



# Mission Indradhanush

How we accelerated India's immunization rate by 600%

# The Problem

India's full immunization growth rate was stagnating at about 1% per year. This meant it would have taken 35 years for every child in the country to be immunized.

There was an urgent need to quicken the pace of the Immunisation growth rate to ensure that every child in the country received the benefits of immunisation.

Immunisation is one of the best investments in a country's future. The returns in terms of future per-capita income are phenomenal.

# What we did

Based on extensive research of existing data, we devised the Mission Indradhanush campaign with an aim to double the full immunization growth rate.

- The campaign was designed keeping in mind the multi-language audience.
- Initially it was targeted at 201 districts where immunization needed urgent attention
- The messaging was designed to address specific challenges, as evidenced by data.
- Simple messaging that was meant to be easily translatable into vernacular languages.
- Design and text templates for local language adaptation were produced for each state.

# Major Communications Components

Working in close coordination with the Ministry of Health we ensured that all communications were standardized and each product carried a consistent message.

- Advocacy kits were specifically designed for Members of Parliament to create buy-in from the political class.
- We re-branded the immunization program to make it specific to full immunization.
- A 360\* communications plan was designed including OOH, Digital, IEC and BCC. TV and radio spots were added at a slightly later stage.



# OOH



# Website





# BCC and Training

  
Ministry of Health and Family Welfare  
Government of India

## MISSION INDRADHANUSH

### ANM : 5 THINGS YOU NEED TO DO

Administer vaccines following all safety norms. In case, any Adverse Events Following Immunization (AEFI) occurs, report immediately as per the standard laid down system.

Assist Block Supervisors to prepare the micro plan in the prescribed formats.



Record and report the immunization done daily as per the prescribed formats for Mission Indradhanush. Also record the routine immunization sessions report along with the additional sessions conducted during the Mission Indradhanush in the standard HMIS and MCTS formats.

Support and ensure that ASHA/AWW/other workers prepare the due list of beneficiaries through house to house visits.

Organize the immunization sessions with the help from ASHA, AWW and other workers. Ensure display of IEC materials of Mission Indradhanush at the session sites and convey the four key messages to the parents emphasizing the benefit of full immunization of their child.



Zindagi Indradhanush Banayein!



  
एककर्म एवं कीर्तिर कल्याण संकाय  
भारत सरकार

## मिशन इन्द्रधनुष

### आशा : 5 कार्य आपको करने होंगे



आपने इलाके के सभी लामार्थियों की सही सूची तैयार करने के लिए घर-घर जाकर सर्वेक्षण करना होगा।



लामार्थियों को टीकाकरण सत्रों की तारीख, समय और स्थान की जानकारी देनी होगी।



टीकाकरण सत्र वाली जगह की व्यवस्था और इंतजाम करने में ए. एन. एम. की सहायता करनी होगी।



लामार्थियों को टीकाकरण सत्र वाली जगह पर इकट्ठा करना होगा।



माता-पिता को बच्चों का सम्पूर्ण टीकाकरण कराने की याद दिलानी होगी और उन्हें प्रोत्साहित करना होगा।

### क्या आप जानती हैं ?

- एक साल की आयु के भीतर एक शिशु का सम्पूर्ण टीकाकरण करने पर आप 100 रुपये की प्रोत्साहन राशि पाने की हकदार होगी।
- दो साल की आयु के भीतर एक शिशु का सम्पूर्ण टीकाकरण करने पर आप 50 रुपये की प्रोत्साहन राशि पाने की हकदार होगी।
- लामार्थियों को टीकाकरण सत्र वाली जगह इकट्ठा करने के लिए आप प्रति सत्र 150 रुपये की प्रोत्साहन राशि पाने की हकदार होगी।
- टीकाकरण सत्रों के लिए लामार्थियों की सही सूची तैयार करने पर आप महीने में एक बार 100 रुपये की प्रोत्साहन राशि पाने की हकदार होगी।
- परिवारों की सूची तैयार करने के लिए आप साल में दो बार 100 रुपये की प्रोत्साहन राशि पाने की हकदार होगी।





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# The Roll-Out

- The campaign was launched by the Union Health Minister
- All 201 districts saw a simultaneous roll-out of the program
- Based on the results in the first month the program was up-scaled very quickly.
- To ensure support from state governments cutting across party lines and regions they were encouraged and supported in having their own launch programs.
- Accelerated training programs were rolled out for health workers, alongside monitoring tools that helped in an almost daily basis monitoring of the campaign.
- Mission Indradhanush campaign was eventually subsumed by the government.
- On the 7<sup>th</sup> of each month immunization camps are organized, these are preceded by local level IEC campaigns.

# Results

The Mission Indradhanush campaign upped full immunization coverage growth rate from 1% a year to 6.7% per year.

In 2.5 years more than 25.5 million children and 6.8 million pregnant women have benefitted from Mission Indradhanush.

The program has been fully subsumed and upscaled by the Government of India ensuring that the lessons learnt and communication material designed is used consistently and results are recorded.