

SURAKSHA-21

COVID RESPONSE PROJECT



“ No one is safe until everyone is safe”



SURAKSHA-21

AN OIA-ESAF COVID RESPONSE PROJECT

SURAKSHA-21 was conceived at a time when India was reeling under the public health crises of COVID-19 across its length and breadth. It was a time when just 5% of the population were vaccinated against COVID and vaccine hesitancy was proving detrimental to India's fight against COVID. Myths, false information and fear around vaccination were rampant in the community. The Prime Minister made an appeal to the nation to "overcome vaccine hesitancy and get inoculated." Taking up the mantle to arrest vaccine hesitancy and provide vaccination especially to the poor, marginalised and vulnerable people groups, ESAF designed SURAKSHA-21 COVID RESPONSE PROJECT partnering with Opportunity International Australia.

A three-phased strategy was designed with the motto "No one is safe until everyone is safe" to educate the community on vaccination, and organise vaccination drives with the support of the health department and the local government bodies.

1. COVID SURAKSHA Vaccination Awareness Programme (CSAP)

The Awareness Programme was designed to address the issue of vaccine hesitancy. A strong hesitancy towards vaccination was evident in the weak turnout at the vaccination camps. An interactive material published in vernacular languages was designed to counter myths, false information, and other fears centring vaccination.



The Mechanism

Health experts trained a group of select staff volunteers on COVID awareness and management. The staff in turn identified 25 community leaders and trained them using IEC materials designed in the vernacular language. The community leaders, called as 'certified health educator', were trained to spread the awareness on COVID and the importance of vaccination in their community.

10 States | 365 locations | 9,590 Health Educators Trained | 3,83,600 (approx.) community members reached

2. COVID SURAKSHA Vaccination Camps (CSVC)

Along with vaccine hesitancy, accessibility to the vaccination centres were a growing concern for many especially the poor and the daily wage workers. In some states less than 1% of the population could access the vaccination centres. We worked with the local government and the health department to set up vaccination centres closer to the community to ensure easy and cheaper access. This aided in helping people from poor and marginalised backgrounds to get vaccinated.



Chhattisgarh team meeting the state Health Minister TS Singhdeo as part of organising SURAKSHA-21 in the state.

The Mechanism

Staff volunteers identified areas of vaccine hesitancy and liaised with the panchayat members and government health officials to organise a vaccination camp in the vicinity of the community. The staff assisted people with different needs to have a hassle-free vaccination experience.

7 States | 2021 Vaccination camps | 723,817 vaccinations administered



A vaccination camp at Shevgaon, Maharashtra

3. COVID SURAKSHA Mobile Vaccination Unit (MVU)

The Mobile Vaccination Unit was set up to tackle vaccine hesitancy and accessibility among people groups in specific regions. In geographic terrains where the state machinery is not equipped to host vaccination camps, the mobile vaccination unit brought vaccination to these locations. Tribal people, pregnant women, palliative care patients, persons with physical and mental disabilities were brought under the vaccination cover through the mobile vaccination unit.



Wayanad District Collector flagging off the Mobile Vaccination Unit.

The Mechanism

The mobile vaccination unit provided door to door vaccinations to vulnerable people groups in geographically challenging terrains. It also assisted in providing transport support for people to access the vaccination camps.

2 States | 1552 vaccinations | 8800 kms covered



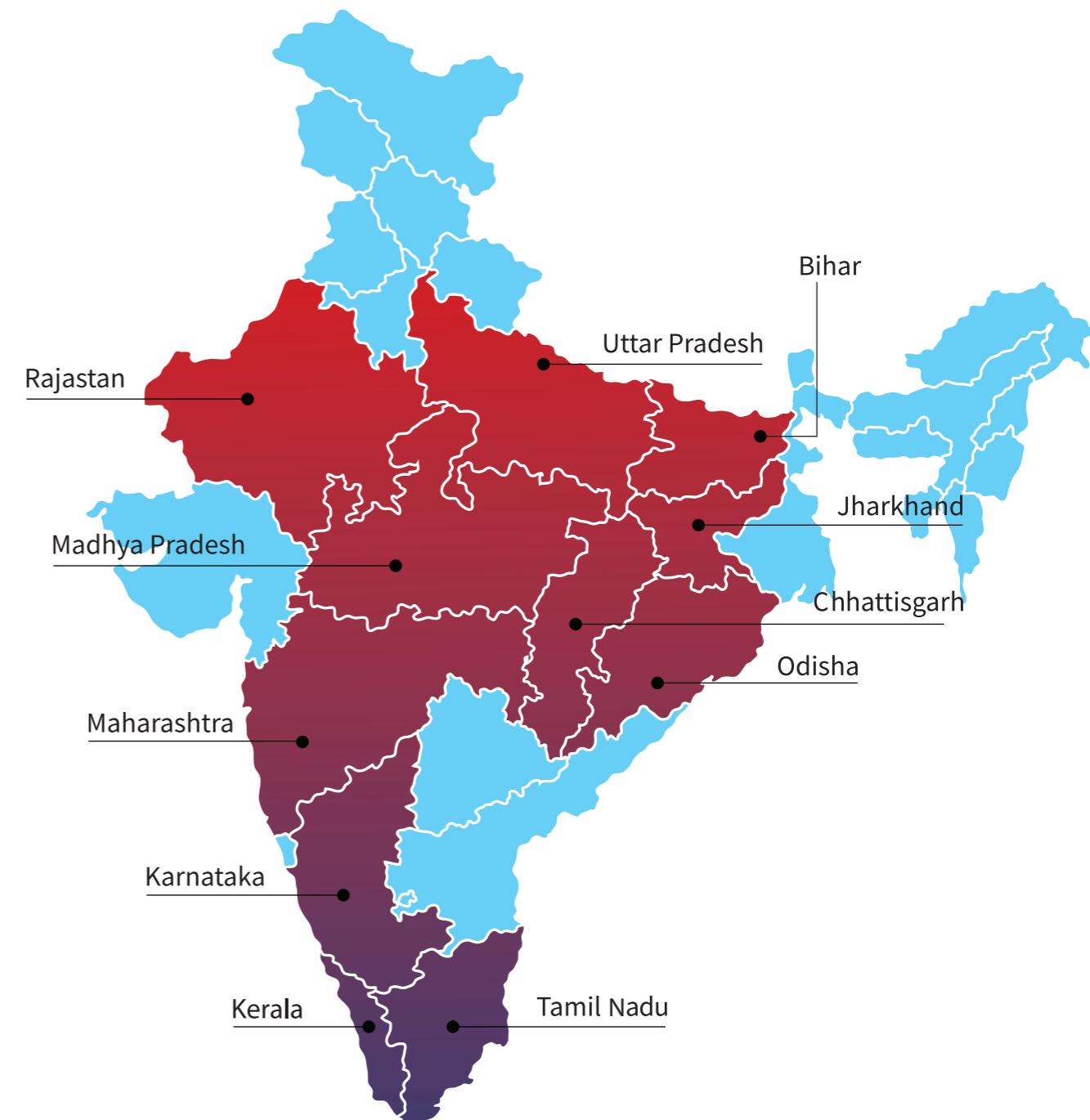
At a glance

COVID SURAKSHA Vaccination Awareness Programme (CSAP)

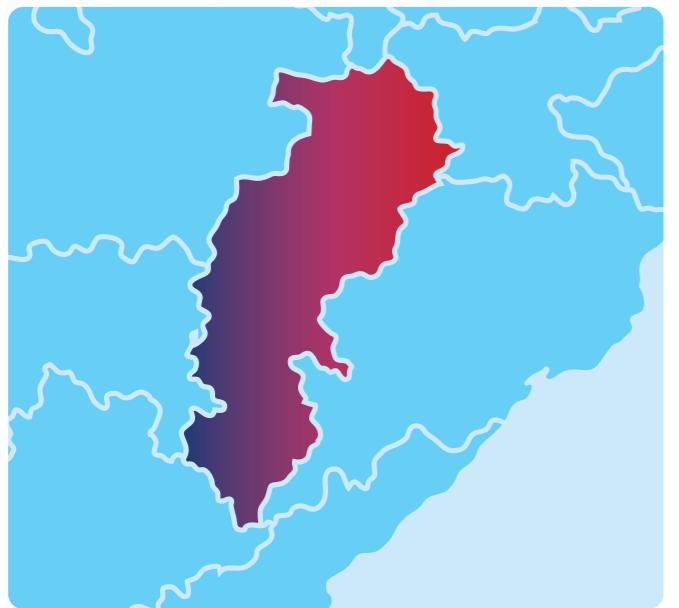
STATES	CSAP	
	No. Of Branches	No of Health Educators
Chhattisgarh	52	1300
Madhya Pradesh	79	2216
Maharashtra	69	1976
Tamil Nadu	108	2700
Karnataka	19	475
Odisha	11	275
Bihar	8	200
Jharkhand	15	375
Rajasthan	3	73
Total	364	9590

COVID SURAKSHA Vaccination Camps (CSVC)

STATES	CSVC	
	No. Of Camps	No.of vaccinations
Chhattisgarh	332	69,111
Madhya Pradesh	410	71,253
Maharashtra	724	89,432
Tamil Nadu	410	86,925
Kerala	115	4,01,881
Uttar Pradesh	9	2,014
Rajasthan	21	3201
Total	2021	7,23,817



Chhattisgarh



CSAP

No of awareness programmes – **52**

Health Educators trained – **1,300**

CSVc

No of vaccination camps organised – **332**

No of vaccinations administered – **69,111**

Rajasthan



CSAP

No of awareness programmes – **3**

Health Educators trained – **75**

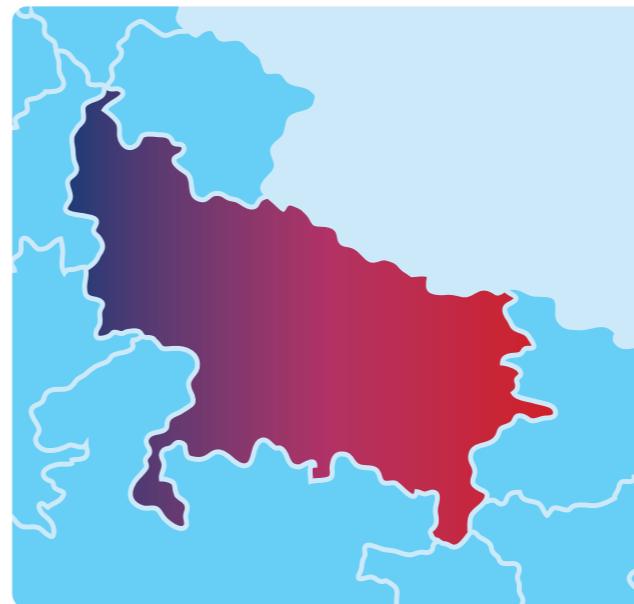
CSVc

No of vaccination camps organised – **21**

No of vaccinations administered – **3201**



Uttar Pradesh



CSVc

No of vaccination camps organised – **9**

No of vaccinations administered – **2014**



Jharkhand



CSAP

No of awareness programmes – **15**

Health Educators trained – **375**



Bihar



CSAP

No of awareness programmes – **8**

Health Educators trained – **200**



Madhya Pradesh

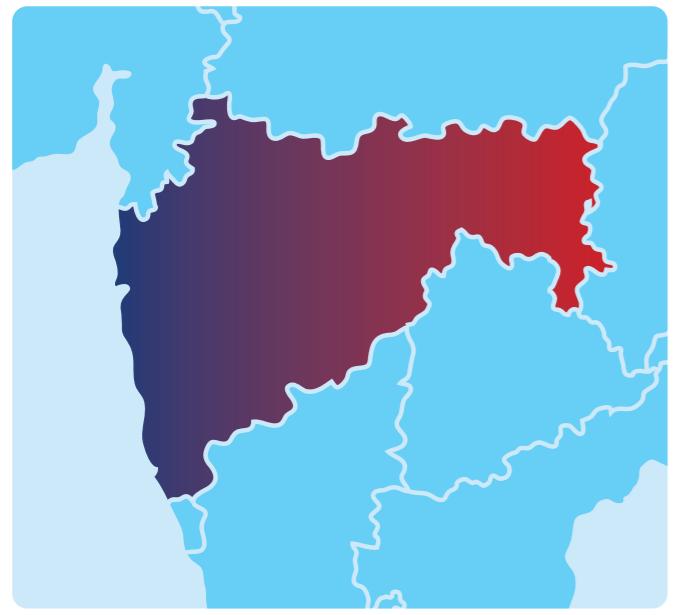
CSAP

No of awareness programmes – **79**

Health Educators trained – **2216**



Maharashtra



CSAP

No of awareness programmes – **69**

Health Educators trained – **1976**

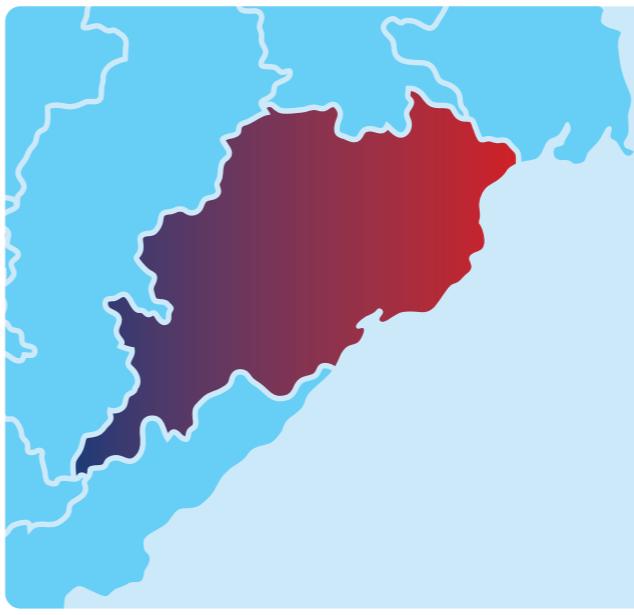
CSVC

No of vaccination camps organised – **724**

No of vaccinations administered – **89,432**



Odisha



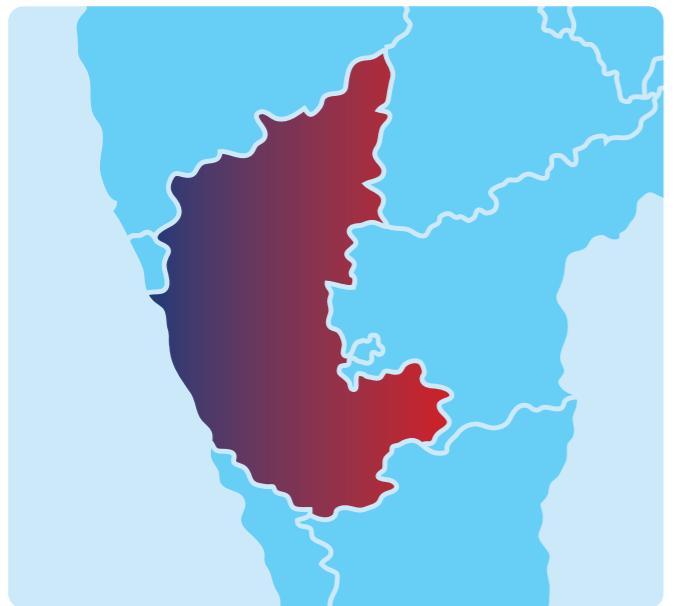
CSAP

No of awareness programmes – **11**

Health Educators trained – **275**



Karnataka



CSAP

No of awareness programmes – **19**

Health Educators trained – **475**

Kerala



CSVC

No of vaccination camps organised – **115**

No of vaccinations administered – **4,01,881**



Tamil Nadu



CSAP

No of awareness programmes – **108**

Health Educators trained – **2700**

CSVC

No of vaccination camps organised – **410**

No of vaccinations administered – **86,925**

Mobile Vaccination Unit

Timely vaccination to vulnerable people groups in geographically challenging locations



Testimonials

"ESAF's Mobile Vaccination Unit was a great help in bringing vaccination to the palliative care patients in my ward. I sincerely thank ESAF & OIA for helping our panchayat through this arrangement"

Ashraf

Chairman, Health and Education Standing Committee
Ullikkal grama panchayat.

"Athirappally grama panchayat is one of the largest panchayats in Kerala. Though the population is comparatively lesser, it is spread across a large area including forest. We tried our best in providing vaccinations to the people here but it was not possible for us to administer vaccines to the tribal people dwelling in the forest areas. The panchayat does not have any vehicle arrangement either to reach these far away places. It was at the right time that ESAF came here with the Mobile Vaccination Unit. We are greatly thankful to ESAF and Opportunity International Australia for bringing vaccinations to the unreacheted areas in our panchayat through the Mobile Vaccination Unit."

Soumini

Chairperson, Health Standing Committee member
Athirappally panchayat.

Celebrating partnerships

The pandemic has taught the importance of working together to ensure no one is left behind. SURAKSHA-21 is a perfect example of the importance of partnership to achieve a COVID-free India.

Opportunity International Australia's partnership with ESAF helped inoculate people who otherwise would not have received timely vaccination.

Within the ESAF ecosystem, it saw the convergence of ESMACO & LLMS – who were the implementing partners – and the strategic partnership of ESAF Small Finance Bank.

SURAKSHA-21 is also a celebration of the spirit of volunteerism. Approximately 400 volunteers within the ESAF ecosystem responded to the need of the hour.

We're glad we could contribute greatly towards making India COVID-free, especially by administering vaccines to people from marginalised and vulnerable groups.

SURAKSHA-21 was implemented in close association with the local government and the health department. Liaising with around 500 panchayat and health department officials, and other NGOs, it saw the impact of private-public partnership in times of public health crises.

“ No one is safe until everyone is safe”



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