

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA
UNSTARRED QUESTION NO.4486
TO BE ANSWERED ON 19TH JULY, 2019**

VACCINATION OF NEWBORNS

4486. SHRI BENNY BEHANAN:

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether the Government has taken steps to create awareness among parents of newborns about the importance of vaccination, and if so, the details thereof, program-wise;
- (b) the steps taken by the Government to address the issue of vaccine hesitancy, public mistrust of vaccines and immunisation services in the country;
- (c) whether the services of ASHA workers is to be utilized to create awareness about vaccination and establish a line of primary communication between the general public and health workers; and
- (d) if so, the details thereof?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI ASHWINI KUMAR CHOUBEY)**

(a): Yes, Government has taken steps to create awareness among parents of newborns about the importance of vaccination.

Steps taken to create awareness among parents of newborns across the country are:

- Awareness generation through electronic and print media like radio spots, television, poster, hoardings etc.
- Inter personal communication by front line health workers like Auxiliary Nurse Midwife (ANM) and Accredited Social Health Activists (ASHAs).
- Utilizing social media platforms like Twitter, WhatsApp
- Social mobilization by Accredited Social Health Activists (ASHAs) and other community workers.
- Incentives to ASHAs for mobilizing the children to the session site and for ensuring full immunization to the child at 1, 2 and 5 years of age.
- Delivering free, audio messages about immunization directly to mobile phones of the caregivers from the second trimester of pregnancy until the child is one year old
- Delivering periodic text messages to caregivers regarding immunization

(b): The following steps are taken by the Government to address the issue of vaccine hesitancy, public mistrust of vaccines and immunisation services in the country:

- Active social mobilization is carried out in the states to counter the vaccine hesitancy among high-risk areas and groups. A cadre of skilled and experienced mobilisers of Social Mobilization Network (SMNET) is deployed in select states to mobilise the communities and address the mistrust, rumours and hesitation regarding vaccination.
- Advocacy with key religious leaders and influencers on the importance of vaccination.
- Advocacy with media to cover positive immunization stories from the field and success stories for building trust in immunization and vaccines.
- Mobilizing the private practitioners through advocacy with Indian Academy of Pediatrics (IAP)/ Indian Medical Association (IMA) to give out messages on importance of vaccination and on the safety and efficacy of the vaccines.
- Positive messages to counter rumours, myths and misinformation through social media including Twitter, Facebook and WhatsApp

(c) & (d): Yes, the services of ASHA workers is utilized to create awareness about vaccination and establish a line of primary communication between the general public and health workers.

- ASHA workers have been capacitated through various platforms to enhance their Interpersonal Communication Skills to establish and strengthen the line of primary communication between public and health workers.
- ASHA workers are being trained on BRIDGE (Boosting Routine Immunization Demand Generation) module across all states to ensure effective awareness generation and Interpersonal Communication (IPC) among general public.
- ASHA workers also promote awareness about vaccination through regular house to house visits in the community and on Village Health and Nutrition Day (VHND)