

Field stories:

Overcoming immunization fear:



Figure 1 Child vaccinated during Routine Immunization session

The village Badagaon of Ghosi block in the district of Mau, with a population of 4,365 has 3 CMCs working under CGPP. Every month these CMCs conduct meetings with parents of 0-5-year-old children and pregnant women to encourage positive behavior towards vaccination, polio, and cleanliness. There were 15 resistant families who were not paying any attention to these messages. CMC Reshma, along with other CMCs did home visits, group meetings, counseling until they turn positive towards immunization and 10 families got their children vaccinated. The CMCs also engaged the local influencers to mobilize these families.

Adaptation of CORE materials by the government:

1. **Umbrella design given on CORE’s CMC folder** has been adopted by the district health officials of Shahjahanpur. The design was painted on the walls of all the government health centers using government funds.



Figure 2: Wall painting on RI- initiative taken by CMO
Photo by – CGPP field team Shahjahanpur

2. **CMC folder:** Similarly, CORE’s CMC folder was also adapted and printed by the district health department in Saharanpur and is now used by government frontline workers to motivate families for vaccination. This material describes each vaccination and the diseases against which the child is protected, in pictorial form. The project team builds the capacities of ASHAs on use of materials during one to one meeting with resistant families in Non-HRAs. An analysis was done to see its effectiveness in a CORE block - the table depicts a steep decline in the number of refusal families.



Decrease in no. of refusal families (After the use of CORE CMC folder by ASHAs in Saharanpur)

