

COVID-19 VACCINATION AWARENESS

Background:

Bharatiya Jain Sanghatana has implemented large-scale COVID mitigation programs since March 2020. During the lockdown, BJS conducted free doorstep health checks of nearly 23 lakh citizens helping to identify suspected COVID cases and referring more than 2.25 lakh cases to government hospitals for early testing. During the unlock period, BJS carried out nearly 3.88 lakh Antigen/RT-PCR tests free of cost for citizens in containment zones to help limit spread of the virus. To address fear, anxiety, myths and misconceptions among people, BJS implemented awareness campaigns promoting authentic information on COVID through print, electronic and social media channels. It organized blood and plasma donation camps and managed swab centres and COVID Care Centres to support local administrations. BJS programs partnered with a large number of Municipal Corporations, CSOs, industry and business partners, health workers and volunteers across Maharashtra, Karnataka, Gujarat and Tamil Nadu.

COVID-19 Vaccination Awareness:

The COVID vaccination program is currently being implemented in Maharashtra. However, it is seen that there is not enough awareness among citizens about the vaccination program and the process of registration for the same. BJS is implementing mass awareness programs on COVID vaccination in collaboration with Municipal Corporations and government COVID vaccination centres. The initiative is supported by the Bill & Melinda Gates Foundation, Desh Apnayen, CREDAI-MCHI and StepOne in the Municipal Corporation areas of Mumbai, Thane and Navi Mumbai; and by Force Motors and StepOne in the Corporation areas of Pune and Pimpri-Chinchwad. BJS will very soon expand the awareness program in other smaller cities of Maharashtra as well.

The following activities are being undertaken and planned to generate mass awareness on COVID vaccination:

- Development of creatives and IEC material, approved by the government
- Large-scale awareness campaign using social media platforms like Facebook, Twitter, Instagram, WhatsApp etc.
- Sharing of creatives/IEC material with Municipal Corporations across Maharashtra for dissemination through their social media handles, VMDs etc.
- Vaccination centre-based awareness campaigns using creatives and IEC material for distribution to citizens, audio-visuals, selfie-points etc.
- Prachar Raths in select high-priority areas
- Highly visible electronic and print media awareness drive on authentic vaccination-related information through interviews/talk shows featuring experts/leaders