

MOMETUM ROUTINE IMMUNIZATION TRANSFORMATION AND EQUITY  
Annual Progress Report

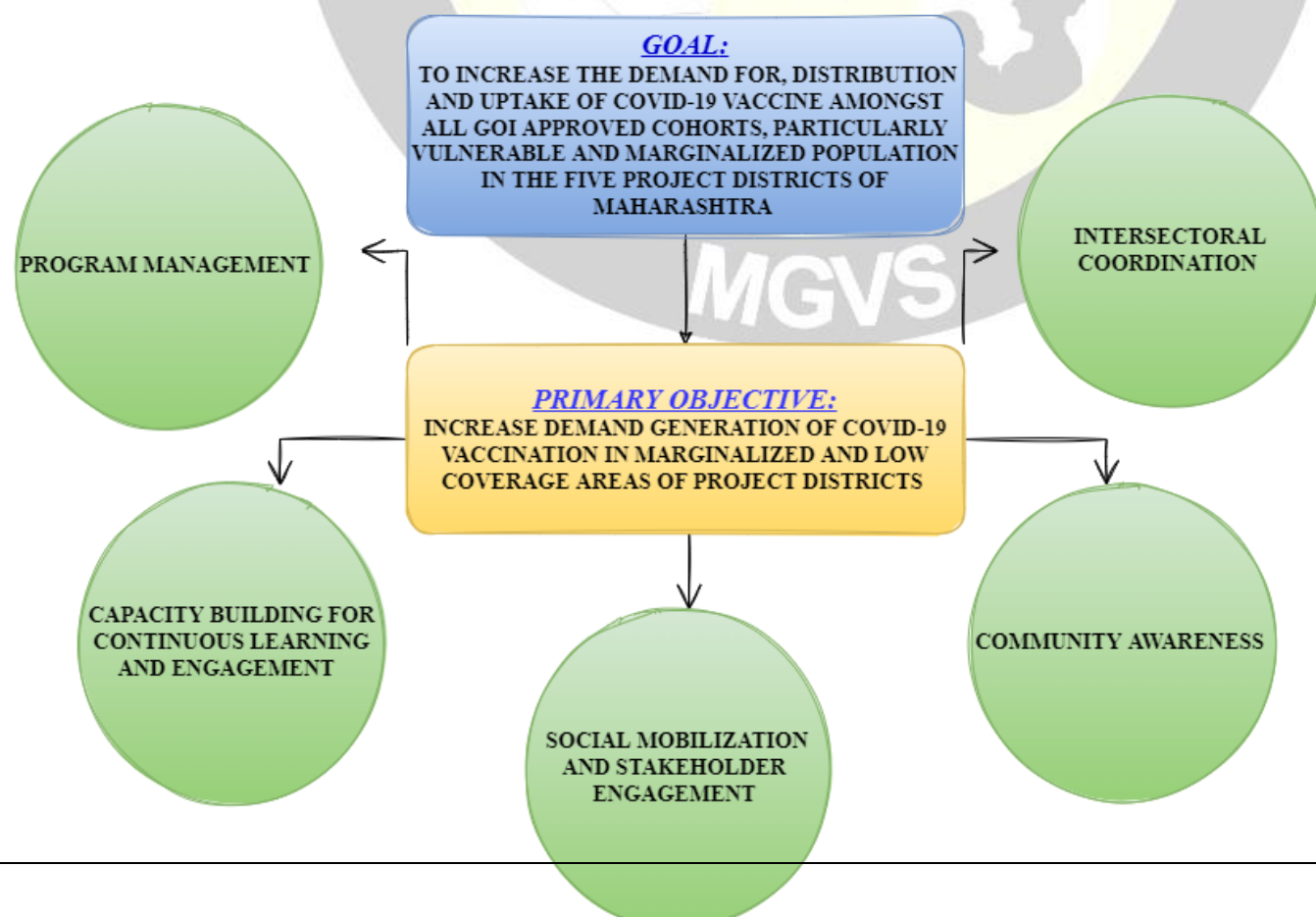
Period: April 2022 – March 2023

The Momentum Routine Immunization Transformation and Equity (MRITE) project, initiated in January 2022 with the backing of USAID and JSIPL under the parent organization MGVS, has played a crucial role in driving awareness, generating demand, and advocating for COVID-19 vaccination in the districts of Aurangabad, Ahmednagar, Beed, Nanded, and Nashik of Maharashtra State.

**COVID-19 vaccination:**

Maharashtra, once burdened with the highest number of active COVID-19 cases in India, has made significant strides in reducing cases through effective vaccination efforts. Some districts had even achieved zero cases in April-22. However, caution was advised as a fourth wave was predicted in mid-2022. Vaccinating the entire population is crucial to prevent further spread and reduce severe illness. While progress has been made, certain districts, including Aurangabad, Nasik, Ahmednagar, Beed, and Nanded, lagged behind in vaccination rates, highlighting the need for targeted efforts in marginalized and unreached populations. Booster doses have been introduced since the inception of India's largest vaccination drive, and eligibility has been expanded to teenagers and children. Prioritizing vaccination for high-risk groups, such as female sex workers, men who have sex with men, and transgender individuals, is essential, considering their close contact with others.

**Goal and Objectives of the MRITE Project:**



### Activities of the MRITE Project:

MGVS follows a dual strategy, combining direct implementation of vaccination drives with social mobilization to enhance vaccination uptake. Leveraging their established partnerships with public and private healthcare providers and administrative bodies, MGVS has successfully carried out the following initiatives in coordination with them.

Activities	Aurangabad	Ahmednagar	Beed	Nanded	Nashik	Total
District level Advocacy Meeting	1	1	1	1	2	6
Block level Advocacy Meeting	10	11	7	4	6	38
Village level Advocacy Meeting	51	56	104	62	27	300
SBCC Meetings	202	274	320	120	192	920
Multi-purpose vaccine express	310	150	132	128	141	861
Mega Vaccination camps	13	10	1	4	5	33
Community Mobilization Activities	54	51	47	51	32	235
Project Visibility and Branding (Hoardings)	14	14	14	14	14	70
Special-Day Celebration	16	33	13	19	18	99

District	Sum of IEC material distributed/hand outs	Sum of mobile and telephone calls	Inter-personal communication	People Reached COVID 19 Vaccination Massage
Aurangabad	58795	28792	219446	327065
Ahmednagar	15810	22556	153423	245431
Beed	30792	44975	42031	434096
Nanded	9860	17695	12314	332757
Nashik	27614	10748	72462	285446
<b>Total</b>	<b>142871</b>	<b>124217</b>	<b>208937</b>	<b>1624795</b>

### Target Achievement of MRITE Project:




The implementation of the MRITE project began in January 2022 and is currently underway in five districts of Maharashtra state, namely Aurangabad, Ahmednagar, Beed, Nanded, and Nashik. The project has successfully completed two phases and is currently in its NCE phase.

The table below illustrates the target achievements of each district in different phases:

Phase I and Phase II - January 2022 to January 2023				
Sr.no	District	Total Target	Total Target achieved	Percentage %
1	Aurangabad	289,683	177,930	61 %
2	Ahmednagar	273,427	109,163	40 %
3	Beed	214,440	159,554	74 %
4	Nanded	258,627	143,616	55 %
5	Nashik	291,528	103,381	36 %
	<b>Total</b>	<b>13,27,705</b>	<b>694,664</b>	<b>52 %</b>

Phase III (NCE Phase) - February 2023 to March 2023				
Sr.no	District	Total Target	Total Target achieved	Percentage %
1	Aurangabad	31,693	2,465	8%
2	Ahmednagar	29,983	3,284	11%
3	Beed	17,801	856	5%
4	Nanded	26,943	2,920	11%
5	Nashik	41,810	3,302	8%
	<b>Total</b>	<b>1,48,230</b>	<b>12,827</b>	<b>9%</b>

			
Phase I and II	109,327	302,004	283,313
Phase III (NCE)	637	3,679	8,511
<b>Total</b>	<b>109,964</b>	<b>305,683</b>	<b>291,824</b>

The MGVS MRITE team has been providing assistance for routine immunization sessions in five districts since February 2023. They have undertaken various activities to support this initiative, including advocacy meetings with stakeholders, making phone calls, and conducting house visits. Emphasis has been placed on house visits to identify individuals who have dropped out of the immunization program and provide counseling to mothers and families. With support from USAID, the MGVS MRITE team has achieved the following results:

Routine Immunization							
Sr.	District	Session sites supported	Total doses administered	Fully immunized children in support of USAID	Identification of Zero dose children	Identification of children due for Penta 1 vaccine between 4-6 months	House visits
1	Aurangabad	131	7444	479	4	17	2036
2	Ahmednagar	99	3936	917	0	11	1403
3	Beed	83	3822	178	0	7	692
4	Nanded	105	5403	427	0	0	1558
5	Nashik	135	4142	325	0	10	1060
	<b>Total</b>	<b>553</b>	<b>24,747</b>	<b>2326</b>	<b>4</b>	<b>45</b>	<b>6,749</b>

#### Innovations of the MRITE Project:

- The MGVS MRITE team utilized a mobile van to administer vaccinations to individuals without identification cards, including homeless individuals and beggars.
- The MGVS MRITE Team implemented a house-to-house vaccination approach, aiming to identify eligible individuals for vaccination, provide counseling, and administer vaccines on the spot.
- The MRITE Team utilized an IEC van to raise awareness among the population about COVID-19 vaccination. The van displayed informative materials related to COVID-19 vaccination, while automated miking was used to disseminate relevant messages and encourage the community to get vaccinated.
- The MRITE Team employed mid-media shows as a means to actively engage the community and debunk myths and misconceptions surrounding COVID-19 vaccination. These shows were utilized to provide accurate information, address concerns, and educate the public about the importance and benefits of getting vaccinated against COVID-19.
- The MGVS MRITE team made dedicated efforts to establish collaborations with various stakeholders, including Road and Railway authorities, District Legal Service Authority, MIDC, Home department, and

HRG TI NGOs. These collaborations were aimed at facilitating the vaccination of eligible beneficiaries at their respective workplaces. By working together with these entities, the team ensured that vaccinations were conveniently accessible to individuals at their place of work.

- The team proactively utilized special occasions as opportunities to raise awareness among the community about COVID-19 vaccination on a large scale. They organized vaccination camps during these events, aiming to reach a broader audience and promote the importance of getting vaccinated. By leveraging such occasions, the team effectively disseminated information and encouraged community members to avail themselves of the vaccination services provided.

#### **Learnings of the MRITE Project:**

- Engaging the community in every process holds significant importance.
- Establishing coordination with stakeholders at various levels, from villages to districts, is of utmost importance.
- Ensuring access to the vaccination process for marginalized populations is crucial. The MGVS team has played a vital role as a bridge between the marginalized and vulnerable populations, and the Health Department, facilitating last-mile service delivery.
- Collaborating and partnering with various stakeholders and the community is essential for expanding the reach and coverage of the vaccination drive.
- The initial step towards accomplishing any task is preplanning and ensuring follow-up until the completion of each activity.
- Advocacy with lower authorities can be highly beneficial and instrumental in achieving successful outcomes.

#### **Impact of the MRITE Project on community:**

- The project contributes to ongoing efforts to mitigate the impact of COVID-19 and support the state government in increasing the demand of the vaccine.
- The project has made diligent efforts to reach out to marginalized and vulnerable populations across various segments of society, with the aim of ensuring effective last-mile delivery.
- The intended target population has been successfully reached and effectively informed about the COVID-19 vaccination process.
- The project not only prioritized its primary focus but also raised awareness about routine vaccines and health schemes implemented by the district administration.

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Glimpses from the feild:



Vaccination camp at an old age home in Ahmednagar District



