



# Health & Nutrition

HER PariVaar Rahe Immunized  
(HER PRImmunized)



# BEYOND BOUNDARIES

## STRENGTHENING IMMUNIZATION THROUGH EXPERIMENTATION AND SOCIAL MEDIA INNOVATIONS





# ABOUT GRAMEEN FOUNDATION INDIA PVT. LTD.

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Our approach, rooted in an integrated healthcare model, utilizes a multipronged and continuum of care strategy that spans from pre-natal to adolescence, including pregnancy. Since our Inception, we have been committed to evidence-based interventions in Maternal, Newborn, Child Health, and Nutrition (MNCHN) to ensure quality healthcare for marginalized communities, particularly women and children. We are dedicated to continuing our journey in this direction to increase our impact among marginalized communities.

## OUR VISION

A world free of poverty

## OUR MISSION

Enabling the poor, especially women, to create a world without poverty & hunger





# ABOUT HEALTH & NUTRITION VERTICAL AND **HER PARIVAAR RAHE IMMUNIZED** (HER PRIMMUNIZED) PROGRAM

Our **Health & Nutrition** vertical focuses on improving the physical health and well-being of women, children, and adolescent girls. We co-create sustainable solutions with communities and equip frontline workers to drive lasting change.

**HER PRIMmunized** program uses a digital-first strategy to boost awareness and uptake of routine immunizations of children under 5 years. We also raise awareness about women's reproductive health and the importance of HPV vaccination for adolescent girls and women. Through trusted frontline workers and local leaders, the program engages families at home and online by leveraging social media, tailored content, and behavioral nudge.



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# *Case* **STUDIES**





## Background

Renu Devi's child, Karan, received the BCG vaccination on 12th April 2023, but soon after, Karan became seriously ill. This illness was perceived by the family to be a direct result of the vaccination. Therefore, Karan missed subsequent vaccinations. During a routine line listing session, we met Renu Devi, who shared the story of her child's illness and the family's reluctance to continue vaccinations due to their negative experience.

## Challenges

### 1. Vaccine Hesitancy:

The primary challenge was overcoming the belief held by Renu Devi's in-laws, especially her father-in-law, that the vaccine had caused Karan's illness. They expressed strong opposition to any further vaccinations for Meera.

### 2. Financial Burden:

Renu Devi's family had already incurred significant medical expenses following Karan's illness, which fueled their reluctance to proceed with further vaccinations.

### 3. Communication Barriers:

Renu Devi's father-in-law expressed his anger and frustration verbally, particularly when the ASHA (Accredited Social Health Activist) worker visited to explain the importance of immunization. This created an environment where Renu Devi, out of fear, was hesitant to allow Karan to receive further vaccines.

### 4. Missed Vaccines:

Karan missed several crucial vaccinations, including

- Measles/MR 2nd Dose
- OPV Booster
- Vitamin A (2nd to 9th Dose)

## Solution

On 11th September 2024, our team, accompanied by the ASHA worker, visited Renu Devi's house once again. This time, we took a more direct approach by engaging with the entire family, particularly addressing the concerns of Renu Devi's father-in-law. We explained the importance of vaccination and the scientific evidence that showed vaccinations were safe and essential for Karan's health. We also shared videos related to importance of vaccinations on their WhatsApp number.

We addressed the family's misconceptions and fears by:

- Highlighting the facts about the importance of vaccines and that they are safe to use.
- Reassuring them that Meera's initial illness was likely due to other factors, not the vaccine.
- Providing clear information about the long-term benefits of immunization.
- Offering support to the family in case of any concerns post-vaccination.

## Conclusion

Our repeated visits and raising awareness by sharing videos regarding vaccine awareness on WhatsApp eventually helped Renu Devi and her family overcome their fears. By the end of our intervention, Renu Devi felt confident and reassured. She agreed to complete Karan's immunization schedule, including the 1.5-year vaccination doses that had been missed. Renu Devi expressed heartfelt gratitude towards Grameen Foundation India for our efforts, stating that without our guidance, she would not have had the courage to vaccinate Karan again. This case demonstrates the significant impact of targeted community outreach and consistent engagement in overcoming vaccine hesitancy and ensuring child health and safety in rural areas.

## Vaccination for All by Raising Awareness to Overcome Gender Bias and Ensure Reshmi's Immunization



### Background

Pushpa and Surya Prakash have a daughter, Reshmi, who had received the third dose of the Pentavalent vaccine during a previous immunization session. However, the crucial nine-month vaccines, which are an essential part of her immunization schedule, were missed.

### Challenges

When we spoke to the parents, we got to know that Reshmi's grandmother was strongly opposed to vaccinations. She had a negative experience when Reshmi received an injection previously, resulting in the child falling ill. This made the grandmother very upset, and she believed that the money spent on vaccines could be used more effectively elsewhere. The grandmother also held the belief that vaccinations were unnecessary for girls, stating: "Girls are strong and survive without these vaccines. The money would be better spent on their wedding, not on injections. We never had these vaccines, and we did fine. Girls don't need them." These views presented a significant challenge in ensuring that Reshmi received the necessary immunizations, as the grandmother's influence was considerable within the household.

**Missed Vaccines:** Reshmi missed several crucial vaccinations, including:

- Measles/MR 1st Dose
- Vitamin A (1st Dose)
- DPT Booster-1

### Solution

On our next visit, we made it a point to speak with Reshmi's grandmother. With warmth and respect, we asked her thoughts on vaccinating daughters. She smiled and said, "We never vaccinated our daughters, and they lived healthy lives." This opened the door for a gentle conversation. We explained how times have changed—food quality and disease risks are different now, and vaccines help protect children, regardless of gender. Later, we also showed some videos that we uploaded on our YouTube regarding importance of vaccines. We emphasized that both sons and daughters deserve equal care, and her role as a grandmother is vital in ensuring Reshmi's health and future.

### Conclusion

Through ongoing visits and respectful dialogue, Reshmi's grandmother came to see the importance of immunization. She committed to completing Reshmi's full schedule. Grateful, she said, "Thank you for opening our eyes. I'll ensure my granddaughter gets all her vaccinations." This case shows how patient, respectful communication can shift deep-rooted beliefs and lead to informed, health-positive decisions.





## Background

Reevanshu's parents, Dharmendra Tiwari (father) and Puja Devi (mother), residents of Shankarpur village, were initially opposed to immunizing their child. They believed that vaccinations made Reevanshu ill every time he received one. The family refused to administer further vaccines, citing that their child became repeatedly sick after receiving previous vaccinations. Despite repeated concerns, Reevanshu's vaccination schedule remained incomplete due to their hesitancy.

## Challenges

### 1. Vaccine Hesitancy:

Reevanshu's parents, particularly his father, believed vaccines caused his illnesses and opposed immunization.

### 2. Fear of Illness:

The primary concern for the parents was the recurring illnesses that Reevanshu faced post-vaccination. They attributed these illnesses directly to the vaccines, resulting in their refusal to continue immunization.

### 3. Repeated Refusals

Despite counseling, the parents remained resistant, causing delays in the vaccination schedule.

### 4. Parental Distrust:

Strong skepticism, especially from the father, hindered efforts to build trust and promote vaccination.

### 5. Missed Vaccines:

Reevanshu missed key immunizations, including IPV, Measles/MR (1st dose), and Vitamin A (1st dose).

## Solution

Our team along with the local ASHA worker, decided to take a proactive and personalized approach to address the family's concerns. During multiple visits, we:

- **Provided Detailed Information:** We met with Reevanshu's parents and explained how vaccines work, their safety, and the critical role they play in preventing serious illnesses.
- **Addressed Misconceptions:** We reassured them that the child's illnesses were likely unrelated to the vaccinations, emphasizing that common illnesses in children are often due to other factors.
- **Highlighted Benefits of Immunization:** We highlighted the long-term benefits of immunization, which protect children from diseases that could have serious consequences.
- **Continuous Support:** We assured the family that the health workers would remain available to address any concerns post-vaccination, reducing their fear of potential side effects.

Despite initial hesitation, through consistent engagement and building trust, the family began to understand the importance of completing the vaccination schedule.

## Conclusion

After multiple visits and thorough discussion, Reevanshu's parents finally agreed to complete his vaccination schedule. They were convinced by the consistent and well-explained information provided by our team. By the end of our intervention, the child had received the overdue vaccinations.

The parents expressed their gratitude for our support, noting that without the team's persistence and guidance, they would have never felt confident enough to proceed with vaccination. This case demonstrates how repeated outreach, patient education, and addressing family concerns can help overcome vaccine hesitancy, ensuring the child's health and safety in rural communities.

## Enabling Family Overcome Fear and Misinformation to Resume Rahat's Vaccination in Paklor Village



### Background

During a routine visit, we met Rannu Ji, a concerned mother who had stopped vaccinating her child, Rahat, after she became seriously ill following the BCG vaccine on 22nd May 2024. The illness required extensive treatment costing ₹1.5 lakh, which deepened her fear that vaccines were harmful. Her family, especially her husband, blamed her for Rahat's condition and warned her against any further vaccinations, threatening that she would have to leave the house if she continued.

### Challenges

**1.Vaccine Fear:** Rannu Ji believed the BCG vaccine caused Rahat's illness, making her fearful of continuing with the vaccination schedule.

**2.Health Scare:**

The severity of Rahat's post-vaccination illness left her anxious about exposing him to further risk.

**3.Family Pressure:**

She faced strong opposition from her husband and relatives, leaving her emotionally isolated and afraid of making independent decisions.

**4.Missed Vaccines:** As a result, Rahat missed key vaccines including OPV 1, 2, and 3, increasing his risk of preventable diseases.

### Solution

With support from the ASHA worker, our team addressed Rannu Ji's concerns through multiple visits:

- Explained that Rahat's illness was likely unrelated to the vaccine.
- Highlighted the importance and safety of vaccines in preventing serious diseases.
- Reassured her that mild side effects like fever are normal and manageable.
- Offered continued support and guidance whenever needed.

### Outcome

After several visits, Rannu Ji agreed to resume Rahat's vaccinations and she received her first Pentavalent dose on 21st November 2024. Her husband also came around and supported the decision. Today, Rannu Ji feels confident and committed to completing Rahat's immunization schedule.





## Background

Sunita, wife of Rajkumar Tiwari, had initially vaccinated her child- Neela with the 9-month vaccination. However, after that, she skipped the 1.5-year vaccination dose. During a routine visit, we inquired about the reason for missing the vaccination, and Sunita shared her concerns. She explained that the nurse administering the vaccine was not doing it properly and was rude in her interactions. Sunita shared that every time Neela received a vaccination, she fell ill, which caused her to stop the vaccinations completely.

## Challenges

### 1.Negative Experience with Vaccination:

Sunita had a negative experience with the vaccination process, as she felt that the nurse was not professional and her child fell sick after the vaccine. This made her hesitant to continue with the vaccination schedule.

### 2.Fear of Side Effects

Sunita was worried that vaccinations were causing Neela to become ill, which contributed to her decision to stop vaccinating.

### 3.Lack of Trust

There was a lack of trust between Sunita and the healthcare providers, which made her reluctant to return to the vaccination center.

### 4.Missed Vaccines

Neela missed several crucial vaccinations, including:

- Measles/MR 2nd Dose
- OPV Booster
- Vitamin A (2nd to 9th Dose)

## Solution

We made multiple visits to Sunita's home and engaged in open conversations about the importance of vaccination for her child's health. During these visits, we:

- **Educated About Vaccine Safety:** We explained how vaccines work to strengthen the immune system and protect children from serious diseases.
- **Addressed Her Concerns:** We reassured Sunita that mild illness after vaccination is common and is a sign that the body is building immunity.
- **Emphasized the Importance of Completing the Vaccination Schedule:** We explained that missing the vaccination could leave her child vulnerable to dangerous diseases, which could be avoided with timely immunization.
- **Encouraged Positive Action:** We encouraged Sunita to take her child to the vaccination center for the 1.5-year dose, assuring her that it would strengthen her child's immunity and protect them from future illnesses.

After several conversations and reassuring her, Sunita agreed to complete the remaining vaccinations for her child.

## Conclusion

Sunita took Neela to the vaccination center and the baby received all the missed vaccinations. Sunita expressed her gratitude towards Grameen Foundation India for guiding her through the process and helping her understand the importance of immunization. She was very happy to see her child receive the necessary vaccinations and promised to keep up with future vaccinations. Today, Sunita and her family are confident in the importance of vaccines and are committed to completing their child's immunization schedule. Sunita is now very happy and fully committed to ensuring her children receive all necessary vaccinations in the future.

## Rebuilding Vaccine Confidence After Fear of Side Effects in Bhiti Village A Mother's Journey from Doubt to Trust



### Background

During a line listing session, we met Pushpa Devi, and during our conversation, we discovered that her child- Dev had received the Pentavalent vaccine on August 2, 2023. However, the subsequent vaccinations were missed. During a follow-up visit, Pushpa Devi explained that she had stopped Dev's vaccinations due to a negative experience. She shared that after last vaccination, Dev became severely ill, requiring treatment at her parental home. Pushpa Devi mentioned that she had spent a large amount of money for Dev's medical care, including addressing issues like anemia and low platelet count. As a result, she was fearful and believed that vaccines were making her child sick, which led her to stop the immunizations.

### Challenges

#### 1. Fear from Past Experience:

Pushpa Devi's main concern was that her child- Dev became very sick after the previous vaccination, which created fear and led her to stop the vaccinations altogether.

#### 2. Lack of Awareness About Vaccine Safety:

Pushpa Devi did not understand that mild illnesses following vaccination are common and part of the process of building immunity.

#### 3. Missed Vaccines:

The child missed several important vaccines, including:

1. Measles/MR 1st Dose
2. Vitamin A (1st Dose)

### Solution

We made multiple visits to Pushpa Devi's home to address her concerns and educate her about the importance of vaccination. We explained

- **Importance of Vaccines:** We assured her that vaccines are crucial to protect children from serious diseases. Even though her child got sick after the last vaccine, this is common and a sign that the body is strengthening its immunity.
- **Reassurance About Vaccine Safety:** We emphasized that vaccines do not harm children but instead help them fight deadly diseases in the future.
- **Addressing the Fear:** We acknowledged her fear as a mother, explaining that every child reacts differently to vaccines, but that it is essential for long-term protection. We also ensured her that there was no need to fear and that the child would be fine.

After several discussions and reassurance, Pushpa Devi agreed to complete the missed vaccinations, with the understanding that Dev would be safe and healthy.

### Conclusion

Today, Pushpa Devi is very happy, as her child- Dev is healthy and has completed the required vaccinations. She expressed deep gratitude to our team and Grameen Foundation India for helping her understand the importance of immunization. Pushpa Devi and her family are now fully committed to ensuring that their children receive all necessary vaccinations in the future.

Her family is thankful to Grameen Foundation India for the guidance and support provided.



## Enabling Parents to Ensure Full Vaccination and Protect Their Child's Health in Rawatpur Village



### Background

On August 22, 2024, during a line listing session, we met Savitri Devi and Anand Kumar. Upon discussion, we found that their child- Shreya had not received vaccination after the 9-month dose. When asked about the reason, they explained that they were unaware that vaccinations are required after 9 months. Upon checking Shreya's vaccination card, we found that the child's vaccination schedule was incomplete

### Challenges

#### 1. Lack of Awareness about Vaccination Phases:

The main challenge was the parents' lack of awareness about the vaccination schedule and the importance of vaccinations after 9 months.

#### 2. Lack of Information about Health Services:

There was a lack of proper information about the availability and timing of vaccines, which resulted in the child missing important vaccinations.

#### 3. Missed Vaccines:

Shreya had missed the following vaccines:

- DPT Booster-1
- Measles/MR 2nd Dose
- OPV Booster
- Vitamin A (2nd to 9th Dose)

### Solution

We took the time to educate Savitri Devi and Anand Kumar about the importance of vaccinations after the 9-month milestone. We explained the following

- **Vaccination Protects from Serious Diseases:** We informed them that vaccines help prevent several severe diseases that could impact their child's health.
- **The Importance of Completing the Schedule:** We emphasized that completing the vaccination schedule ensures their child's immunity is strong and provides protection against potential diseases.
- **Immediate Action:** After reviewing the vaccination card, we encouraged the family to complete the missed vaccinations as soon as possible and guided them on the necessary steps.

### Conclusion

Due to the increased awareness and the support provided, Savitri Devi and Anand Kumar prioritized completing Shreya's vaccinations. They promptly ensured that their child received the missing vaccines, including

- DPT Booster-1
- Measles/MR 2nd Dose
- OPV Booster
- Vitamin A (2nd to 9th Dose)

This case highlights the importance of providing accurate information and support to families. With proper guidance, parents can make informed decisions, ensuring their children receive the necessary immunizations for good health. The family is now fully committed to keeping up with their child's vaccination schedule in the future.



## Background

Prerana Singh, a resident of Jabardih, has a 25-month-old child named Laksh. During a routine linelisting, it was found that Laksh had missed his Measles-Rubella (MR) 2nd dose. The reason for this delay was that the ASHA worker had not provided timely information to the family about the vaccine.

## Challenges

### 1. Lack of Information:

The main issue was that the ASHA worker did not communicate the vaccination schedule to Prerana Singh's family on time, which led to the child missing his MR 2nd dose.

### 2. Lack of Awareness:

The family was unaware of the importance of timely vaccinations, leading to further delays.

### 3. Communication Gap:

There was a lack of communication between the ASHA worker and the family, which made it difficult to ensure that the child received all the necessary vaccinations on time.

### 4. Missed Vaccines:

Laksh had missed the following vaccines:

- DPT Booster-1
- Measles/MR 2nd Dose
- OPV Booster
- Vitamin A (2nd to 9th Dose)

## Solution

We took several steps to address the situation:

- **Discussed with the ASHA Worker:** We spoke with Kusum Devi, the ASHA worker, to clarify the situation and ensure she understood the importance of timely communication with families.
- **Shared Awareness Materials:** We sent awareness videos to the family to inform them about the vaccination schedule and the importance of immunization.
- **Vaccination of Laksh:** After the awareness efforts, the family was able to get Laksh's MR 2nd dose vaccinated.

## Conclusion

By improving communication and providing the right information at the right time, the vaccination gap was addressed. This case highlights the importance of coordination between the community, health workers, and families to ensure that children receive all their vaccinations on time.

With better communication and guidance, the family was able to get the necessary vaccinations and ensure Laksh's health and safety.



## Enabling to Overcome Vaccine Myths and Ensure Abhinav's Timely Immunization in Basupur Village



### Background

Mala Devi, who lives in Yadav Basti, Basupur, has a 37-month-old son named Abhinav. He missed his vaccinations for the 16–24-month age group. During our conversation, we found out that Abhinav had been living with his maternal grandparents for the last two years. People in that village believed that vaccines could cause death, especially after an incident where a child reportedly died after getting vaccinated. This created a fear of vaccination, and as a result, Abhinav had not received his vaccines.

### Challenges

#### 1. Fear of Vaccines

The main challenge was the fear among the family and villagers that vaccines could lead to death. This fear had stopped Abhinav from getting vaccinated.

#### 2. Lack of Awareness

Mala Devi and her family were not fully aware of how important vaccines are to protect children from serious diseases.

#### 3. Family Resistance

Even within the family, there was hesitation and a lack of understanding about the need for vaccines.

#### 4. Missed vaccinations

Abhinav had missed the following vaccines:

- DPT Booster-1
- Measles/MR 2nd Dose
- OPV Booster
- Vitamin A (2nd to 9th Dose)

### Solution

Our team made several efforts to talk to Akash Yadav, Abhinav's father, and help him understand the importance of vaccination through direct communication and by sharing awareness videos regarding vaccination on his WhatsApp.

- **Explained Vaccine Benefits:** We told the family that vaccines protect children from dangerous diseases and help with their growth and development. We shared them awareness videos on WhatsApp.
- **Addressed the Death Fear:** We reassured them that vaccines do not cause death and the incident in the maternal village was not related to vaccinations.
- **Talked About Health Risks:** We explained the risks of not vaccinating, like the chance of the child getting serious diseases.
- **Offering Support:** We assured them that we would be available for help or questions after the vaccination.

After talking to the family many times, Akash Yadav became more confident about vaccinating his son.

### Conclusion

On December 20, 2024, Abhinav received the vaccines he had previously missed. This case highlights the critical role of effective communication with families in promoting vaccination. By addressing their concerns and providing accurate, reassuring information, we were able to support the family's decision-making and ensure Abhinav's protection against preventable diseases.



## Background

Pari's parents, Puja Devi and Chhavinath, had significant concerns regarding vaccinations due to their prior experiences in the extended family. They had witnessed instances where relatives experienced adverse reactions after vaccination, leading them to believe that vaccines might cause harm. This belief made them hesitant to vaccinate their daughter, Pari, even when it came time for her routine immunizations.

## Challenges

The primary challenge was overcoming the fear and hesitation that Pari's parents had about vaccines. They strongly believed that vaccines had caused illness in other family members, and this perception created a significant barrier to vaccinating their child. Additionally, there was widespread misinformation within the community, which further fueled their reluctance.

**Missed Vaccines:** Pari had missed the following vaccines

- OPV 1, 2 & 3
- Pentavalent 1, 2 & 3
- IPV
- Measles/MR 1st Dose

## Solution

Our team engaged in conversations with Pari's parents, taking the time to explain the benefits of the MR vaccine and shared YouTube videos regarding routine immunisation with them. We addressed their fears by providing scientific evidence that vaccines are safe and essential for children's health. We reassured them that the illness they had witnessed in their relatives was likely due to other factors, not the vaccines. By providing clear and accessible information, we helped alleviate their fears and encouraged them to proceed with vaccination.

## Conclusion

After understanding the importance of vaccination and the evidence supporting its safety, Pari's parents agreed to resume the immunization schedule. This case demonstrates how addressing concerns with facts and scientific evidence can overcome vaccine hesitancy and help protect children from preventable diseases.





### Background

Riyansh's parents, Nisha and Surendra Bhartiya, had avoided vaccinations due to concerns over possible side effects. They were influenced by community rumours and the general fear that vaccines could harm their child. As a result, Riyansh missed several important vaccinations, and his parents were apprehensive about resuming the immunization schedule.

### Challenges

The main challenge was the fear Riyansh's parents had about the potential adverse effects of vaccines. They were particularly worried about their child experiencing side effects, as they had heard of such cases within their community. Despite this, they did not have sufficient information to make an informed decision about the safety and necessity of the vaccines.

**Missed Vaccines:** Riyansh had missed the following vaccines

- DPT Booster-1
- Measles/MR 2nd Dose
- OPV Booster

### Solution

Our team approached Riyansh's parents with patience and understanding, explaining the safety of vaccines and emphasizing the positive impact they have on children's long-term health. We shared success stories from other families in the community who had vaccinated their children without experiencing any adverse effects. We also shared videos regarding importance of vaccinations on their WhatsApp to create awareness. This approach helped alleviate their fears, and they began to trust the vaccination process again.

### Conclusion

After gaining clarity about the safety and benefits of vaccines, Riyansh's parents agreed to follow through with the missed vaccinations. This case illustrates the importance of community support and transparent communication in overcoming vaccine hesitancy.

## Restoring Confidence in Immunization After a Health Scare to Protect Shubhay in Kisora Village



### Background

During the line listing, we met Manisha. At that time, her child had received the first dose of the Penta vaccine on 24/06/24, but the rest of the vaccines were missed.

### Challenges

During our visit, Manisha shared that after her child Shubhay received the first Penta vaccine, the child became severely ill. The child had continuous fever, needed hospitalization, and the family had to spend a lot of money on treatment. The doctor told them that the vaccine was not administered properly. Due to this bad experience, they decided not to vaccinate the child further, fearing harm.

**Missed Vaccines:** Shubhay had missed the

- BCG
- OPV 1, 2 & 3
- Penta 1, 2, 3

### Solution

During the revisit, we spoke to Manisha and explained the importance of vaccination in detail and shared some awareness videos on their WhatsApp. We clarified that mild fever after the Penta vaccine is normal, as it indicates the immune system is getting stronger. We advised them to always take fever medicine from the ANM after vaccination and to apply a cold compress at the injection site to reduce swelling.

### Conclusion

After multiple counseling sessions, Manisha and her family overcame their fear. They completed their child's pending vaccinations and agreed to continue routine immunization in the future.





## Background

During the line listing, we met Rita and her family. At that time, their child Aryan had received the first dose of the Penta vaccine on 12/06/24, but other vaccines were missed.

## Challenges

Rita's father-in-law shared that after the first Penta vaccine, their grandchild became very ill. They approached the ANM for medicine, but she refused, saying they had to buy it from outside. The child's condition worsened, and they had to admit him to a private hospital, spending a lot of money. This experience made them fearful, and they decided not to vaccinate further.

**Missed vaccinations:** Aryan had missed the follow

- BCG
- OPV 1, 2 & 3
- Penta 1, 2, 3

## Solution

During our revisit, we sat down with the family and explained the importance of each vaccine along with awareness videos that we posted on YouTube. We also explained that fever after vaccination is common and temporary, caused by the immune system building strength. We emphasized giving fever medicine after vaccination to avoid discomfort and to allow the vaccine to work effectively.

## Conclusion

After our repeated counseling, Rita and her father-in-law understood the importance of vaccination. They agreed to complete the pending vaccines and promised to continue routine immunization in the future.



## Background

During the line listing, we met Shimla. At that time, her child had received the second dose of the Penta vaccine on 12/06/24, but the remaining vaccines were missed.

## Challenges

Shimla's mother-in-law expressed anger, saying that every time the child received a vaccine, the child fell sick, and there was bleeding at the injection site. She believed that the vaccinator did not care and refused to continue vaccinations.

**Missed vaccinations:** Laksha had missed the following vaccines:

- BCG
- OPV 1, 2 & 3
- Penta 1, 2, 3

## Solution

During our revisit, we patiently spoke with Shimla and her mother-in-law. We explained that mild fever and swelling after vaccination are normal signs that the body is building immunity. Along with this we also sent some awareness videos regarding importance of vaccination on their WhatsApp number. We reassured her that giving fever medicine after vaccination helps the child recover comfortably, and vaccination is essential to protect the child from deadly diseases.

## Conclusion

After multiple visits and discussions, Shimla's mother-in-law agreed to resume vaccinations. They completed the child's pending vaccines and committed to continuing routine immunizations in the future.





## Background

During a field visit to Piprahiya village, we met Santoshi Devi, wife of Vikas Chauhan. Upon checking the MCP card, it was found that her child had missed important vaccines.

## Challenges

Vikas Ji mentioned that because the Anganwadi worker did not distribute the nutritional supplements regularly, they were upset and stopped visiting the center for vaccinations as well.

**Missed Vaccines:** Vinay had missed the following vaccines

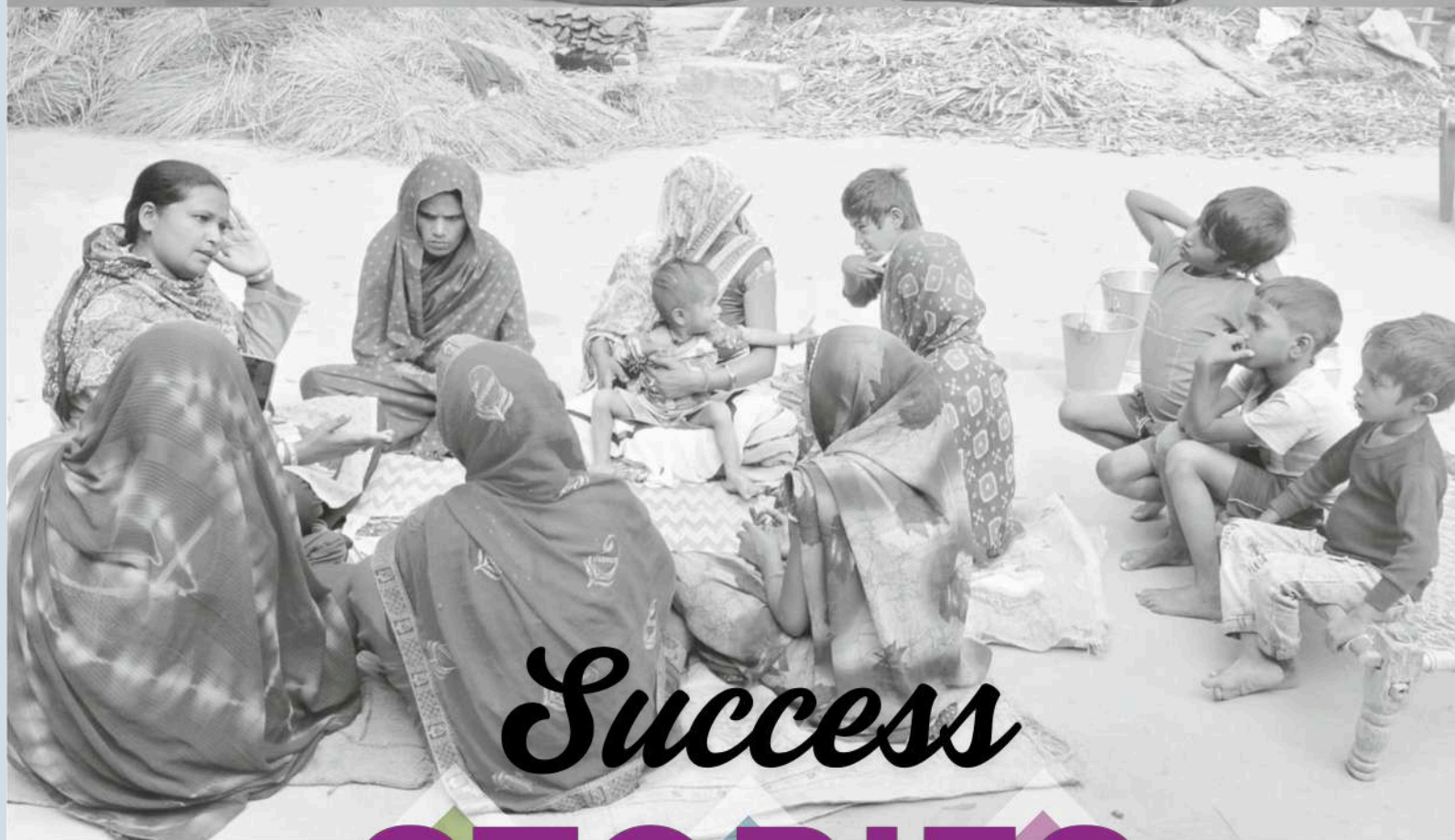
- DPT Booster 1
- Vitamin A2
- MR 2
- JE 2
- OPV Booster

## Solution

We explained to them through the awareness videos that we posted on our YouTube channel and also explained that a child's health and protection are more important than receiving monthly nutrition supplements. Missing vaccines can expose the child to dangerous diseases, whereas missing food for a short time does not cause severe harm. After understanding this, they changed their mind.

## Conclusion

After counseling, Santoshi Devi and Vikas Ji agreed to vaccinate their child. Their child received the missed vaccines successfully, and they committed to regular vaccinations in the future.



*Success*  
**STORIES**



### **Success Story: Diya's Vaccination Journey**

#### **Child Name – Diya**

During a routine check, we met Manisha and her mother-in-law. They shared that their child- Diya had received the 9-month vaccination but missed the 1.5-year one. When we inquired about the reason, Manisha's mother-in-law explained that the child became ill after each vaccination, and they had to stop due to fear and financial concerns.

Manisha's family was worried that the vaccines were making Diya sick, and they couldn't afford to see their child fall ill again. We took the time to explain the importance of completing the vaccination schedule. We reassured them that vaccines strengthen the child's immunity and protect against severe diseases, just like proper nutrition is important for growth. We emphasized that skipping vaccines could leave their child vulnerable to preventable diseases.

After several discussions, Manisha and her mother-in-law understood the importance of full immunization. They decided to proceed with the missed 1.5-year vaccine.

Today, they are very happy, and Manisha is grateful for the guidance and support provided. She and her family are now committed to ensuring their child's vaccination is completed and maintained.

**Manisha and her family are delighted, knowing their child is now protected and healthy!**





### Success Story: Arjun's Vaccination Journey

#### Child Name – Arjun

During a routine check, we met Sanjana and discovered that her baby- Arjun had received the 2.5-month Pentavalent vaccine but missed subsequent doses. When we asked about the reason, Sanjana explained that they had avoided further vaccinations due to their fear that Arjun might fall ill again, as had happened after the previous dose. They also shared that they had spent a considerable amount of money on medical treatment and were afraid to return to the vaccination center.

We took the time to meet with Sanjana and her family, carefully explaining the importance of completing the vaccination schedule. We reassured them that it was normal for a child to experience a mild fever after receiving the Pentavalent vaccine, and that this shouldn't be a reason to stop vaccinations. We also highlighted how full vaccination strengthens a child's immune system, helping protect them from serious diseases. We emphasized the importance of timely vaccinations for their child's long-term health.

After several visits, sharing awareness videos on their WhatsApp and thorough discussions about the benefits of vaccines, Sanjana's fears started to fade. She decided to proceed with completing her child's vaccinations, including the 3rd Pentavalent, IPV, Measles/MR 1st Dose, Vitamin A (1st Dose), and DPT Booster-1.

Today, Sanjana and her family are very happy with their decision. They are grateful for the support and guidance provided by the team from Grameen Foundation India and are committed to ensuring their child- Arjun completes the full vaccination schedule.

**Sanjana and her family are now confident and happy, knowing their child is protected and healthy!**

**Success Story: Breaking Myths, Building Trust – Chintu’s Path to Protection****Child Name – Chintu**

Chintu’s early childhood was at risk—not due to illness, but due to missed vaccinations. His parents, Dev and Priyanshi, were hesitant to immunize him because of widespread myths and misinformation in their village. Stories from neighbors made them fearful, and with limited awareness, they delayed essential vaccines like BCG, Hepatitis B (Birth Dose), OPV 0, 1, 2 & 3, and Pentavalent 1, 2 & 3. Our team made repeated visits, listened to their concerns, and provided simple, clear information on the importance and safety of vaccines and shared some awareness videos about vaccinations on their WhatsApp number. Using relatable examples and visuals, we addressed their fears and built trust gradually.

Over time, Dev and Priyanshi agreed to resume Chintu’s vaccinations. He received the missed doses at the government health center and is now healthy and protected.

**They are now grateful and more confident, encouraging others in their community to vaccinate their children. Chintu’s story shows how consistent engagement and empathy can overcome vaccine hesitancy and ensure every child gets a healthy start.**



### Success Story: Anuradha's Confidence in Vaccination Restored

#### Child Name – Tina

During a routine listing, we met Anuradha, who had her baby- Tina vaccinated with the first Pentavalent dose. However, after the vaccination, Tina fell severely ill, which led Anuradha to stop vaccinating the child further. As a result, Tina missed several important vaccinations, including OPV 1, 2 & 3, Pentavalent 1, 2 & 3, and IPV.

When we revisited Anuradha, she expressed her concerns about vaccination. She explained that after the first vaccine, her baby- Tina had high fever and became very sick. She had to take her to a private hospital for treatment, spending a lot of money. She was now afraid to get Tina vaccinated at a government hospital, as she did not trust the process.

Understanding her fears, we reassured Anuradha and provided detailed information about the importance of vaccination. We explained that whether the vaccination is done in a government or private hospital, the vaccine remains the same and is essential for the child's health. We also clarified that the fever after the vaccine was a normal reaction, and proper medication could help manage it. We advised her to ask for the fever medicine next time to make her experience smoother.

After several visits and discussions, Anuradha's fear gradually decreased. We shared some videos on her WhatsApp regarding vaccination awareness. She confidently brought Tina back to the government hospital for the second and third Pentavalent doses, along with the necessary medications. Today, Anuradha is delighted to see Tina fully recovered and healthy.

She has expressed her gratitude to us and our organization, Grameen Foundation India, for providing the correct information and support. Anuradha and her child- Tina are now happy and ready to complete the vaccination schedule.

**family are now confident and happy, knowing that their child is protected and healthy!**



**Success Story: Devansh's Vaccination Journey****Child Name – Devansh**

Our first meeting with Seema Ji took place on August 16, 2024, during a routine check. When we asked about her child's vaccination status, we learned that her son, Devansh (born December 17, 2023), had received only the first dose of the Pentavalent vaccine, and the remaining vaccinations, including OPV 1, 2, and 3, had been missed.

Seema Ji explained that her home was in a remote area, which made it difficult for the ASHA worker to regularly provide vaccination information. She was unaware of when and where the vaccinations were being conducted, which led to her child missing the necessary doses.

We took the time to explain the importance of vaccinations and the benefits they provide in preventing diseases through YouTube videos regarding vaccination awareness that we posted on our official social media platform. We also showed her videos related to vaccination and informed her about the significance of completing the full vaccination schedule. We encouraged her to stay in touch with the ASHA worker to get timely information about vaccination schedules.

Seema Ji listened to our guidance and, on December 14, 2024, she completed the missed vaccinations, including OPV 1, 2, and 3, for her child. She also ensured that her child's future vaccinations would be completed on time.

Seema Ji expressed her gratitude to Grameen Foundation India, stating that this effort had helped her and her family understand the importance of vaccination.

Today, Seema Ji and her family are happy and confident in their child's health, knowing that they have completed the full vaccination schedule and are now better prepared to prevent serious diseases.



### **Success Story: Srishti's Vaccination Journey**

#### **Child Name – Srishti**

Babita Ji and Rajesh Tiwari's daughter, Srishti (born November 18, 2023), had incomplete vaccinations. We first met Babita Ji and Rajesh Ji on August 16, 2024, and during the discussion, Babita Ji shared that after her first child received a vaccine, they became ill. This experience led to a fear of vaccinations, and as a result, Srishti had not received any vaccinations.

Babita Ji's distrust and fear of vaccination due to an experience became the biggest challenge. She believed that vaccines might harm her children's health and lacked knowledge about how vaccination could protect them from serious diseases.

We took the time to explain the importance of vaccinations and the scientific facts behind them. We reassured Babita Ji that vaccines are the most effective way to protect children from life-threatening diseases. We clarified that mild fever or other minor reactions after vaccinations are normal and are signs of the body building immunity. Additionally, we educated her about how vaccines protect against various diseases and enhance the body's ability to fight infections.

Babita Ji understood our explanation and, feeling reassured, decided to complete the missed vaccinations for Srishti. On October 16, 2024, Srishti successfully received the IPV, Measles/MR 1st Dose, and the 1st Dose of Vitamin A.

Babita Ji and her family expressed their gratitude to our team for the support, and they promised to ensure their children receive timely vaccinations in the future. Today, Babita Ji and her family are confident and relieved, knowing that Srishti is fully vaccinated and protected from preventable diseases.



### **Success Story: Sonam and Bal Krishna Tiwari's Journey to Complete Vaccination for their son Virat** **Child Name – Virat**

On 16th August 2024, we met Sonam Ji and Bal Krishna Tiwari Ji and discovered that their son, Virat, had missed several essential vaccinations. Upon discussing the issue, Sonam Ji shared that she was hesitant to vaccinate her son due to his weak health. She believed that, given his fragile condition, vaccinations might be harmful to him. This fear led to delays in Virat's vaccination, and Sonam Ji had even started thinking of vaccinations as unnecessary.

The lack of health awareness about the importance of vaccinations was a major challenge in this case. Understanding Sonam Ji's concerns, we took the time to explain that vaccinations are especially crucial for children with weaker health, as they help strengthen the immune system and offer protection against life-threatening diseases. To reinforce our message, we also shared our vaccination awareness videos on their WhatsApp, which addressed common fears and misconceptions about vaccines. We reassured her that vaccines would not harm her child and, in fact, would support his health by enhancing his body's ability to fight infections.

With a clearer understanding of the benefits of vaccination, Sonam Ji decided to complete Virat's missed vaccinations. On 21st November 2024, she ensured that Virat received his complete vaccination, including BCG, Hepatitis B - Birth dose, and OPV-0.

Sonam Ji expressed her gratitude for the guidance provided and acknowledged that her perception of vaccinations had changed. She now considers them an essential part of her child's health and pledged to make sure that future vaccinations are administered on time.

This success story is a reminder of how educating families about the importance of immunization can help overcome fears and ensure that children are protected from preventable diseases.





### **Success Story: Ranjan's Journey to Complete Vaccination**

#### **Child Name – Ranjan**

On 23rd September 2024, during line listing in Mandar village, we met Ravidas Ji and discovered that their child- Ranjan's vaccination was incomplete. Upon further inquiry, Ravidas Ji explained that they had been living with relatives in their maternal home, which had caused delays in getting Ranjan vaccinated on time. Additionally, Ravidas Ji expressed concerns about the safety of vaccinations and was afraid that it might harm their child.

To address these concerns, we took the time to thoroughly explain the importance of vaccination and its safety aspects through videos and discussions. We assured Ravidas Ji that vaccines are completely safe and crucial for their child's health, helping protect against serious diseases. We also explained that it's common for families to face challenges with routine vaccinations, especially if they are temporarily residing in different locations. However, we emphasized that timely vaccination is the best way to ensure long-term protection.

Through clear communication and providing accurate information, Ravidas Ji and their family gained confidence in the vaccination process. They understood that missed vaccinations, such as OPV 1, 2 & 3, Pentavalent 1, 2 & 3, and IPV, were essential for their child's protection. With their doubts cleared, Ravidas Ji decided to get Ranjan vaccinated without further delay.

Through increased awareness and trust, Ravidas Ji followed through with the vaccination and successfully completed Ranjan's vaccination schedule. This success story highlights the power of communication and the importance of providing correct information to ensure access to health services and the well-being of children.



### **Success Story: Drishti's Vaccination Journey**

#### **Child Name – Drishti**

During our line listing visit, we met Prabha Mishra Ji and discovered that her child, Drishti, had received the second dose of the Pentavalent vaccine, but the remaining vaccines were missed. When we asked about the reason, Prabha Ji, visibly upset, shared that every time Drishti received a vaccine, she became very ill. She also mentioned that the vaccination was not administered properly, and as a result, Drishti developed boils, which led her to stop vaccinations altogether.

Understanding Prabha Ji's frustration, we calmly explained the importance of completing the vaccination schedule. We reassured her, saying, "If you feel that the vaccinations aren't being administered correctly, you can always go to a government hospital and have the doctor administer the vaccine. Drishti will be fine, but completing the vaccinations is essential to prevent future health issues. If you stop now, Drishti might face risks due to incomplete vaccination."

We emphasized that vaccinations are a global standard and that completing the full schedule, including Pentavalent 1, 2 & 3, IPV, Measles/MR 1st Dose, Vitamin A (1st dose), and DPT booster-1, is crucial to protect Drishti from dangerous diseases. With our repeated visits and explanation, Prabha Ji's concerns were eased, and she agreed to continue with the vaccination process.

During a follow-up visit, we were delighted to find Prabha Ji very happy. Drishti was healthy, and she had successfully completed the missed vaccinations. Prabha Ji expressed heartfelt gratitude to us and Grameen Foundation India, thanking us for the support and guidance. She promised to ensure that Drishti receives all future vaccinations on time.

**Today, Prabha Ji and her family are confident, knowing that Drishti is fully protected and healthy.**



## Success Story: Rahul's Vaccination Journey

### Child Name- Rahul

During our line listing visit, we met Seema Devi Ji and discovered that her child- Rahul had received the second dose of the Pentavalent vaccine, but the remaining doses were missed. When we asked Seema Ji about the reason, she explained that after the vaccine, Rahul became very ill with a high fever. She had to spend a lot on treatment, and out of fear, she decided to stop vaccinating her child.

On our follow-up visit, we carefully listened to Seema Ji's concerns and explained the importance of completing the vaccination schedule. We reassured her that it is common for children to experience a mild fever after receiving a vaccine, but this is part of the body's natural response, helping to strengthen their immunity against deadly diseases. We also advised her to take the fever medicine from the ANM worker, as it would help alleviate the discomfort during the vaccination process.

Through our social media videos and face-to-face discussions, we highlighted the importance of timely vaccinations. We explained that missing doses of vaccines such as Pentavalent 1, 2, and 3, as well as IPV, puts children at risk of preventable diseases, and stressed the need to complete the full vaccination schedule. Seema Ji understood our message, agreed to our recommendations, and assured us that she would get her child vaccinated the following month.

Seema Ji overcame her fear. She successfully completed the missing vaccinations, including Pentavalent and IPV, and followed our suggestion of taking the fever medicine. Today, Seema Ji is happy, and her child- Rahul is healthy and protected against serious diseases.

Seema Ji expressed her heartfelt thanks to Grameen Foundation India for helping her understand the importance of vaccinations. She is now committed to ensuring her child receives all future vaccinations on time.





## COLLABORATE & PARTNER WITH US

Partner and join forces with us to transform health and nutrition outcomes in communities. Together, we can make a lasting difference in the lives of those who need it most. Let's create healthier, more resilient futures—starting today!



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