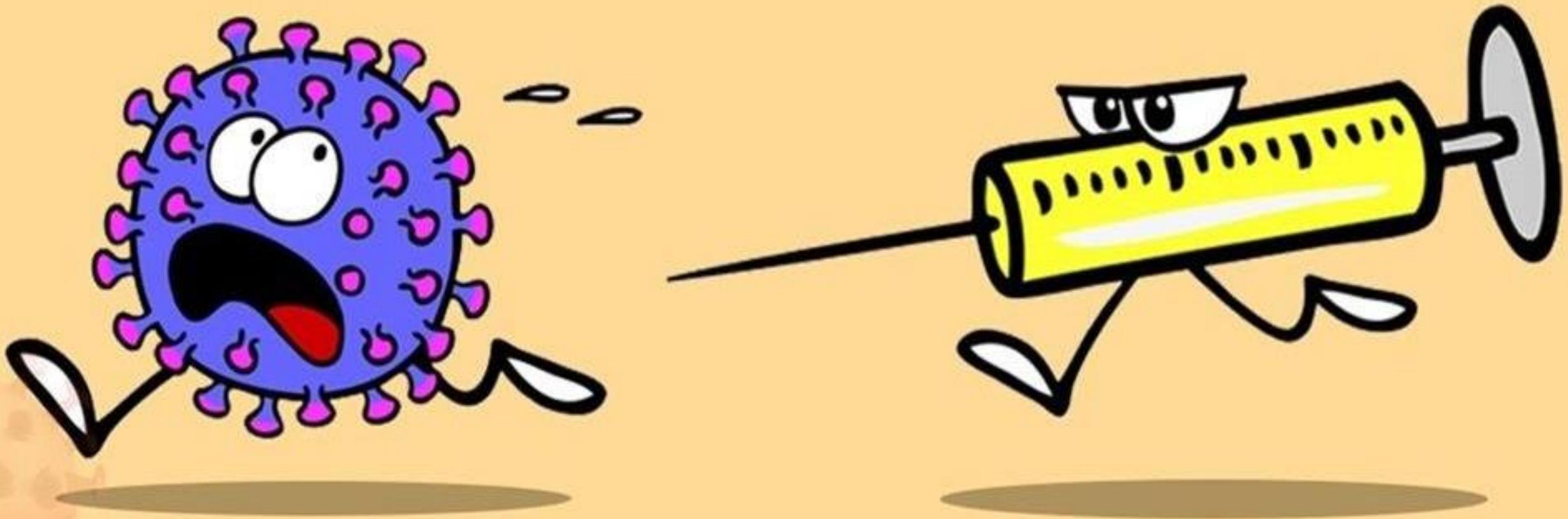


Addressing vaccination hesitancy

June 2021





Piramal Swasthya is the philanthropic arm of the Piramal group working in health sector

Aspirational District Transformation Programme

Piramal Swasthya is working in collaboration with **NITI Aayog** to bring about improvement in **31** health and nutrition indicators in **25** districts across **7** states

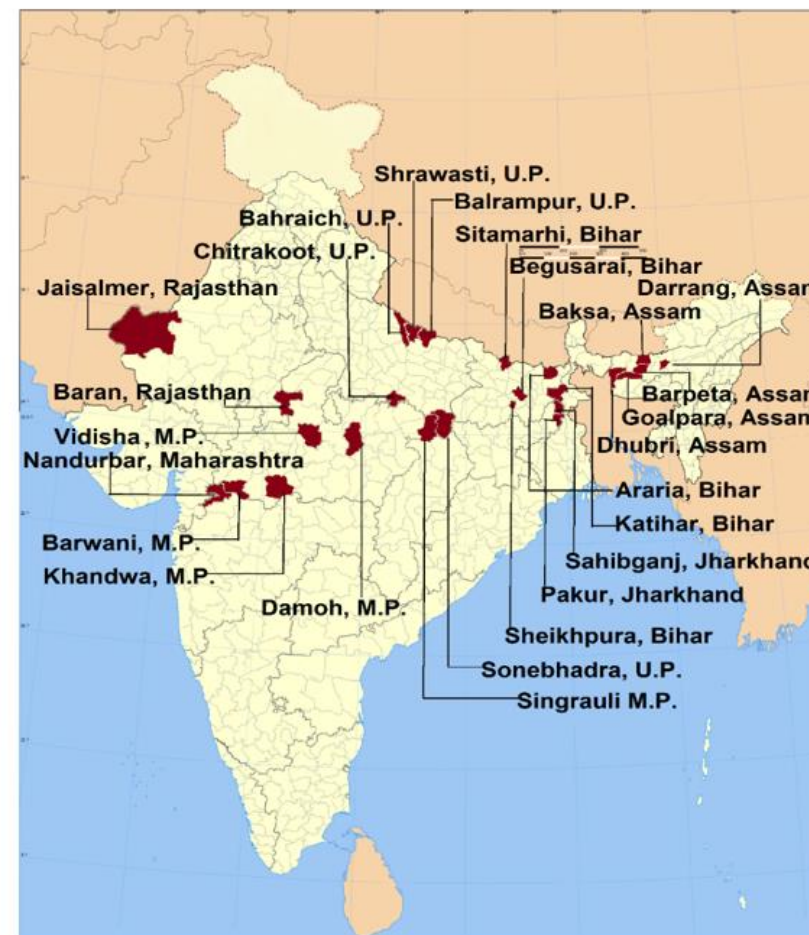
Core areas of work

Building capacities of health providers

Strengthening infrastructure

Community engagement

Effective scheme implementation





Vaccination and vaccine hesitancy

Vaccine Hesitancy

- Determinants of Vaccine Hesitancy

Vaccination and how it works?

COVID-19 vaccines in India

Who can take the vaccine?

What to expect during and after vaccination?

Addressing vaccine hesitancy

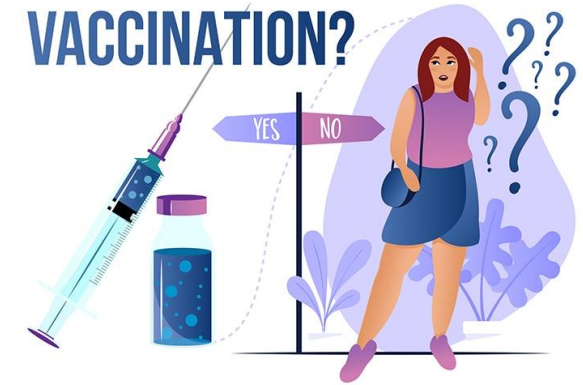
How to boost vaccine confidence?

Working with community influencers

- Types of community influencers
- Channels of communication
- Field experiences

What is Vaccine hesitancy ?

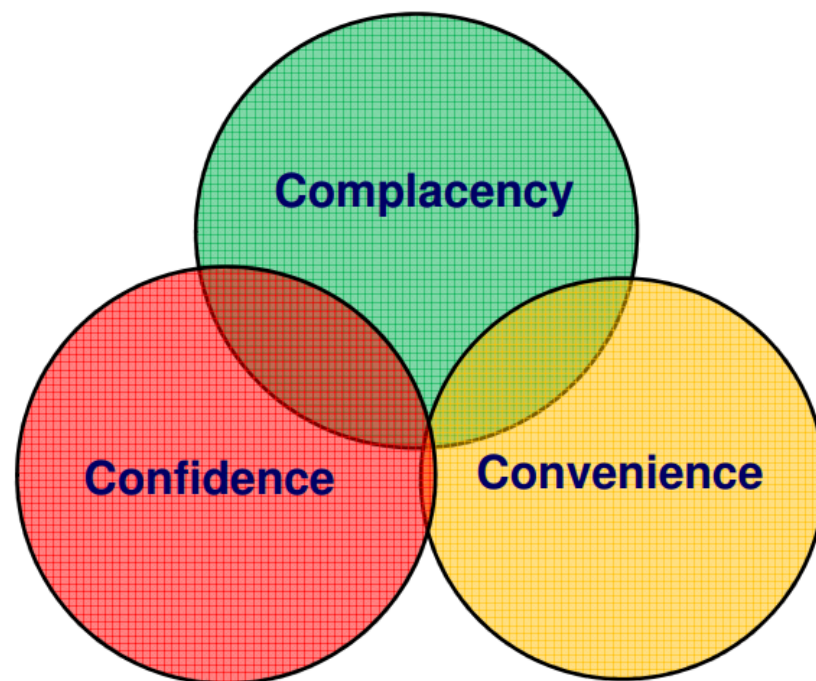
- It refers to **delay in acceptance or refusal** of vaccines despite availability of vaccine services.
- Vaccine hesitancy is complex and context specific, varying across time, place and vaccines.
- Low uptake does not always mean vaccine hesitancy
- It could be low because of poor availability e.g., lack of vaccine (stock outs), lack of offer or access to vaccines, poor vaccine program communication, etc.





Low perceived risk of disease
Vaccination not deemed as
necessary preventive action
Other responsibilities seen as more
important

Trust in vaccines, in the system
that delivers and in the policy
makers



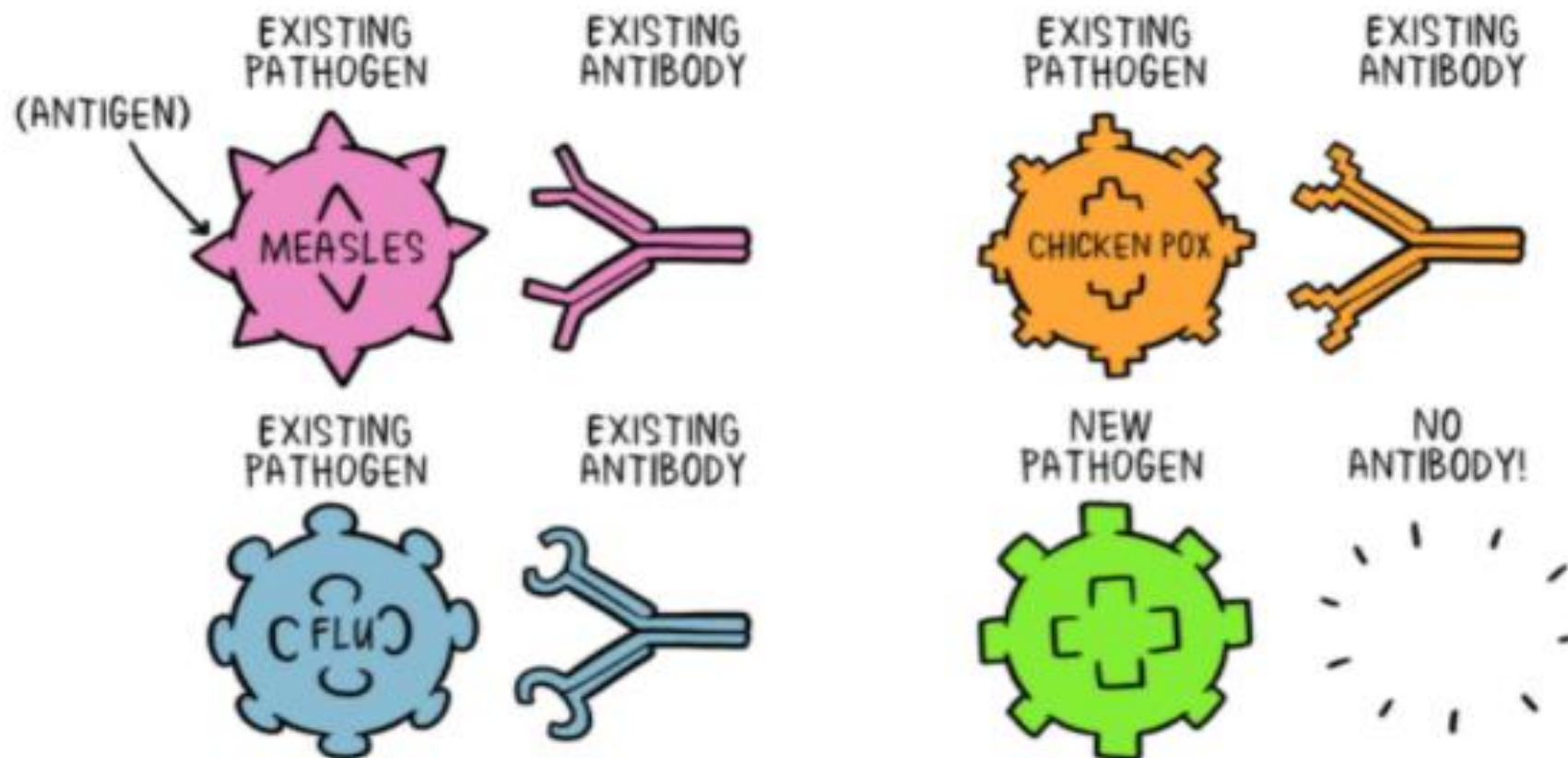
Physical availability, affordability,
willingness-to-pay, geographical
accessibility, health literacy affect
uptake

Vaccination is a simple, safe, and effective way of protecting people against harmful diseases using body's natural defenses, before they come into contact with them.



How does it work?

- Recognizes the invading germ, such as the virus or bacteria.
- Produces antibodies. Antibodies are proteins produced naturally by the immune system to fight disease.
- Remembers the disease and how to fight it. If you are then exposed to the germ in the future, your immune system can quickly destroy it before you become unwell.
- Once exposed to one or more doses of a vaccine, we typically remain protected against a disease for a long time.



When a new pathogen or disease enters our body, it introduces a new antigen. For every new antigen, our body needs to build a specific antibody that can grab onto the antigen and defeat the pathogen.



Herd immunity is the indirect protection from an infectious disease that happens when immunity develops in a population either through vaccination or through previous infection.



A vaccine protects an individual...



Community vaccination protects the whole community,
even those who can't vaccinate.

	Covaxin	Covishield	Sputnik V
Type of vaccine	Inactivated Corona virus	Recombinant (Viral vector)	Recombinant (Viral vector)
Manufacturer	Bharat Biotech	Oxford-AstraZeneca, UK	Gamalaya Institute, Moscow
Number of doses	2	2	2
Schedule for second dose	4-6 weeks	12-16 weeks	21 days
Efficacy	78%	70%	92%



All individuals above 18 years of age are eligible to take the vaccine.



Who CANNOT take the vaccine?

1. Persons with history of:

1. Anaphylactic or allergic reaction to a previous dose of COVID-19 vaccine
2. Immediate or delayed-onset anaphylaxis or allergic reaction to vaccines or injectable therapies, pharmaceutical products, food-items etc.

2. Pregnancy :

1. Pregnant women have not been part of any COVID-19 vaccine clinical trial so far. Therefore, women who are pregnant or not sure of their pregnancy should not receive COVID-19 vaccine at this time.



Do people who've already had the virus still need to be vaccinated?

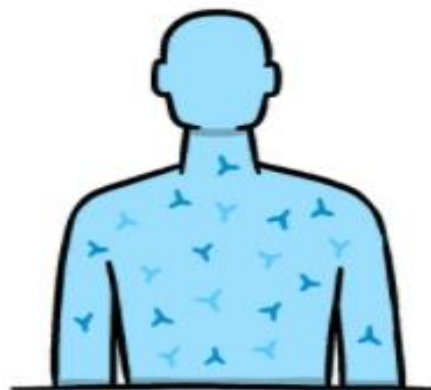


Natural Immunity



Immunity can weaken over time and be strengthened with vaccinations.

Even if a person has contracted and recovered from COVID-19, their immunity can be boosted by a vaccine.



Natural Immunity + Vaccine



Wait for 3 months for the vaccine if

1. You had contracted COVID-19
2. If given anti-SARS-CoV-2 monoclonal antibodies or convalescent plasma
3. Contracted COVID-19 after getting first dose of vaccine

Also, wait for 4-8 weeks if **acutely unwell and hospitalized** (with or without intensive care) due to any illness.

Special precaution: people with bleeding disorders should take the vaccine under supervision of their treating doctor.



- There is **no need for screening** of the vaccine recipients.
- COVID-19 vaccination is recommended for **all lactating women**.
- COVID-19 vaccines are safe and efficacious in **adults with comorbidities** like the cardiac, neurological, pulmonary, metabolic, renal and malignancies etc.
- In fact, the benefit of COVID-19 vaccines to reduce the risk of severe COVID-19 disease and death is for those who have these comorbidities.
- An individual can **donate blood after 14 days** of receiving the vaccine or testing RT-PCR negative, if suffering from COVID-19.



1. Follow COVID appropriate behaviour (mask, hand hygiene and physical distancing) at the vaccination site.
2. Assessment done by medical professional to check eligibility.
3. Administration of vaccine.
4. Waiting for at least 30 minutes to ensure there are no unexpected reactions.





COMMON SIDE EFFECTS



Other side effects

Covishield®: Some mild symptoms may occur like fatigue, myalgia, malaise, pyrexia, chills and arthralgia, nausea. Very rare events of demyelinating disorders have been reported following vaccination with this vaccine but without the causal relationship establishment.

Covaxin®: Some mild symptoms like abdominal pain, nausea and vomiting, dizziness-giddiness, tremor, sweating, cold and cough.



Does COVID-19 vaccine could affect female fertility?

None of the available vaccines affects fertility.

Is it safe to take the vaccine during menstruation?

Menstruation has no effect on COVID-19 vaccine efficacy.

Does vaccination protect me against newer strains / mutated virus of SARS-CoV 2?

Based on the available data the mutations as reported are unlikely to make the vaccine ineffective.

In how many days will the vaccination create an adequate immune response and protection?

Adequate immune response takes 2-3 weeks after completion of entire vaccination schedule

Is it important for me to receive the same vaccine during second dose?

As the vaccines available are not interchangeable, it is important to receive the second dose of same vaccine as the first one.

What precautions I need to take after receiving the vaccine?

In case of any discomfort or complaint, ask the beneficiary to visit the nearest health facility and/or call the health worker whose phone number is given in the Co-WIN SMS received after vaccination.



Media Briefing on COVID-19 (20th April, 2021)

Post Vaccination Breakthrough Infection

INDIA				
Total Vaccinated	Received first dose	Positive after first dose	Received second dose	Positive after second dose
COVAXIN 1.1 crore	93,56,436	4208 (0.04%)	17,37,178	695 (0.04%)
COVISHIELD 11.6 crore	10,03,02,745	17145 (0.02%)	15732754	5014 (0.03%)

Press Information Bureau, National Media Centre 21st April, 2021

Post vaccination breakthrough infection rate

2-4/1000



Ministry of Health and Family Welfare
Government of India

Help us to help you
myGov
मेरी सरकार

To protect yourself and your loved ones/co-workers
Follow the FIVE
COVID-19 Appropriate Behaviour even after vaccination

Use mask correctly

Wash hands with soap and water frequently and thoroughly or use hand sanitizer

Maintain 6 feet (2 gaj) physical distance

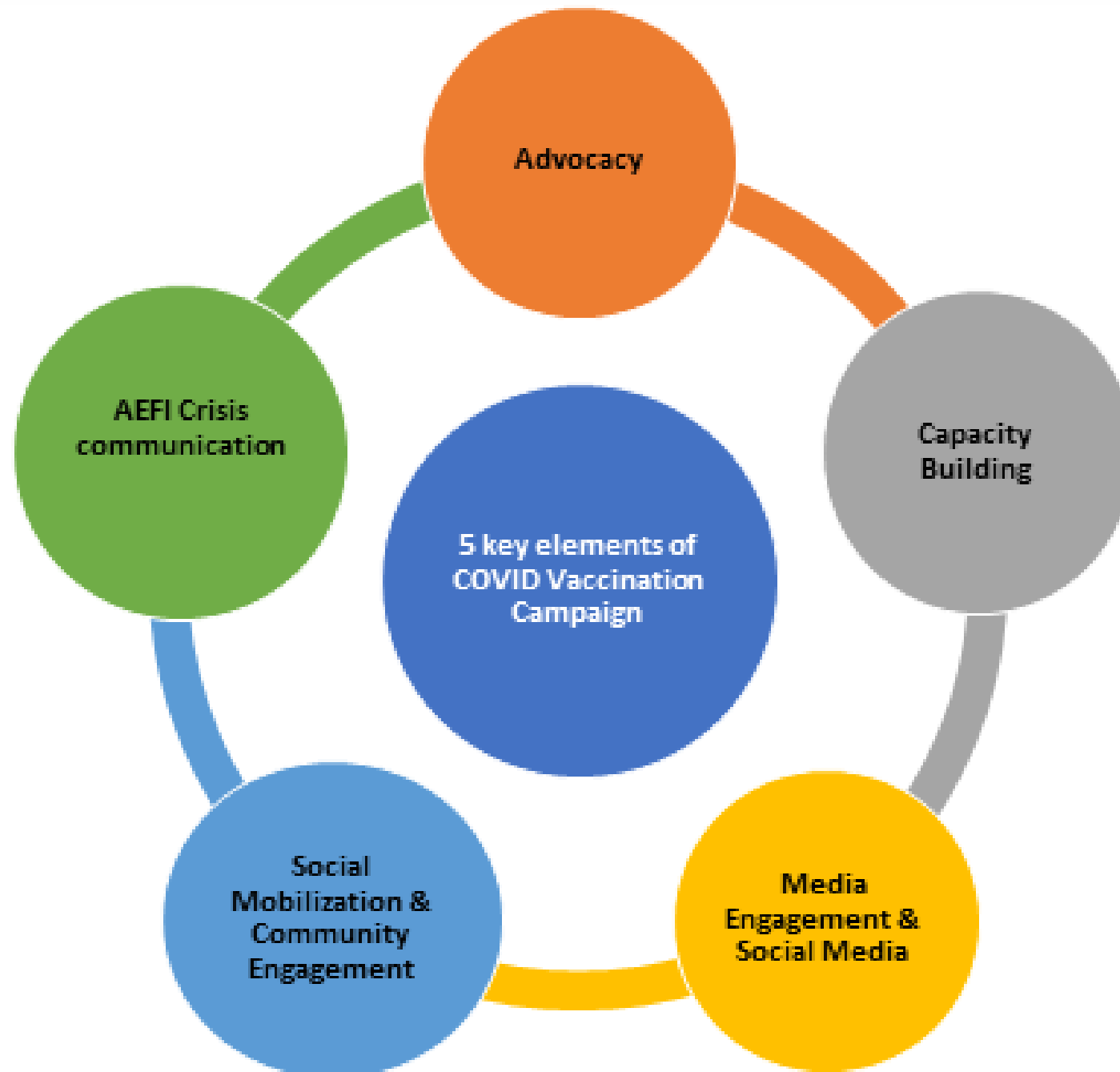
If you see any symptom, prompt self-isolation

If you see any symptom, promptly get yourself tested

When we are safe, nation is safe!

Helpline No.: 1075 (Tollfree)







Bursting myths around Vaccination

**Addressing concerns around
Vaccination**

**Promoting COVID Appropriate
Behaviours post Vaccination**



Lead by example

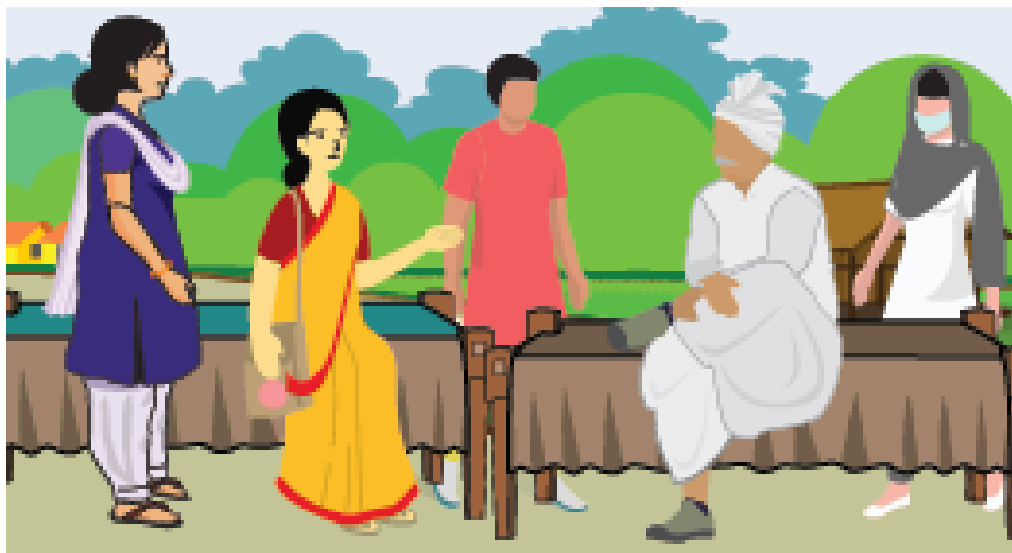


Build trust



Break down barriers

Work with COMMUNITY INFLUENCERS





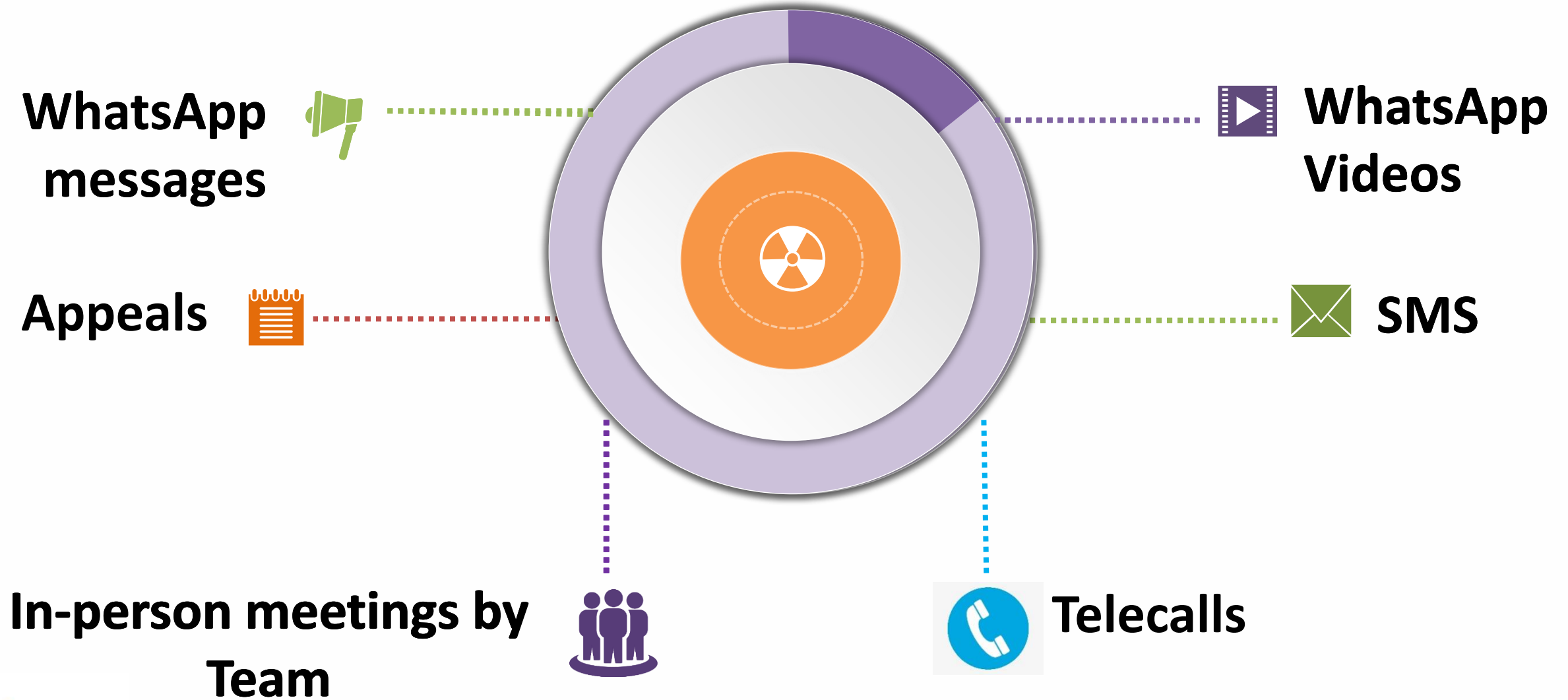
PRI Members

Faith Leaders

**Tribal
leaders/Influencers**

**Student Volunteers –
NYKS, Women
Empowerment Cell**









Vaccination camp organised by PRI members



Community influencer supporting COVID vaccination



PRI members oriented on vaccination uptake



PRI members motivating the community to take COVID vaccination

टीका के प्रति जागरूकता को लेकर बीडीओ ने ग्रामीण क्षेत्रों में अभियान



सिटी रिपोर्टर | शेखोपुरसराय

टीका को लेकर फैले अफवाह के कारण ग्रामीण क्षेत्रों में लोगों ने बहिष्कार कर दिया है। जिसको लेकर लगातार जिस-जिस क्षेत्रों से सूचना मिलने के पश्चात वहां अधिकारी पहुंचकर लोगों को जागरूक कर रहे हैं। इसी आलोक

में शेखोपुरसराय के बीडीओ अमरेंद्र कुमार अमर ने बुधवार को विभिन्न गांवों में जागरूकता अभियान चलाया। बीडीओ ने बताया कि ओनामा पंचायत केसीतारामपुर, चमरबीघा अस्थाना गांव में चिकित्सकों की टीम के साथ पहुंचकर ग्रामीणों को टीका के प्रति जागरूक किया गया। उन्होंने

कहा कि शेखोपुरसराय प्रखण्ड के गांव में ग्रामीण कोरोना महामारी के प्रति सजग नहीं हैं। जिसके कारण न तो वह जांच करवा रहे हैं और न ही टीका ले रहे हैं। बीडीओ ने लोगों से अपील करते हुए कहा कि कोरोना से बचाव के टीका ही एक मात्र विकल्प है और इससे कोई नुकसान नहीं होता है।



Nigrani Samiti Meeting with Community, Shravasti, Uttar Pradesh

45 वर्ष से ऊपर के सभी लोग कोरोना का टीका जरूर लगवाएं



पेकरण | शहर के दारुल उलूम इस्लामिया मदरसे के कारी अमीन ने आमजन से अपील कर बताया कि 45 वर्ष से ऊपर के सभी लोग कोरोना का टीका आवश्यक रूप से लगा लें। उन्होंने बताया कि कोरोना की दूसरी लहर वापस आ गई। हम सभी को सावधानियां बरतनी है और 45 वर्ष से ऊपर के सभी लोग कोरोना का टीका लगा लें। इस अवसर पर खंड मुख्य चिकित्सा अधिकारी डॉ. लॉग मोहम्मद राजदु व पिरामल स्वास्थ्य के ब्लॉक ट्रांसफॉर्मेशन अधिकारी अशोक पालीवाल उपस्थित थे।



Abdul Siddiqui taking the COVID vaccine himself



Faith leader orienting community members on VHSND

लोगों को जागरूक करेंगे धर्मगुरु

टीकाकरण के लिए लोगों के बीच करें प्रचार-प्रसार : एसडीओ

संवाददाता, गढ़पुरा

कोरोना से राहत बचाव में रोग प्रतिरोधी क्षमता बढ़ाने के लिए सरकार के द्वारा जो टीका लगवाया जा रहा है वह किसी भी तरह से साइड इफेक्ट नहीं करता है और न ही टीका लेने से अवतक कोई मौत हुई है। सोशल मीडिया पर कई बार भड़काऊ पोस्ट किया जाता है इसलिए बिना किसी अफवाह पर ध्यान दिये जागरूक होकर यह टीका जरूर लगाएं। उक्त बातें मंगलवार को गढ़पुरा प्रखंड कार्यालय के सभागार में सर्वधर्म गुरुओं के बीच आयोजित बैठक को संबोधित करते हुए बखरी एसडीओ अशोक कुमार गुप्ता ने कही। उन्होंने कहा कि स्वास्थ्य विभाग के द्वारा कोविड एक्सप्रेस चलाया गया है। वह प्रत्येक दिन अलग-अलग पंचायतों में तीन से चार जगहों पर कैप लगा रहा है लेकिन जागरूकता के अभाव में टीका लेने के लिए लोग नहीं पहुंच पाते हैं। इसलिए सभी धर्मगुरुओं को आह्वान किया जा रहा है कि उनके



प्रखंड कार्यालय में धर्म गुरुओं के साथ बैठक करते एसडीएम .

टीकाकरण जागरूकता के लिए इमाम व उलेमाओं के साथ की गयी बैठक

नावकोठी. कोविड टीकाकरण जागरूकता के लिए मस्जिद के इमाम व उलेमा की बैठक नावकोठी में मंगलवार को हुई। इसकी अध्यक्षता एसडीओ बखरी अशोक कुमार गुप्ता ने की। उन्होंने कहा कि अपनी सुरक्षा, परिवार की सुरक्षा के साथ-साथ अन्य लोगों की सुरक्षा सवोपरि है। कोविड का टीका सुरक्षित है। इसका कोई साइड इफेक्ट नहीं होता है।

अमुवा दरस्ता में हैं। लोगों में जो भ्रम फैली है उसे तोड़ने में आपकी अहम भूमिका है। लोगों के बीच इमाम, पंडित, उलेमा आदि की सामाजिक जुड़ाव है। मौके प्रमुख मनीषा देवी, अपर एसडीओ राजगजद अहमद, बीडीओ निरंजन कुमार, प्रभारी चिकित्सा पदाधिकारी डॉ राजीव रंजन चौधरी, स्वास्थ्य प्रबंधक आशुतोष गांधी, मुन्ना सिंह, मुकेश कुमार, मौलाना मो



Faith leader supporting VHSND session



Orientation of Faith leaders on promoting COVID vaccination



- **MY GOV** <https://www.mygov.in/>
- **PIRAMAL SWASTHYA** <https://www.piramalswasthya.org/>
- **MINISTRY OF HEALTH & FAMILY WELFARE** <https://www.mohfw.gov.in/>
- **UNICEF IEC Warehouse** <https://iec.unicef.in/category/index/covid-19>
- **COVID-19 news by Ministry of Information and Broadcasting** <https://twitter.com/COVIDNewsByMIB?s=20>
- **ICMR** <https://vaccine.icmr.org.in/>
- **WHO** <https://www.who.int/news-room/feature-stories>
- https://www.who.int/health-topics/vaccines-and-immunization#tab=tab_1
- **Near to Home COVID Vaccination Centres**
(NHCVC) <https://www.mohfw.gov.in/pdf/GuidanceNearToHomeCovidVaccinationCentresForElderlyAndDifferentlyAbleCitizens.pdf>



**LET'S
DISCUSS**



Side effects
of severe
COVID-19 can
be

LONG
TERM



Side effects
of COVID-19
vaccine are

TEMPORARY

DON'T
HESITATE
INDIA

LET'S



ACCINATE