL & MELINDA GATES foundation