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A unique project to increase vaccination coverage in India

PARTAGER

An innovative and participatory approach: 129 community volunteers contribute to the creation of communication tools to increase vaccination coverage in underserved communities in India.



The Global Health Theme of the CRCHUM, local NGOs and community volunteers were actively involved in this project designed to increase vaccination coverage among underprivileged communities in India. Dr. Smriti Pahwa of Pratham Education Foundation / ASER Centre lead the team in exploring an innovative approach to improve knowledge, understanding and uptake of vaccination in underserved communities.

New tools for low-literacy populations
During the 6 month project funding period, the team mobilised 129 community volunteers via a residential workshop in Lucknow and 6 non-residential workshops in Delhi. Volunteers contributed to the creation of tools to engage low-literacy populations in active learning of basic health concepts. They developed short storybooks of four pages and accompanying activities to aid users in learning key messages related to vaccination. These materials will serve as prototypes for the development of a population health intervention to mobilize mothers of young children to increase their use of immunization services.

The project was funded by the Shastri Indo-Canadian Institute
Project title: "Development of community-based health communications packages to improve the reach of vaccination in underserved populations in India: participatory action research for child health".

Principal Applicant : Mira Johri
Co-applicants : Smriti Pahwa, Sakshi Dudeja
Amount : \$10 000
Dates : October 1, 2012 – February 28, 2013
NGO partners
www.pratham.org
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