



Immunize India 



Immunize India 

## IAP Immunize India Vaccine Reminder Service



CLOSE  
THE IMMUNIZATION  
GAP

IMMUNIZATION FOR ALL  
THROUGHOUT LIFE

WORLD IMMUNIZATION WEEK 2016  
[www.who.int/campaigns/immunization-week/2016](http://www.who.int/campaigns/immunization-week/2016)



## World Immunization Week 2016 Coverage Dossier



No	Date	Publication / Website	Headline	Circulation	Doctors
<b>PRINT</b>					
<b>MUMBAI</b>					
1.	April 29, 2016	Hindustan Times	SMS's to help parents to remember children's vaccination day	305000	Dr. Pramod Jog and Dr. Uday Pai
2.	April 29, 2016	The Hindu	Most parents don't maintain vaccination calendar	60000	Dr. Pramod Jog
3.	April 29, 2016	The Hindu	For your babies injectable vaccine, you must go to BMC health vaccine	60000	Dr. Uday Pai
4.	April 29, 2016	The Asian Age	Now, SMS alert to remind parents to vaccinate kids	108000	Dr. Pramod Jog and Dr. Uday Pai
5.	April 29, 2016	Afternoon DC	IAP launches SMS alert system for child vaccinations	40000	Dr. Pramod Jog and Dr. Uday Pai
6.	April 27, 2016	The Times of India	Now get injectable polio vaccines at BMC Clinics	721000	Dr. Bakul Parekh
7.	April 29, 2016	Yashobhoomi	IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program	60000	-
<b>PUNE</b>					
8.	April 29, 2016	The Indian Express	IAP, Immunize India record over one million registrations	60000	Dr. Pramod Jog and Dr. Ranjan Pejaver
9.	April 27, 2016	The Indian Express	Pramod Jog elected national President of IAP	60000	Dr. Pramod Jog
10.	May 3, 2016	Pune Satta	IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program.	20000	-
11.	May 1, 2016	Yashobhoomi	World Immunization week implemented successfully in India	50000	Dr. Pramod Jog and Dr. Ranjan Pejaver
12.	May 1, 2016	Sakal	Emphasis on vaccination and training through education.	5,75000	Dr. Pramod Jog
13.	April 29, 2016	Vishwadarpan	IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program	30000	Dr. Pramod Jog
14.	April 29, 2016	Pudhari	President of Indian Academy of Pediatrics- Dr. Jog	150000	Dr. Pramod Jog
15.	April 29, 2016	Maharashtra Times	Vaccination education is the need of society	250000	Dr. Pramod Jog
16.	April 28, 2016	Maharashtra Times	Vaccine Reminder Maharashtra state sees 20% increase due to reminder service	250000	Dr. Pramod Jog
17.	April 28, 2016	Sakal	President of Indian Academy of Pediatrics- Dr. Jog	575000	Dr. Pramod Jog
<b>AHMEDABAD</b>					
18.	April 29, 2016	DNA	40k kids enroll for vaccine reminders	50000	Dr. Raju Shah
<b>HYDERABAD</b>					
19.	April 20, 2016	The Hindu	Diphtheria, whopping cough cases on the rise	300000	Dr. Arif Ahmed
<b>KOLKATA</b>					
20.	April 29, 2016	Bharat Mitra	Valuable Initiate taken by IAP-Immunize India on World Immunization Week	30000	-
<b>AHMEDABAD</b>					
21.	April 29, 2016	Nirmal Gujarat	IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program	25000	Dr. Pramod Jog



22.	April 29, 2016	Lokprem	IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program	35000	Dr. Pramod Jog
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## **ELECTRONIC**

23.	April 28, 2016	Doordarshan News	World Immunization Week 2016 – IAP Immunize India Vaccine Reminder Service	-	Dr. Pramod Jog
24.	April 28, 2016	Doordarshan Sahyadri	World Immunization Week 2016 – IAP Immunize India Vaccine Reminder Service	-	Dr. Pramod Jog

## **ONLINE**

25.	April 30, 2016	The Hindu	Diphtheria, whopping cough cases on the rise	Dr. Arif Ahmed	
26.	April 29, 2016	The Hindu	Most parents don't maintain vaccination calendar	Dr. Pramod Jog	
27.	April 29, 2016	The Hindu	For your baby's injectable polio vaccine, you must go to BMC health centres	Dr. Uday Pai	
28.	April 29, 2016	The Indian Express	Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations	Dr. Pramod Jog and Dr. Ranjan Pejaver	
29.	April 29, 2016	The Asian Age	Now, SMS alerts to remind parents to vaccinate kids	Dr. Pramod Jog and Dr. Uday Pai	
30.	April 29, 2016	Pharmabiz	World's single largest vaccine alert programme gets one million registrations in India	Dr. Pramod Jog, Dr. Ranjan Pejaver and Dr. Uday Pai	
31.	April 29, 2016	Yahoo News	Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations	Dr. Pramod Jog and Dr. Ranjan Pejaver	
32.	April 29, 2016	Medical Dialogues	Indian Academy of Pediatrics hits world record with 1 million registrations on Immunize IAP	Dr. Pramod Jog and Dr. Ranjan Pejaver	
33.	April 29, 2016	India Everyday	Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations	Dr. Pramod Jog and Dr. Ranjan Pejaver	
34.	April 29, 2016	Health News	Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations	-	
35.	April 29, 2016	Maharashtra Times	Health Education should be provided about Vaccination	-	
36.	April 29, 2016	Hunt News	Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations	-	
37.	April 29, 2016	Health Technology	IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program	Dr. Pramod Jog, Dr. Ranjan Pejaver and Dr. Uday Pai	
38.	April 29, 2016	Afternoon DC	IAF launches SMS alert system for child vaccinations	Dr. Pramod Jog and Dr. Uday Pai	
39.	April 28, 2016	News Superfast	IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program	Dr. Pramod Jog and Dr. Ranjan Pejaver	
40.	April 28, 2016	Instant Publish	World's largest & most successful Vaccine Reminder Program Is IAP Immunize India	Dr. Pramod Jog, Dr. Ranjan Pejaver and Dr. Uday Pai	



41.	April 28, 2016	Yahoo News	IAP and Immunize India Charity highlight milestones of IAP Immunize India, a vaccination reminder service	Dr. Pramod Jog, Dr. Ranjan Pejaver and Dr. Uday Pai
42.	April 28, 2016	My Informs	IAP immunize India becomes the world's largest and most successful vaccine reminder program	-
43.	April 28, 2016	E-Health	IAP-Immunize India becomes largest SMS-based vaccination reminder	-
44.	April 28, 2016	Express Healthcare	IAP and Immunize India Charity highlight milestones of IAP Immunize India, a vaccination reminder service	Dr. Pramod Jog, Dr. Ranjan Pejaver and Dr. Uday Pai
45.	April 28, 2016	City Air News	IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program	Dr. Pramod Jog and Dr. Ranjan Pejaver
46.	April 28, 2016	Pocket News Alert	IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program	Dr. Pramod Jog and Dr. Ranjan Pejaver
47.	April 28, 2016	Spicy Stars Mumbai	IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program	Dr. Pramod Jog and Dr. Ranjan Pejaver
48.	April 28, 2016	Scoop It	IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program	-
49.	April 28, 2016	Soft Link Web	Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations	Dr. Pramod Jog and Dr. Ranjan Pejaver
50.	April 29, 2016	News.panchmithra	Most parents don't maintain vaccination calendar	-
51.	April 29, 2016	World News	Most parents don't maintain vaccination calendar	-
52.	April 29, 2016	Latest News 360	Most parents don't maintain vaccination calendar	-
53.	April 29, 2016	Make me Feed	Most parents don't maintain vaccination calendar	-
54.	April 29, 2016	I am Mumbai	For your baby's injectable polio vaccine, you must go to BMC health centres	Dr. Uday Pai
55.	April 29, 2016	World News	For your baby's injectable polio vaccine, you must go to BMC health centres	-
56.	April 29, 2016	News.panchamithra	For your baby's injectable polio vaccine, you must go to BMC health centres	-
57.	April 29, 2016	Latest News 360	For your baby's injectable polio vaccine, you must go to BMC health centres	-
58.	April 29, 2016	News.nyomda gepek	For your baby's injectable polio vaccine, you must go to BMC health centres	-
59.	April 29, 2016	Latest News 360	Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations	-
60.	April 29, 2016	Daily Hunt	Now, SMS alerts to remind parents to vaccinate kids	Dr. Pramod Jog and Dr. Uday Pai
61.	April 29, 2016	Latest News 360	World's single largest vaccine alert programme gets one million registrations in India	-



CITY STATUS	
Bangalore	Interactions with Dr. Kasi have taken place with Deccan Chronicle and Prajavani. Coverage to be received next week.
Delhi	We received opportunities with Hindustan Times and ET Health World (Blog which we drafted), however, Dr. Sangeeta declined from being quoted or being part of any media activity. We were then referred to Dr. Sachdeva for media interactions, however, this was a development at the end of the Immunization week. However, media were not keen to do any stories around it.
Chennai	Dr. Vikatan Magazine has agreed to do an interaction on Wednesday, 4 April, 2016. Deccan Chronicle to confirm the interest.



Immunize India 

# PRINT



# MUMBAI

**Publication:** Hindustan Times, Mumbai

**Date:** April 29, 2016

**Page:** 06

**Circulation:** 305000

**Doctor:** Dr. Pramod Jog & Dr. Uday Pai

**Headline:** SMS's to help parents to remember children's vaccination day

## SMSes to help parents remember children's vaccination dates

Aayushi Pratap

aayushi.pratap@hindustantimes.com

**MUMBAI:** Nine out of 10 parents in India do not follow the vaccination schedules of their children, leading to high incidence of infants dropping out of the vaccination programme, said doctors from the Indian Academy of Pediatrics (IAP), one of the largest bodies of pediatricians in the country.

To increase immunisation adherence, IAP has developed a free-of-cost SMS vaccine reminder service that was launched nationwide in 2014.

In two years, the service has already found over one million users, from both urban and rural parts of the country.

"Most parents do not maintain vaccination calendars and often forget to vaccinate their child on time. Parents take vaccinations very seriously in the initial years, soon after they lose track," said Dr Promod Jog, national president, IAP.

According to Dr Jog, around 50% of children below the age of two did not receive timely vaccinations, in 2014-15.

Doctors said that several international studies have proven that regular reminders improve vaccination rates by around 20% and this prompted them to initiate the service in India.

From the time of birth till the child is 12, 11 reminders are sent for vaccinations against 16 diseases, including the DBT vaccine for diphtheria, pertussis and tetanus, IPV vaccine for polio and MMR vaccine for measles.

The service gets activated on the phones as soon as parents register their child with IAP by messaging the child's name and age to the IAP's phone number code. The doctors, who conceived

### HOW IT WORKS

- Parents can register their child by sending an SMS to 566778 with the child's name and date of birth
- The phone will immediately receive a confirmation message for the service
- Text message reminders based on IAP prescribed immunisation schedule will be sent on the number for 12 years
- Three reminders are sent at 2 day's intervals, for each vaccination that is due.

### WHY THE SERVICE

- Doctors said that several international studies have proven that regular reminders improve vaccination rates by around 20% and this prompted them to initiate the service in India
- "Most parents do not maintain vaccination calendars and often forget to vaccinate their child on time. Parents take vaccinations very seriously in the initial years, soon after they lose track," said Dr Promod Jog, national president, IAP
- According to Dr Jog, around 50% of children below the age of two did not receive timely vaccinations, in 2014-15.

this service, said parents will get reminders as per the IAP recommended immunisation schedule, for the next 12 years.

Dr Uday Pai, consultant pediatrician, Aangan Clinic, Chembur said that over one lakh people in Mumbai use this service.

<b>Publication:</b> The Hindu, Mumbai	<b>Circulation:</b> 60000
<b>Date:</b> April 29, 2016	<b>Doctor:</b> Dr. Pramod Jog
<b>Page:</b> 02	<b>Headline:</b> Most parents don't maintain vaccination calendar

## Most parents don't maintain vaccination calendar

SPECIAL CORRESPONDENT

**MUMBAI** Most parents in the country still do not maintain a vaccination immunisation calendar, and miss out on vaccine doses for their children, said doctors associated with the Indian Academy of Paediatrics (IAP) on Thursday.

Speaking to mediapersons, Dr Pramod Jog, president of IAP, said that every year, vaccine preventable diseases account for over 1.5 million deaths and about 1 million disabilities in children under 5 years of age in India. "In India, the percentage of children between 12-23 months of age who received all recommended vaccines on time is just 51.6% as parents do not



A central government immunisation programme underway  
—FREE PHOTO

maintain a vaccination calendar and often forget to vacci-

nate the child on time in a disciplined manner. This de-

The SMS reminder service is the most cost-effective reminder that a vaccination is due

fault is observed in both urban and rural areas," said Dr Jog.

Doctors emphasised that it is important to administer vaccinations for the top life-threatening vaccine preventable diseases in India such as pneumonia, diphtheria, tetanus, pertussis, rotavirus, polio, tuberculosis, measles and hepatitis B.

It was close this immunisation gap that Immunize India Charity launched a vaccine reminder program in associ-

ation with IAP in 2014.

IAP-Immunize India is a free-of-cost SMS based vaccination reminder service which is nationally available across all mobile networks in India. Since almost every adult in urban and rural areas have mobile phones, the SMS reminder service is the most cost-effective reminder that a vaccination is due.

Doctors at the conference said Mumbai, Navi Mumbai and Kalyan have recorded 1.12 lakh registrations.

Dr Jog said that many infants were missing out regular vaccinations and these lapses are responsible for increased rates of child morbidity and mortality in India which can definitely be avoided.

Publication: The Hindu, Mumbai

Date: April 29, 2016

Page: 2

Circulation: 60000

Doctor: Dr. Uday Pai

Headline: For your babies injectable vaccine, you must go to BMC health vaccine

# For your baby's injectable polio vaccine, you must go to BMC health centres

The vaccine is not available on the market, or with private doctors; it must be injected at the same time as the oral vaccine

SPECIAL CORRESPONDENT

**U**nlike the oral polio vaccine that the civic body gave for free to private practitioners, the injectable polio vaccine, introduced by the BMC on Tuesday, will be available only in public health-care facilities. There is no stock of the vaccine in the market for doctors in private practice to buy. Both the BMC and paediatricians are asking parents to take their children to public units for their shot.

The BMC started administering the injectable vaccine on Tuesday. The vaccine, which now figures in the immunisation calendar, has to be administered to children at the age of six weeks and then 14 weeks, along with the oral polio vaccine.

Paediatricians say they do not wish to confuse parents and hence giving our uniform advice: take your child to a civic-run facility for the injectable vaccine. Dr Uday

## BETTER MEDICINE

vaccine

Dr Uday Pai, consultant paediatrician and past president of the Indian Academy of Paediatrics, said, "We have told all our members to refer children to municipal centres for the vaccine dose. We have also sent a letter to the BMC that if private patients do come, they too should be given the vaccine."

Doctors said parents should not panic, nor get confused. "If a child misses a shot, a catch up shot can be given later. This is not an emergency vaccine," said Dr Pai.

Civic officials said they have adequate supply of the vaccine. Dr Padmaja Keskar, BMC's executive health officer, said: "All private doctors can send us children for the injectable vaccine. We will be giving it for free."

### Taking stock

Six months before the BMC

## SWITCHING TO INJECTABLE POLIO VACCINE

### THE ENDGAME PLAN

At least one dose of inactivated polio vaccine (IPV) in routine immunisation schedules by end-2015  
Strengthened routine immunisation services

Withdrawal of oral polio vaccine (OPV), starting with the switch from trivalent (3 strains) to bivalent (2 strains) OPV in April 2016

### WHY IPV

- Provides serum immunity against all 3 types of poliovirus, and protects against paralytic poliomyelitis
- Given to infants at 6 weeks and then at 14 weeks in addition to OPV
- Available free of cost at all municipal and state-run hospitals and healthcare centres
- OPV is still the main preventive measure against polio

If a child misses a shot, a catch-up shot can be given later. This is not an emergency vaccine.

— Dr Uday Pai, consultant paediatrician

SOURCE: NATIONAL HEALTH PORTAL/WHO

The shortage of the injectable polio vaccine is a global phenomenon, and needs several doses

launched the injectable vaccine, the government had procured all the stock available with various vaccine dealerships. Paediatricians who were giving the injectable vaccine earlier, said they have not given a single shot since January as there were no vaccines available in the market.

"Until last August or September, a monthly stock of 15,000 to 20,000 doses of the injectable vaccine was enough for Mumbai," said vaccine dealer Dr Harshesh Shah. "But awareness shot

up after the government started advertising on television that it would start administering injectable polio vaccine from April, 2016. So the demand shot up after that," Dr Shah, adding that there has been no stock for the last three months.

The shortage of the injectable polio vaccine is a global phenomenon. That is why it is being administered as an intradermal injection — between the layers of the skin — and not as an intramuscular injection, which uses up a larger quantity. The intramuscular shot needs just one dose, while the intradermal injection is given twice.

Both doctors and government officials are hopeful that production of the vaccine will scale up in the months to come.

### 100% protection from polio

Officials of the public health department have said that "simultaneous immunisation by oral polio vaccine and injectable polio vaccine will give dual protection to children and the community" and that "it will prevent reinfection and reactivation of polio disease". Doctors too said that the two doses of the injectable polio will be 100 per cent protection from the virus.

"To eradicate polio completely, extra doses of oral polio vaccine are to be administered to children under five during every pulse polio campaign in addition to the oral and injectable polio vaccine doses," the BMC stated in a press release following the injectable vaccine's launch.

Publication: The Asian Age, Mumbai	Circulation: 108000
Date: April 29, 2016	Doctors: Dr. Pramod Jog & Dr. Uday Pai
Page: 02	Headline: Now, SMS alert to remind parents to vaccinate kids

## NOW, SMS ALERTS TO REMIND PARENTS TO VACCINATE KIDS

AGE CORRESPONDENT  
MUMBAI, APRIL 28

With a view to achieving full immunisation across the country, the Indian Academy of Paediatrics (IAP) has launched SMS alerts to remind parents to vaccinate their children on particular dates. Designed at the national level, SMS alerts will be sent for free without any registration charges.

Messages will be sent to parents till their children reach 12 years. To avail the service, parents have to first register themselves with IAP database by sending an SMS to 566778, conveying the baby's name and date of birth. They will receive an immediate confirmation text message. Three reminders will be sent on the registered number two days before the due date of vaccination.

To commemorate World Immunisation Week (April 24-30), IAP organised a programme titled "Close the Immunisation

Gap" in Mumbai on Thursday. Speaking at the programme, medical experts said that only 51.6 per cent of Indian children below two years of age receive timely recommended vaccinations across the country. Further, over 1.5 million deaths are recorded annually, which can be stopped through proper vaccination.

Dr Pramod Jog, National IAP President, said, "In India, the percentage of children between 12 and 23 months of age who receive all recommended vaccines on time is very low. A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate their children on time in a disciplined manner. This default is observed in both urban and rural areas."

Dr Uday Pai, Consultant Paediatrician, said, "No child should be denied the right to immunisation for unfair reasons, including economic or social causes."

**Publication: Afternoon DC, Mumbai**

**Date: April 29, 2016**

**Page: 11**

**Circulation: 40000**

**Doctors: Dr. Pramod Jog & Dr. Uday Pai**

**Headline: IAP launches SMS alert system for child vaccinations**

## IAP launches SMS alert system for child vaccinations

By Vrushali Purandare

The Indian Academy of Paediatrics (IAP) organisation, along with medical professionals and paediatricians, has launched its SMS alert services in order to remind parents to vaccinate their children on a particular date. The SMS alert will be sent for free on cellphones, this is a nationwide alert service that was introduced on Thursday.

The IAP has free vaccination reminder service that will cover a child from birth till 12 years of age. To avail the service, parents have to first register themselves with a IAP database by sending an SMS to 566778 conveying the baby's name and date of birth. They will receive an immediate confirmation and text messages for 12 years. There will be three reminders at two day intervals for each vaccination due.

Till now only 51.6% of Indian children below 2 years receives timely recommended vaccinations across the country. Annually, vaccine preventable diseases account for over 1.5 million deaths and about 1 million disabilities in children below 5 years in India. It is important to administer vaccinations for the top life-threatening vaccine preventable diseases in India such as Pneumonia, diphtheria, tetanus, pertussis, rotavirus, polio, tuberculosis, measles and hepatitis B.

While interacting with ADC, Dr. Pramod Jog, National IAP President said, "In India, the percentage of children between 12-23 months of age who receive all the recommended vaccines on time is very low. A major reason is

IAP-Immunize India –

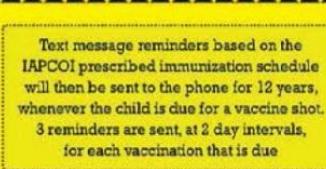
### How it works?



Parents can register their child by sending an SMS to the national shortcode 566778 with the child's name and date of birth



The phone will immediately receive a confirmation message for service



Text message reminders based on the IAPCOI prescribed immunization schedule will then be sent to the phone for 12 years, whenever the child is due for a vaccine shot. 3 reminders are sent, at 2 day intervals, for each vaccination that is due



Reminders do not advertise, recommend or promote any vaccine brands or products. This is a non-profit, free service, supported only by grants and donations from individuals and institutions

that parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner. This default is observed in both urban and rural areas. 14% of infants who come in contact with immunization services to receive their BCG Vaccine do not receive their measles vaccine scheduled at 9 months. Many children below 5 years of age do not receive regular pneumococcal vaccines."

Dr. Uday Pai, Consultant Paediatrician said, "No child should be denied the right to immunization for unfair reasons, including economic or social causes. The city (Mumbai, Navi Mumbai and Kalyan) recorded 1,12,000 registrations which means that an estimated 35,000 additional vaccinations are happening that would have otherwise been missed."

#### NOTICE

Oriental Carbon & Chemicals Ltd. 31, Netaji Subhas Road, Duncan House, Kokata-700 001. Notice is hereby given that the following Share Certificate (1) No. 63936 standing in the name of Vithaldas C. Topiwala J/I/Deepak V. Topiwala have lost and application for issue of duplicate certificates in respect thereof

<b>Publication:</b> The Times of India, Mumbai	<b>Circulation:</b> 721000
<b>Date:</b> April 27, 2016	<b>Doctor:</b> Dr. Pramod Jog
<b>Page:</b> 06	<b>Headline:</b> Now get injectable polio vaccines at BMC Clinics

# Now, get injectable polio vaccines at BMC clinics

TIMES NEWS NETWORK

**Mumbai:** The final battle to eradicate the crippling polio virus began on Tuesday, with the BMC offering injectable polio vaccines. Each of the nearly 1.75 lakh children born in the city annually needs to be given two injectable polio vaccine (IPV) shots, apart from five doses of the oral polio vaccine (OPV).

However, due to a global shortage of IPVs, the state has asked for the injection to be given intradermally (between skin's layers) and not into the muscles. "We can vaccinate 50 children intradermally with a 5ml vial instead of just 10 using the muscular route," said a state official.

The Indian Academy of Pediatrics says the intramuscular route is better; but the BMC said the World Health Organization allows both. "We can achieve the same immunity levels with a smaller dose given intradermal-

ly," said BMC executive health officer Dr Padmaja Keskar.

The IPV shots will be given on the right upper arm so that health officials can later tell if a child has been vaccinated by just looking. "The IPV shots will be at six and 14 weeks of age at any of the BMC's centres," said Dr Keskar. Only BMC has IPV supplies and it won't be distributed to the private sector. "Every child brought to our clinics will get vaccinated," she added.

India was declared polio-free three years ago, but cases continue in Pakistan and Afghanistan. "OPV gives immunity to the community, while the IPV boosts an individual's immunity," said BMC's Dr Mangala Gomare about the "dual protection mechanism". From Tuesday, the oral vaccine too has changed. IAP secretary general Dr Bakul Parekh said the OPV doses will only target type 1 and 3 polio viruses and not contain type 2.

Publication: Yashobhoomi	Circulation: 60000
Date: April 29, 2016	Doctor: -
Page: 03	<b>Headline: IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program</b>

## आईपी इम्युनाइज इंडिया बना दुनिया का सबसे बड़ा और सबसे सफलतम वैक्सीन रिमाइंडर प्रोग्राम

मुंबई, वर्ल्ड इम्युनाइजेश वीक विश्व प्रतिरक्षण सप्ताह २४-३० अपैल के अवसर पर इंडियन एकेडमी आफ पीडियाट्रिक्स आइपी और इम्युनाइज इंडिया चैरिटी डब्लयुएचओ की २०१६ थीम के अनुसार प्रतिरक्षण अंतर को समाप्त करने में आने वाली चुनौतियों एवं उनके समाधानों पर चर्चा करने के लिए एक साथ आये। उन्होंने उनके संयुक्त प्रोग्राम आइपी इम्युनाइज इंडिया द्वारा हासिल की गई उपलब्धियों पर भी जोर दिया यह प्रोग्राम देश में प्रशिक्षण का पालन करने और उसकी पहुंच बढ़ाने में पूरी तरह की सबसे बड़ी देशव्यापी स्वास्थ्य सेवा पहल बन चुकी है। विकसित देशों की तुलना में भारत में इम्युनाइजेशन तक पहुंच बहुत कम है। सालाना, टीका निरोधक बीमारियों से भारत में ४ वर्ष से कम आयु के २५ लाख से अधिक बच्चों की मौत हो जाती है और लगभग २१० लाख बच्चे विकलांगता का शिकार हो जाते हैं।



Immunize India 

# PUNE

<b>Publication:</b> The Indian Express	<b>Circulation:</b> 60000
<b>Date:</b> April 29, 2016	<b>Doctor:</b> Dr. Pramod Jog and Dr. Ranjan Pejaver
<b>Page:</b> 03	<b>Headline:</b> IAP, Immunize India record over one million registrations

**SMS VACCINATION REMINDER**

# IAP, Immunize India record over one million registrations

**EXPRESS NEWS SERVICE**  
PUNE, APRIL 28

THE INDIAN Academy of Pediatrics (IAP) and Immunize India Charity, on the occasion of World Immunization Week (April 24-30), have come together to discuss challenges and solutions to 'Close the Immunization Gap' in accordance with the 2016 WHO theme.

They also highlighted milestones achieved by their joint programme 'IAP-Immunize India', making it the largest national healthcare initiative of its kind to increase immunisation adherence and coverage across the country.

India's immunisation coverage compared to its developed neighbours is very low.

Annually, vaccine-preventable diseases account for over 1.5 million deaths and about a million disabilities in children below five years in India.

Commenting on the concerns of low immunisation rate in India, Dr Pramod Jog, National IAP President and Consultant Pediatrician, said, "In India, the percentage of children between 12-23 months of age who received all recommended vaccines on time is just 51.6 per cent."

A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner.

This is observed both in urban and rural areas.

Total, 14 per cent infants who come in contact with immunisation services to receive

their Bacillus Calmette-Guérin (BCG) vaccine do not receive their measles vaccine scheduled at the ninth month.

Many children below five years do not receive regular pneumococcal vaccines.

These lapses are responsible for increased rates of child morbidity and mortality in India which can definitely be avoided, Jog added.

Prompted by distressed parents' dilemma of delayed or missed immunisation for their children, the Immunize India Charity conceived the vaccine reminder programme and partnered with IAP to launch 'IAP Immunize India' in March 2014.

IAP Immunize India is a free SMS-based vaccination reminder service which is nationally available across all mobile

networks in India.

The Maharashtra Telecom Circle (including Pune and Goa but excluding Mumbai, Navi Mumbai and Kalyan) recorded 1,18,301 registrations at IAP Immunize India.

Dr Ranjan Kumar Pejaver, Founder and Principal Trustee, Immunize India Charity, said, "As of March 31, 2016, the IAP Immunize India has received more than a million registrations (10,06,000) across India which has contributed greatly to increased compliance."

"An additional 3,00,000 vaccinations are happening which would have normally been missed," Pejaver said, adding that, now, the University of Kentucky, USA has approached them to implement a pilot programme on this issue.

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Date: April 27, 2016	Doctor: Dr. Pramod Jog
Page: 03	Headline: Pramod Jog elected national President of IAP

## Pramod Jog elected natl prez of IAP



**CITY-BASED PEDIATRICIAN**  
Dr Pramod Jog has been elected the national president of Indian Academy of Pediatrics (IAP). IAP is a body of more than 24,000 pediatricians from all over the country. Jog has worked extensively in the fields of child health for more than 30 years, particularly for promotion of breastfeeding, prevention of malnutrition, immunisation, control of infectious diseases and parent education. He has done pioneering work in polio eradication since 1985 by launching the Goodbye Polio campaign. Jog is a professor of Pediatrics at DY Patil Medical College, Pune, and the chairman of Pune Palak Shikshak Sangh since 1996. He is also the chairman of the advisory committee on Vaccines & Immunisation Practices (ACVIP) of IAP.



# AHMEDABAD

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Date: April 27, 2016	Doctor: Dr. Raju Shah
Page: 02	Headline: Pramod Jog elected national President of IAP

## WORLD IMMUNISATION WEEK

# 40k kids enroll for vaccine reminders

*IAP is sending SMS alerts in bid to promote immunisation*

dna correspondent @dnaahmedabad

With a view to promote immunisations programme and reduce deaths caused by vaccine preventable diseases, the Indian Academy of Paediatrics (IAP) has started with SMS reminder service for vaccination. Around 40,000 kids from across the state have enrolled for the service known as, 'IAP Immunisation India Vaccine Reminder SMS Service'.

According to data provided by IAP officials, around 12,000 kids have received timely vaccines due to this programme. City-based paediatrician, Dr Raju Shah, who was responsible for its implementation in the city, was awarded by Ericsson and CNN-IBN in the category of 'Best Innovations 2015'. Talking about how the service works, Dr Shah said, "Three reminders are sent on the parent's cell phone. The first message is sent before a week, the second on the date of vaccination and the third after the date has passed. This service is not only helpful in providing timely vaccination to children but also in bringing down the children mortality rate."

Shah claims that diseases such as pneumonia and diarrhoea are triggered by infections which can be easily cured with vaccination. "Illiteracy and lack of awareness about timely vaccination are the major reasons for children failing to get vaccinated," added Shah.



Dr Raju Shah



Immunize India 

# PUNE

**Publication: Pune Satta**

**Date: May 1, 2016**

**Page: 03**

**Circulation: 20000**

**Doctor: Dr. Pramod Jog and Dr. Ranjan Pejaver**

**Headline: IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program.**

## **आयएपी इम्युनाईट्री इंडिया हा लसीकरणाचे स्मरण करून देणारा जगातील सर्वात मोठा आणि अत्यंत यशस्वी उपक्रम ठरला**

**पुणे :** जागतिक लसीकरण सप्ताहाच्या (२४-३० एप्रिल) निमित्ताने इंडियन अँकूडमी ऑफ पेडियाट्रिक्स (आयएपी) आणि इम्युनाईट्री इंडिया चरिटीने संयुक्त भारीदारी अंतर्गत डब्ल्यूएचओने २०१६ करिता निश्चित केलेल्या 'ब्लोड द इम्युनायझेशन गॅप' (लसीकरणातील दोन सोधा) या सूक्ष्माशी सुसंगत अशा पढऱ्याने लसीकरणाशी संवर्धित आक्रान्ते आणि उपाययोजना यांच्याकरिता

उपमांचे आयोजन केले आहे. या संयुक्त भारीदारी अंतर्गत राववल्या गेलेल्या उपामांपैकी सर्वात विशेष आणि लक्षवेधी कार्याम ठरला तो म्हणजे 'आयएपी इम्युनाईट्री इंडिया'! भारतातील लसीकरणात वाढ करण्याकरिता आणि लसीकरणाची पोहोच वृद्धींगत करण्याकरिता गववला गेलेला हा सर्वात मोठा राष्ट्रस्तरीय हेल्थकेअर उपक्रम ठरला आहे. विकसित देशांशी तुलना करता भारतातील लसीकरणाची पोहोच खूपच कमी आहे. ५ वर्षांखालील मुलांमध्ये लसीकरणाने सहज प्रतिवंध करता येऊ शकतो अशा आजागंनी वार्षिक तत्वावर १.५ दशलक्ष्मीहनून अधिक मृत्यू होतात आणि जवळपास १ दशलक्ष्मी मुलांना विकलांगत्व येते. त्यामुळे न्यूमोनिया, डिझेमिया (घटसर्प), टिंक्स (धनुवार्ता), पट्टुसिस, गेटाक्लायरस, पोलिओ, टचुवरक्युलासिस (क्षय), मीझल्स (गोवर) आणि हेपेटायटिस व्या अशा जीवास घातक व्याणाच्या आजागंकरिता लसी दिल्या जाणे अत्यंत महत्वाचे वरते. भारतातील लसीकरणाचा दर अत्यंत

कमी आहे या वस्तुस्थितीवद्दल बोलताना, आयएपीचे भारतस्तरीय अध्यक्ष व कन्सलटन्ट वालरोगतज्ञ, डॉ. प्रमोद जोग म्हणाले, "सर्वच्या सर्व लसी वेळच्या वेळेत मिळाल्या आहेत अशा १२-२३ महिने वयाच्या मुलांचे प्रमाण अवधे ५-६ टक्के आहे. त्यांचे पालक लसीकरणाची नोंद व माग टेवत नाहीत आणि पद्धतशीर रितीने मुलाचे लसीकरण करून घ्यायला विसरतात ही त्यामागील प्रमुख कारणे आहेत. आणि हे प्रमाण शहरी आणि ग्रामीण या दोन्ही भागांमध्ये जास्त आहे.

बीसीजी लस टोचून घ्यायला आलेल्या १४ टक्के वालकांना पुढील १ महिन्यांमध्ये दिली जाणे अपे क्षित आहे अशी मीझल्सची लस टोचली जात नाही. ५ वर्षांखालील अनेक मुलांना न्यूमोकोक्कल लसी नियमितपणे टोचल्या जात नाहीत. अशा प्रकारचा निष्काळनीयणाच भारतातील वालमूल्यदारांमध्ये भर टाकतो आहे. या लसी नियमितपणे टोचल्या गेल्या तर अनेक आजागंना सहज प्रतिवंध करता येऊ शकतो."

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<b>Page:</b> 01	<b>Headline:</b> World Immunization week implemented successfully in India

## विश्व प्रतिरक्षण सप्ताह हुआ संपन्न

■ पुणे : प्रतिनिधि

बर्ल्ड इम्युनाइजेशन बीक (विश्व प्रतिरक्षण सप्ताह 24-30 अप्रैल) के अवसर पर इंडियन एके डमी ऑफ. पीडियाट्रि क्स (आईएपी) और इयुनाइज इंडिया चैरिटी डब्लूएचओ की 2016 थीम के अनुसार 'प्रतिरक्षण अंतर को समाप्त करने' में आने वाली चुनौतियों एवं उनके समाधानों पर चर्चा करने के लिए एक साथ आये। उन्होंने उनके संयुक्त प्रोग्राम 'आईएपी-इम्युनाइज इंडिया' द्वारा हासिल की गई उपलब्धियों पर भी जोर दिया।

टीका निरोधक बीमारियों से भारत में 5 वर्ष से कम आयु के 15 लाख से अधिक बच्चों की मौत हो जाती है और लगभग 10 लाख बच्चे विकलांगता के शिकार हो जाते हैं। भारत में निमोनिया, डिफ्टीरिया, टिटनेस, परटुसिस, रोटावायरस, पोलियो, दयुबरकुलोसिस, बीजल्स और हेपेटाइटिस बी जैसी प्रमुख जानलेवा टीका निरोधक बीमारियों के लिए टीकाकरण करवाना अत्यन्त महत्वपूर्ण है।

भारत में कम प्रतिरक्षण दर की चित्ताओं पर प्रतिक्रिया व्यक्त करते हुए पुणे स्थित नेशनल आईएपी प्रसिडेंट डॉ. प्रमोद जोग ने कहा कि भारत में 12-23 महीनों की आयु के उन बच्चों का प्रतिशत महज

51.6 फीसदी है, जिन्हें सही समय पर सभी सुझाये गये वैक्सीन मिल पाते हैं। इसका एक प्रमुख कारण है कि माता-पिता वैक्सीनेशन का कैलेंडर नहीं बनाते और अवसर सही समय पर अनुशासित तरीके से बच्चे का टीकाकरण करवाना भूल जाते हैं। शहर और गांव दोनों जगहें पर यह समस्या है।

आईएपी इम्युनाइज इंडिया की सफलता पर जोर देते हुए इयुनाइज इंडिया चैरिटी के संस्थापक और प्रिसिपल ड्रस्टी डॉ. रंजन कुमार पेजावर ने कहा कि वैक्सीनेशन रिमाइंडर सेवाए कई देशों में प्रतिरक्षण अनुपालन 20 प्रतिशत तक बढ़ाने में असरदार रही है। 31 मार्च 2016 तक आईएपी इम्युनाइज इंडिया को भारत में 10 लाख से अधिक पंजीकरण प्राप्त हुए हैं जिसने अनुपालन में बृद्धि में बेहतरीन योगदान किया है।

300,000 अतिरिक्त वैक्सीनेशन भी हो रहे हैं जिन्हें कराने से लोग आमतौर पर चक जाते थे। हमारे प्रोग्राम को कई उल्लेखनीय राष्ट्रीय एवं अंतर्राष्ट्रीय पुरस्कार, सम्मान और आग्रह मिल चुके हैं। भारत सरकार भी अपने संस्थानों में इस अलर्ट सेवा का पंजीकरण करवाने और इस्तेमाल करने के लिए आई है।

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<b>Page:</b> 07	<b>Headline:</b> Emphasis on vaccination and training through education

# लसीकरण, प्रशिक्षणावर भर देणार



## बातचीत

बालरोगतज्ज्ञ संघटनेच्या राष्ट्रीय अध्यक्षपदी पुण्याच्या डॉ. प्रमोद जोग यांची निवड झाली आहे. हैदराबाद येथे झालेल्या बालरोगतज्ज्ञांच्या राष्ट्रीय परिषदेत त्यांनी या पदाची सूत्रे स्वीकारली. त्या निमित्ताने डॉ. प्रमोद जोग यांच्याशी साधलेला संवाद...

हान मुलांच्या सर्वांगीण विकासात मातेचे दूध, पौष्टिक आहार आणि लसीकरण यांचे महत्त्व अनन्यसाधारण असते. त्यामुळे पालण्यापासून ते हातात पेसिल घरेपर्यंत मुलांच्या शारीरिक आणि बौद्धिक विकासाचे टप्पे या बाबत वर्षभर वेगवेगळ्या माध्यमातून जनजागृती उपक्रम हाती घेण्यात येणार आहेत. लसीकरण आणि संसर्गजन्य आजारांबाबतच्या प्रशिक्षणावर भर



देण्यात येणार आहे. स्तनपानाचे महत्त्व पटवून देण्यासाठी 'आयुष्याची आदर्श सुरवात' असा दहा सूत्री कार्यक्रम हाती घेतला आहे.

लहान मुलांचे लसीकरण हे देशापुढील सर्वांमोठे आव्हान आहे. देशातील सर्व लहान मुलांना वेळेत रोगप्रतिबंधक लसी दिल्या जात नाहीत. त्यामागे कारणे वेगवेगळी आहेत. शहरी आणि ग्रामीण भागामध्ये लस देण्यास पालकांकडून होणारी टाळाटाळ हे चित्र सर्वत्र दिसते. लसीकरणाबाबतचे अज्ञान, त्याबाबतचे गैरसमज आहेत. उत्तर भारतातील काही राज्यांमध्ये लसीकरणाबाबत प्रचंड अज्ञान आहे. तसेच आवाक्याबोहरे गेलेल्या लसीच्या किमती हेदेखील शंभर टक्के लसीकरण न होण्यामागील एक कारण आहे. या सर्वांचा विचार करून 'इम्युनाइज इंडिया' हा महत्त्वाकांक्षी प्रकल्प कायांनित करण्यात येत आहे. या प्रकल्पांतर्गत पालकांच्या मोबाईल फोनवर 'एसएमएस' पाठवून त्यांना बाळाच्या लसीकरणाची आठवण करून देण्यात येणार आहे.

जगभरात प्रतिबंधक लसीकरणाला प्राधान्य दिले जात आहे. जागतिक पातळीवर लसीकरणाबाबत जनजागृती करण्यासाठी लसीकरण सत्ताहाचे आयोजन केले जाते. देशात आत्मपर्यंत पोलिओचे लसीकरण ड्रॉप्सच्या माध्यमातून केले जात होते. 'दो बुँद जिंदगी के'मुळे पोलिओबाबत जागृती झाली. आता 'इजेक्टेबल लस' देण्यास सुरवात झाली आहे.

न्यूयोनिया हा लहान मुलांच्या आरोग्यापुढील सर्वांमोठे आव्हान आहे. त्याबाबत वेळीच निदान होऊन प्रभावी औषधोपचाराची गरज आहे. भारतात या आजाराचे गांधीर्य जास्त आहे. तसेच कुपोषण, बालमृत्यू यावर मात करण्यासाठी ठोस पावले टाकून त्या धोरणामध्ये सातत्य ठेवणे गरजेचे आहे. त्यासाठी बालरोगतज्ज्ञांची संघटना केंद्र सरकारच्या सहकाऱ्यानि याबाबत जनजागृती प्रकल्प हाती घेणार आहे. देशातील लहान मुलांच्या सुदृढ आरोग्यासाठी बालआरोग्य धोरणाची गरज आहे. त्याबाबत केंद्र सरकारचा आरोग्य खात्याबोरोबर सातत्याने संवाद सुरू आहे. त्यातून बालआरोग्य धोरण निश्चित होणे अपेक्षित आहे. देशाच्या भावी पिढीचे भविष्य त्यातून साकार होईल, याबद्दल कोणतीच शंका नाही.

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<b>Page:</b> 04	<b>Headline IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program</b>

## आयएपी इम्युनाईड्झ इंडिया हा लसीकरणाचे स्मरण करून देणारा जगतील सर्वात मोठा आणि अत्यंत यशस्वी उपक्रम ठरला

**पुणे (प्रतिनिधी) :** जागतिक लसीकरण संसाहच्या (२४-३० एप्रिल) निमित्ताने इंडियन अँकडमी ऑफ पेडियाट्रिक्स (आयएपी) आणि इम्युनाईड्झ इंडिया चॉरिटीने संयुक्त भागीदारीअंतर्गत डब्ल्यूएचओने २०१६ करिता निश्चित केलेल्या 'क्लोझ द इम्युनाईड्झेन गॅप' (लसीकरणातील दरी सांधा) या मुद्राशी सुसंगत अशा पद्धतीने लसीकरणाशी संवंधित आव्हाने आणि उपायांजन यांच्याकरिता उपक्रमांचे आयोजन केले आहे. या संयुक्त भागीदारीअंतर्गत राबवल्या गेलेल्या उपक्रमांपैकी सर्वात विशेष आणि लक्षविधी कायद्यंकम ठरला तो म्हणजे 'आयएपी इम्युनाईड्झ इंडिया'! भारतातील लसीकरणात वाढ करण्याकरिता आणि लसीकरणाची पोहोच वृद्धींगत करण्याकरिता राबवला गेलेला हा सर्वात मोठा राष्ट्रस्तरीय हेल्थकेअर उपक्रम ठरला आहे. विकसित देशांशी तुलना करता भारतातील लसीकरणाची पोहोच खूपच कमी आहे. ५ वर्षांखालील मुलांमध्ये लसीकरणाने सहज प्रतिबंध करता येऊ शकतो अशा आजारांनी वार्षिक तत्त्वावर १.५ दशलक्ष्मूळ अधिक मूळ्य होतात आणि जवल्पास १ दशलक्ष्मूळांच्या विकलांगत्व येते. त्यामुळे न्यूमोनिया, डिएटरिया (घटस्प), टिट्टनस (धनुर्वांत), पट्टुमिस, रोटाव्हायरस, पोलिओ, ट्यूबरक्युलासिस (क्षय), मीड्रल्स (गावर) आणि हेपेटायरिटिस ची अशा जीवास घातक ठरणाऱ्या आजारांकरिता लसी दिल्या जाणे अत्यंत महत्त्वाचे ठरते. भारतातील

लसीकरणाचा दर अत्यंत कमी आहे या वस्तुस्थितीबदल बोलताना, आयएपीचे भारतस्तरीय अध्यक्ष व कन्सलटन बालरोगतज, डॉ. प्रमोद जोग म्हणाले, "सर्वच्या सर्व लसी वेळच्या वेळेत मिळाल्या आहेत अशा १२-२३ महिने वयाच्या मुलांचे प्रमाण अवधे ५१.६ टक्के आहे. त्यांचे पालक लसीकरणाची नोंद व माग ठेवत नाहीत आणि पद्धतीरित रितीने मुलाच लसीकरण करून घ्यायला विसरतात ही त्यामारील प्रमुख कारणे आहेत. आणि हे प्रमाण शहरी आणि ग्रामीण या दोन्ही भागांमध्ये जास्त आहे. वीसीजी लस टोचून घ्यायला आलेल्या १४ टक्के बालकांना पुढील ९ महिन्यांमध्ये दिली जाणे अपे फित आहे अशी भीड़गळमध्ये लस टोचूली जात नाही. ५ वर्षांखालील अनेक मुलांना न्यूमोकोक्कल लसी नियमितपणे टोचल्या जात नाहीत. अशा प्रकारचा निष्काळजीपणाच्या भारतातील बालमृत्युदरमध्ये भर टाकतो आहे. या लसी नियमितपणे टोचल्या गेल्या तर अनेक आजारांना सहज प्रतिबंध करता येऊ शकतो." मुलांना लसी टोचण्यात विलंब होणे किंवा त्याची लस टोचाच्याची राहन जाणे यामुळे काळजीत असलेल्या पालकांची गरज ओळखून इम्युनाईड्झ इंडियाने एक लसीकरण स्मरण उपक्रमाची/व्हॉक्सिन रिमाईंडर प्रोग्रामची आडव्हाणी केली आणि आयएपीच्या संयुक्त विभागांने मार्च २०१४ मध्ये आयएपी इम्युनाईड्झ इंडिया हा उपक्रम दाखल केला. आयएपी इम्युनाईड्झ इंडिया ही



एसएमएसवर आधारित, मोफत लसीकरण स्मरण सेवा आहे. ही सेवा भारतातील सर्व मोबाईल नेटवर्कसवर उपलब्ध आहे. आजच्या घडीला भारतातील शहरी तसेच ग्रामीण भागातील जवल्पास प्रत्येकाकडे भारतातील फोन असल्याने लस टोचून घेणे अपेक्षित आहे अशा दिवसाचे स्मरण एसएमएस मार्फत करून देणारी अतिशय परवडण्याच्यामध्ये सेवा आहे. याकरिता, डॉ. प्रमोद जोग पुढे म्हणाले, "महाराष्ट्र दूरसंचार मंडळाने (पुणे व गोवासह पण मुंबई, नवी मुंबई व कल्याण वगळून) आयएपी इम्युनाईड्झ इंडियामध्ये लसीकरणाच्या ११८३०९ नंदी केल्या." आयएपी इम्युनाईड्झ इंडियाच्या यशवाददल बोलताना, इम्युनाईड्झ इंडिया चॉरिटीचे संस्थापक आणि प्रमुख विश्वस्त डॉ. रंजन कुमार पेजावर म्हणाले, "लसीकरण स्मरण उपक्रम अनेक देशांमध्ये प्रभावी ठरलेले आहेत आणि त्यांनी लसीकरणाच्या पोहोचमध्ये २० टक्क्यांनी वाढ घडवून आणण्यात यश मिळवलेले आहे.

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## बालरोगतज्ज संघटनेच्या राष्ट्रीय अध्यक्षपदी : डॉ. प्रमोद जोग

पुणे : भारतीय  
बालरोगतज्ज संघटनेच्या  
(इंडियन अँकॅडमी ऑफ  
(पेडिअँट्रिक्स) राष्ट्रीय  
अध्यक्षपदी पुण्यातील  
बालरोगतज्ज डॉ. प्रमोद  
जोग यांची निवड झाली. हैदराबाद येथे  
झालेल्या राष्ट्रीय परिषदेत डॉ. जोग यांनी  
सूत्रे हाती घेतली.

बाल आरोग्याच्या क्षेत्रात डॉ. जोग  
गेली ३५ वर्षे कार्यरत आहेत. लहान  
मुलांचे आजार, लसीकरण, स्तनपान



प्रसार कुपोषण, संसारजन्य  
आजार, किशोरवयीन मुलांचे  
आरोग्य, पालक प्रबोधन आदी  
क्षेत्रात त्यांनी भरीव कार्य केले.  
पोलिओ निर्मूलनासाठी १९८५  
मध्ये त्यांनी गुडबाय पोलिओ ही  
मोहीम सुरु केली. पिंपरी येथील डॉ.  
वाय पाटील वैद्यकीय महाविद्यालयात  
डॉ. जोग प्राध्यापक असून, पुणे  
पालक शिक्षक संघाचे अध्यक्ष आहेत.  
संघटनेच्या लसीकरण विषयक  
सल्लागार समितीचे ते अध्यक्ष आहेत.

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**Doctor: Dr. Pramod Jog**

**Headline: Vaccination education is the need of society**

# लसीकरणाचे शिक्षण हवे



एका महिन्यापासून ते पाच वर्षांपर्यंतच्या बालकाचा विविध आजारांपासून बचाव करण्यासाठी लसीकरण केले जाते. मात्र त्याबाबत पालकांमध्ये जागृती नसल्याने आता लसीकरण वाढविण्यासाठी आरोग्य शिक्षण देण्याची गरज व्यक्त करण्यात आली. सध्या जगभर जागतिक लसीकरण संसाह पाळण्यात येत आहे. या निमित्ताने अखिल भारतीय बालरोग तज्ज्ञ संघटनेचे अध्यक्ष डॉ. प्रमोद जोग यांच्याशी आमचे प्रतिनिधी मुस्तफा आतार यांनी साधलेला हा संवाद.....

■ जागतिक लसीकरणाच्या समाजाचे नेमके महत्त्व काय?

जगात विविध आजारांपासून बालकांना वाचविण्यासाठी प्रतिबंधक लसीकरण सुरु आहे, परंतु अपेक्षेएवढे लसीकरण हात नाही. लसीकरणामध्ये मोठा गेप आहे. त्यात अनेक वृद्धी असल्याचे आढळते. सर्व बालकांचे लसीकरण करायचे असेल, तर त्यासाठी प्रवयल करण्याची आवश्यकता आहे. लसीकरणाचे प्रमाण वाढविण्यासाठी जनजागृती करण्यासाठी जनजागृती करण्यासाठी जागतिक लसीकरण सप्ताह पाळण्यात येतो. सध्या जगात पोलिओ, ट्रिप्पल, गोवरच्या लसी पहिल्या वर्षी दिल्या जातात. भारतात क्षयरोगाला प्रतिबंध करण्यासाठी बोसीजी ही लस दिली जाते. त्याशिवाय घटसर्प, धनुवत, डांग्या खोकला अशी त्रिगुणी (ट्रीपल) तसेच गोवर प्रतिबंधक लसीचा समावेश आहे. न्यूमोनिया आणि रोटाव्हायरसमुळे होणारे जुलाब या लसीचा राष्ट्रीय कार्यक्रमातीत समावेश होऊ लागला आहे.

■ लसीकरणाचे प्रमाण कमी आहे. त्यामध्ये नेमका कोणता अडथळा येतो?

हो. लसीकरणाचे प्रमाण कमी आहे. कोणत्या दिवसी अथवा महिन्यात कोणत्या आजाराची लस द्यावी या वेळापत्रकाची अनेकदा पालकांना माहिती नसते. तसेच पालक लसीकरण करायचे विसरून

## टॉक्टाइम



जातात. पालकांना लसीकरण फारसे आवडा नाही. लसीच्या किमती अधिक असल्यानेही त्या देण्यास टाळाटाळ केली जाते. त्याशिवाय लसीकरणाबाबत काही समाजात अंधक्रद्दा आहे. त्यामुळे लसीकरण होण्यासाठी अडथळे निमण मोफत करण्याचा निर्णय घेतला आहे. आणि रोटाव्हायरसमुळे होणारे जुलाब या

■ लसीकरणाच्या धोरणाबाबत काय संगाल?

जुलाब होणाऱ्या जंतुविरोधात रोटाव्हायरस तसेच न्यूमोनियाबाबील लसी देण्याचे धोरण आखण्यात आले आहे. या लसी सुरु करण्यासाठी अखिल भारतीय बालरोग संघटनेने सातत्याने प्रवयल केले आहेत. त्यामुळे त्या लसी सुरु झाल्या आहेत. घटसर्प, डांग्या खोकला, धनुवातासारखे आजार घातक आहेत. पोलिओचा त्यात समावेश होता. पोलिओ

आटोक्यात आल्याने गोवर, रोटाव्हायरस, न्यूमोनिया या आजारांबर लसीकरणासाठी लक्ष केंद्रित केले आहे.

■ लसीकरणापुढील आव्हाने कोणती?

देशात लसीकरण १०० टक्के पूर्ण होत नाही. वेळापत्रकासुरास आठवण करण्यारा मेसेज देण्याचा प्रकल्प अखिल भारतीय बालरोग तज्ज्ञांच्या संघटनेने राबविण्यास सुरुवात केली आहे. लसीकरण केल्याने कोणतही धोका नाही. तसेच दुबैल, भटक्या विमुक्त जाती जमाती वांत लसीकरण करण्याचे राहन जाते. त्या वांगमध्ये याबाबत जनजागृती करण्याची गरज आहे. शहरासह ग्रामीण भागात लसीकरण करण्यासाठी टाळाटाळ केली जाते. लसीकरण किंवा मूलांच्या आरोग्याकडे प्राधान्याने लक्ष दिले जात नाही. त्या करिता 'इम्युनाइज इंडिया' प्रकल्पाद्वारे पालकांना मेसेज पाठवून लसीकरणाचा 'रिमाईंडर' देतो. विहार, राजस्थान, मध्य प्रदेशात लसीकरणाची भयाक्ष स्थिती आहे. त्या टिकाणी लसीकरणाबाबत अज्ञान आहे. एकूणच लसीकरणाबाबत पालकांसह समाजातही आरोग्य शिक्षण दिले पाहिजे. हेच लसीकरणापुढील मोठे आव्हान आहे.

■ लहान मुलांच्या आरोग्याबाबत अखिल भारतीय बालरोग संघटनांना कोणते प्रवयल करीत आहे?

लहान मुलांच्या आरोग्याबाबत बालरोग तज्ज्ञ संघटनेने विविध कार्यक्रम हाती घेले आहेत. बालाच्या जन्माच्यावेळी आईला स्तनपानाचे महत्त्व पटवून देण्यासाठी आयुष्याची 'आदर्श सुरुवात' असा दहा सूरी कार्यक्रम हाती घेतला आहे. बालाच्या जन्मानंतर अर्धी तासात स्तनपान करणे, जंतुसंसर्गापासून दूर राहण्यासाठी हात खव्याच्या धुणे याबाबत प्रवोधन सुरु आहे. पालविण्यापासून ते हातात खडू धरेपर्यंत मूलांचा विकास कसा होतो, लसीकरण आणि संसर्गांजन्य आजार प्रशिक्षण परिवर्तन अशा विविध मुद्यावर संघटना आता वर्षीर काम करीत आहे.

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Headline: Now get injectable polio vaccines at BMC Clinics

# लसीसाठी 'रिमाइंडर'

महाराष्ट्रासह देशातही संदेशामुळे वाढले २० टक्के लसीकरण

Mustafa.Attar  
@timesgroup.com

**पुणे :** एका वर्षाच्या आतील बालकांना आवश्यक असलेल्या लसीची पालकांना आठवण करून देण्यासाठी देशात 'इम्युनाइज इंडिया' प्रकल्प राबविण्यात येत आहे. बालकाला लसीकरण कधी करायचे याचा मेसेज प्रत्येक माहिलेच्या मोबाइलवर दिला जात असून त्यामुळे लसीकरणाच्या प्रमाणात २० टक्क्यांनी वाढ झाली आहे.

## मटा विशेष

महाराष्ट्रासह विविध राज्यांत हा प्रकल्प राबविला जात आहे. प्रकल्पांतर्गत देशातील दहा लाख महिलांची नोंदणी नव्याने करण्यात आली, तर २०२० पर्यंत तीन कोटी बालकांची नोंदणी करण्याचा मानस आहे; तसेच एक लाख ३० हजार



बालकांना अपेंग होण्यापासून तसेच मृत्यू होण्यापासूनही वाचविण्याचे उद्देश आहे.

'बालाच्या जन्माच्या पहिल्या वधात विविध आजारांच्या प्रतिबंधक लसी घेण्यावर बालरोग तज्ज्ञ भर देतात. परंतु, अनेकदा पालकांना कोणत्या लसी कोणत्या महिन्यात अथवा कधी घ्यायच्या याची नेमकी माहिती नसते. पालकांमध्ये यानजागृती करण्याची आवश्यकता जनजागृती भारतीय बालरोग तज्ज्ञ संघटनेने असल्याने भारतीय बालरोग तज्ज्ञ संघटनेने

## मेसेज कसा पाठवाल?

या प्रकल्पांतर्गत पालकांनी मोबाइल क्रमाकावर बाळाचे टोपण नाव (निक नेम), जन्मतारीख लिहून हा संदेश ५६६७९८ या क्रमाकावर पाठवायचा आहे. बालकाच्या जन्मतारखेनुसार सोमवार, बुधवार आणि शुक्रवार या तीन दिवशी पालकांन्या मोबाइलवर 'रिमाइंडर मेसेज' येतो. त्यानुसार पालकांनी नजीकच्या डॉक्टरांकडे जाऊन कोणत्या दिवशी लस घ्यायची यानुसार लसीकरण करणे अपेक्षित आहे.

'इम्युनाइज इंडिया' प्रकल्प हाती घेतला आहे. देशातील दहा लाख मुलांची त्यात नोंदणी झाली आहे. प्रकल्पामुळे देशात लसीकरणाचे प्रमाण २० टक्क्यांनी वाढले,' अशी माहिती भारतीय बालरोग तज्ज्ञ संघटनेचे राष्ट्रीय अध्यक्ष डॉ. प्रभाद जोग यांनी 'मटा'ला दिली.

प्रकल्पांतर्गत महाराष्ट्रातून एक लाख १८ हजार बालकांची नव्याने नोंद झाली. देशातील साडेचार हजारांहून अधिक बालकांचे अपांत्त्वापासून तसेच मृत्यूपासून संरक्षण करणे शक्य झाले. 'रिमाइंडर मेसेज' पाठविण्यामुळे ग्रामीण भागातील महिलांमध्ये जागृती वाढली आहे. महाराष्ट्रात २० हजार बालकांना त्याचा फायदा झाल्याचे सिद्ध झाले आहे. देशातील हा सर्वाधिक मोठा उपक्रम मानला जात आहे, असेही डॉ. जोग यांनी सांगितले.

प्रकल्प साकारण्यासाठी सध्या देशात एका मोबाइल कंपनीशी करार केला आहे. त्याच कंपनीच्या फोनधारकाना 'रिमाइंडर मेसेज'ची सेवा देणे शक्य आहे. लसीकरणासाठी अन्य मोबाइल कंपन्यांशी करार करण्याचा संघटनेचा प्रयत्न सुरू आहे. अन्य कंपन्या या प्रकल्पात सहभागी झाल्यास लसीकरण वाढण्यास मदत होईल.

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## बालरोग तज्ज्ञ संघटना अध्यक्षपदी डॉ. जोग



पुणे, ता.

२७ : बालरोग  
तज्ज्ञ संघटनेच्या  
राष्ट्रीय अध्यक्षपदी  
पुण्याचे डॉ. प्रमोद

जोग यांची निवड झाली आहे. हैदराबाद  
येथे झालेल्या बालरोग तज्ज्ञांच्या  
राष्ट्रीय परिषदेत त्यांनी या पदाची सूत्रे  
स्वीकारली. मुलांचे आजार, स्तनपान  
प्रसार, किशोरवयीन मुलांचे आरोग्य  
आदी क्षेत्रात त्यांनी कार्य केले आहे.



# KOLKATA

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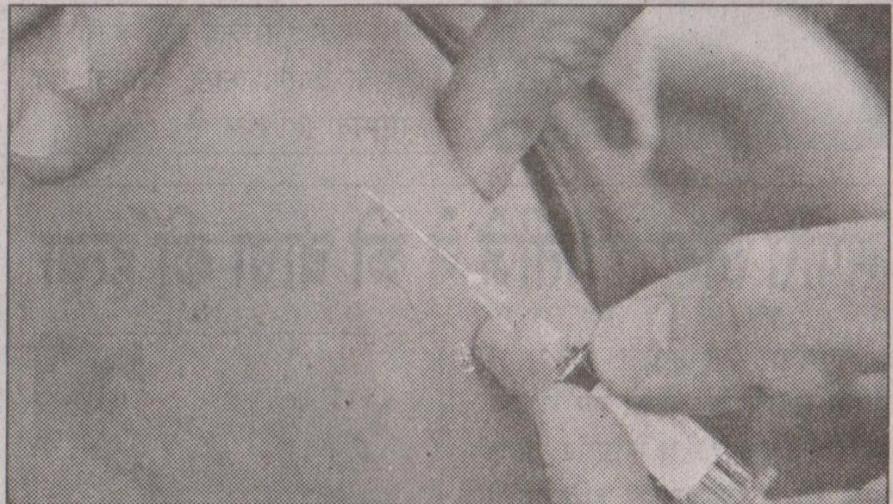
**Doctor: Dr. Pramod Jog**

**Headline: Valuable Initiate taken by IAP-Immunize India on World Immunization Week**

## विश्व टीकाकरण सप्ताह पर आईएपी की अहम पहल

कोलकाता, 28 अप्रैल। विश्व टीकाकरण सप्ताह के (अप्रैल 24-30) के अवसर पर भारतीय बाल रोग अकादमी (आईएपी) और इम्युनाइज्ड इंडिया चैरिटी टीकाकरण के अंतर के 'करीब' विषय व इसकी चुनौतियों और समाधान पर चर्चा करने के लिए एक साथ आए, जो 'डब्ल्यूएचओ थीम के मुताबिक है। देश भर में टीकाकरण का कवरेज बढ़ाने के लिए यह अपनी तरह की सबसे बड़ी राष्ट्रीय स्वास्थ्य पहल है।

उल्लेखनीय है कि भारत के टीकाकरण कवरेज इसके विकसित पड़ोसियों की तुलना में बहुत कम है। मालूम हो कि टीके से निव-



रणीय रोगों के कारण 1.5 लाख से अधिक लोगों की मृत्यु होती है। भारत में 5 साल से कम उम्र के बच्चों में लगभग 1 लाख इसलिए विकलांग हो जाते हैं कि वे सही समय पर टीका नहीं लेते।

उल्लेखनीय है कि निमोनिया, डिप्थीरिया, टिटनेस, काली खांसी, रोटावायरस, पोलियो, टीबी, खसरा और हेपेटाइटिस बी जैसे रोगों के लिए टीकाकरण बहुत महत्वपूर्ण है।



# AHMEDABAD

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## આઈએપી ઈમ્યુનાઈડ ઇન્ડિયા દુનિયામાં સૌથી વિશાળ અને અત્યંત સફળ રસી યાદગીરી કાર્યક્રમ

અમદાવાદ, - વલ્લ પાઠોશીઓ કરતાં બહુ ઓછુ છે. આનું ઈમ્યુનાઈડજેશન વીક (૨૪-૩૦ વાર્ષિક રસી નિવાર્યક્ષમ રોગો ભારતમાં મુખ્ય કારણ વાવીઓ રસી આપવાની એપ્રિલ)ના ઉપલક્ષ્યમાં ઇન્ડિયન તારીખોનું પાલન કરતા નથી અને મોટે એકે તે મી ઓફ પેરિયાટિક્સ એકેજેન્સી (આઈએપી) અને ઈમ્યુનાઈડ ઇન્ડિયા ચેરિટી એકગ આવીને ૧.૫ મિલિયન મોત નીપજાવે છે અને આશરે ૧ મિલિયનને વિકલાગ બનાવે આશરે ૧ લૂલી જાય છે. આ કસૂર એપ્રિલ અને ગ્રામીણ વિસ્તારોમાં પણ શહેર અને બીસીજી રસી પ્રામ કરવા માટે રસીકરણ સેવાઓ સાથે સંપર્કમાં અનુસાર રસીકરણના અંતર ભરી રોટાવાઈર, મોલિયો, ટ્યુબરક્યુલોસિસ, અછબડા અને હેપટાઈટિસ બી જેવા અનુસાર રસીકરણના અંતર ભરી રોચના. જીવન જોખમી રસી નિવાર્યક્ષમ શરીર માટે રસી આપવાનું મહત્વપૂર્ણ અછબડા અને હેપટાઈટિસ બી જેવા એચ્યુક્ટ કાર્યક્રમ આઈએપી- ઈમ્યુનાઈડ ઇન્ડિયા દ્વારા હાંસલ સિદ્ધ પણ આલેનિત કરી હતી, જેને લઈ તે દેશભરમાં રસી લેવાનું અને આવરણ વધારનાર સૌથી વિશાળ રાષ્ટ્રીય આરોગ્ય સંભાળ જુબેશ બની છે. મહિનાની ઉમરના બાળકોને સૂચિત ભારતમાં રસીકરણ આવરણ વિકસિત રસી આપવામાં આવી હોય તેમની ટકાવારી ફક્ત ૫૧.૬ ટકા છે. આનું મુખ્ય કારણ વાવીઓ રસી આપવાની તારીખોનું પાલન કરતા નથી અને મોટે ભાગે શિસ્તબદ્ધ રીતે બાળકને રસી આપવાનું લૂલી જાય છે. આ કસૂર શહેર અને ગ્રામીણ વિસ્તારોમાં પણ જેવા મળે છે. બીસીજી રસી પ્રામ કરવા માટે રસીકરણ સેવાઓ સાથે સંપર્કમાં આવતા ૧૪ ટકા બાળકોન નિર્ધારિત દમા મહિને તેમની અછબડાની રસી પ્રામ થતી નથી. ૫ વર્ષથી ઓછી ઉમરના ઘણા બધા બાળકોને નિયમિત રીતે ન્યુમોક્લેક્સ રસી પ્રામથતી નથી. આ કસૂરને લીધિ ભારતમાં બાળકની મરણાધીનતા અને માંદલાપણું સતત વધી રહ્યું છે, જે નિશ્ચિત જ ધોગ્ય પગલાંથી નિવારી શકાય છે.

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## આઈએપી ઈમ્યુનાઇડ ઇન્ડિયા દુનિયામાં સૌથી વિશાળ અને અત્યંત સફળ રસી યાદગીરી કાર્યક્રમ

અમદાવાદ વલ્લ ઈમ્યુનાઇડજેશન વીક (૨૪-૩૦ એપ્રિલ)ના ઉપલક્ષ્યમાં ઇન્ડિયન એકેડેમી ઓફ પેડિયાટ્રિક્સ (આઈએપી) અને ઈમ્યુનાઇડ ઇન્ડિયા ચેરિટી એક્ઝિક્યુટિવ આવીને ૨૦૧૬ની ડબ્લ્યુઅચેચોની થીમ અનુસાર રસીકરણના અંતર ભરી કાઢવા માટે પડકારો અને નિવારણો પર ચર્ચા કરી હતી. તેમણે પોતાના સંપુર્કત કાર્યક્રમ આઈએપી-ઇમ્યુનાઇડ ઇન્ડિયા દ્વારા હાંસલે સિદ્ધ પણ આલેખિત કરી હતી, જેને લઈ તે દેશભરમાં રસી લેવાનું અને આપરણ વધારનાર સૌથી વિશાળ રાષ્ટ્રીય આરોગ્ય સંભાળ જુબેશ બની છે.

ભારતમાં રસીકરણ આપરણ વિકસિત પાડોશીઓ કરતાં બહુ ઓછું

છે. વાર્ષિક રસી નિવારણક્રમ રોજો ભારતમાં ૫ વર્ષથી ઓછી ઉમરના બાળકોનાં ૧.૫ મિલિયન મોત નીપણવે છે અને આશરે ૧ મિલિયનને વિકલાંગ બનાવે છે. આથી જ ભારતમાં ન્યુમોનિયા, ડિફ્યેરિયા, ટિટેનસ, પર્ટુસિસ, રોટાવાઈર, પોલિયો, ટ્યુબરક્યુલોસિસ, અછબડા અને હેપટાઈટિસ બી જેવા ટોચના જીવન જોખમી રસી નિવારણક્રમ રોગો માટે રસી આપવાનું જરૂરી હતી. ભારતમાં રસીકરણના ઓછા કર વિશે વિનિતા પર બોલતાં આઈએપીના રાષ્ટ્રીય પ્રમુખ ડૉ. પ્રમોદ જોગે જણાયું હતું કે ભારતમાં ૧૨-૨૩ મહિનાની ઉમરના બાળકોને સૂચિત રસી આપવામાં આવી હોય તેમની

ટકાવારી ફક્ત ૫૧.૬ ટકા છે. આનું મુખ્ય કારણ વાલીઓ રસી આપવાની તારીખોનું પાલન કરતા નથી અને મોટે ભાગે શિસ્તબદ્ધ રીતે બાળકને રસી આપાવવાનું ભૂલી જાય છે. આ કસૂર શહેર અને ગ્રામીણ વિસ્તારોમાં પણ જેવા મળે છે. બીસીજી રસી પ્રાપ્ત કરવા માટે રસીકરણ સેવાઓ સાથે સંપર્કમાં આવતા ૧૪ ટકા બાળકોન નિર્ધારિત ૮મા મહિને તેમની અછબડાની રસી પ્રાપ્ત થતી નથી. અછબડાની રસી પ્રાપ્ત થતી નથી. ૫ વર્ષથી ઓછી ઉમરના ઘણા બધા બાળકોને નિયમિત રીતે ન્યુમોકોક્લ રસી પ્રાપ્તથતી નથી. આ કસૂરને લીધી ભારતમાં બાળકની મરણાધીનતા અને માંદલાપણું સતત વધી રહ્યું છે, જે નિશ્ચિત ૫ વર્ષથી પગલાંથી નિવારી શકાય છે.



# HYDERABAD

Publication: The Hindu	Circulation: 300000
Date: April 23, 2016	Doctor: Dr. Arif Ahmed
Page: 09	Headline: Diphtheria, whooping cough cases on the rise

## Diphtheria, whooping cough cases on the rise

Doctors attribute the incidence to inadequate and improper vaccination

ROHIT P.S.

**HYDERABAD:** Inadequate vaccination and immunity is driving incidence of diphtheria and whooping cough in the city, warn physicians.

Medics at the Fever Hospital speak of a steady flow of patients, children and adults, with diphtheria. While many show a case of severe infection with the classical white patch in the throat, others present with milder symptoms. Physicians attributed the incidence to inadequate and improper vaccination.

"Besides vaccines in childhood, a booster dose every 10 years is required in areas where diphtheria is endemic. That apart, those infected are often unvaccinated against the disease," said the hospital's superintendent Dr. K. Shankar. He added that patients visiting the hospital for treatment comprise local residents and migrants.

### Lack of awareness

A study conducted in Hyderabad, which was published last month in *The Pediatric Infectious Disease Journal*, found that lack of awareness

about the disease and disbelief in vaccination was driving incidence. Diphtheria is a bacterial infection of the upper respiratory system that causes a few thousand deaths every year across the world.

Nearly three-quarters of the infections are said to occur in India though DTP vaccines are part of India's universal vaccination programme. A booster dose every decade is recommended in areas with high incidence. Speaking about the incidence of pertussis or whooping cough, Dr. Arif Ahmed, a city-based paediatric allergist, attributed improper vaccination to occurrence of vaccine-preventable diseases. "While not vaccination is the main reason for incidence of whooping cough, sometimes improper vaccination also renders an individual vulnerable. The use of painless vaccines for whooping cough has also been found to be less efficient," he said.

The Indian Academy of Paediatrics (IAP) has partnered with the non-for-profit Immunize India Charity, which rolled out an SMS-based reminder project in 2014 that will alert parents when due dates for vaccines are around. Around 90,000 children in Andhra Pradesh and Telangana are enrolled with the programme.



# ELECTRONIC

Channel: Doordarshan News	Show name: Metro Scan
Date: April 28, 2016	Doctor: Dr. Pramod Jog
Time of airing: 18:25 pm	Duration: 01:46 mins
Topic: World Immunization Week 2016 – IAP Immunize India Vaccine Reminder Service	Brand and Campaign visibility: Indian Academy of Pediatrics, Immunize India, Vaccine Reminder Service
Spokesperson quoted: Dr. Pramod Jog	Spokespersons profiled: Dr. Ranjan Pejaver, Dr. Uday Pai, Dr. Anupam Sachdeva, GK
<a href="#">Click to download video link</a> (Link expires on 27 May, 2016)	



Channel: Doordarshan Sahyadri	Show name: Talak Batmya
Date: April 28, 2016	Doctor: Dr. Pramod Jog
Time of airing: 19:20 pm	Duration: 01:54 mins
Topic: World Immunization Week 2016 – IAP Immunize India Vaccine Reminder Service	Brand and Campaign visibility: Indian Academy of Pediatrics, Immunize India, Vaccine Reminder Service
Spokesperson quoted: Dr. Pramod Jog	Spokespersons profiled: Dr. Ranjan Pejaver, Dr. Uday Pai, Dr. Anupam Sachdeva
<a href="#">Click to download video link</a> (Link expires on 27 May, 2016)	





# ONLINE

<b>Website:</b> The Hindu, Hyderabad	<b>Headline:</b> Diphtheria, whooping cough cases on the rise
<b>Date:</b> April 30, 2016	<b>Doctor:</b> Dr. Arif Ahmed
<b>Link:</b> <a href="http://www.thehindu.com/news/cities/Hyderabad/diphtheria-whopping-cough-cases-on-the-rise/article8539513.ece">http://www.thehindu.com/news/cities/Hyderabad/diphtheria-whopping-cough-cases-on-the-rise/article8539513.ece</a>	

# THE HINDU

## Diphtheria, whooping cough cases on the rise

MUMBAI, April 30, 2016 05:42 IST

### ***Doctors attribute the incidence to inadequate and improper vaccination***

Inadequate vaccination and immunity is driving incidence of diphtheria and whooping cough in the city, warn physicians.

Medics at the Fever Hospital speak of a steady flow of patients, children and adults, with diphtheria. While many show a case of severe infection with the classical white patch in the throat, others present with milder symptoms. Physicians attributed the incidence to inadequate and improper vaccination.

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#### **Lack of awareness**

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"While not vaccinating is the main reason for incidence of whooping cough, sometimes improper vaccination also renders an individual vulnerable. The use of painless vaccines for whooping cough has also been found to be less efficient," he said.

The Indian Academy of Paediatrics (IAP) has partnered with the non-for-profit Immunize India Charity, which rolled out an SMS-based reminder project in 2014 that will alert parents when due dates for vaccines are around.

Around 90,000 children in Andhra Pradesh and Telangana are enrolled with the programme.

<b>Website:</b> The Hindu, Mumbai	<b>Headline:</b> Most parents don't maintain vaccination calendar
<b>Date:</b> April 29, 2016	<b>Doctor:</b> Dr Pramod Jog
<b>Link:</b> <a href="http://www.thehindu.com/news/cities/mumbai/news/most-parents-dont-maintain-vaccination-calendar/article8535290.ece">http://www.thehindu.com/news/cities/mumbai/news/most-parents-dont-maintain-vaccination-calendar/article8535290.ece</a>	

# THE HINDU

## Most parents don't maintain vaccination calendar

MUMBAI, April 29, 2016 08:30 IST



A central government immunisation programme underway—File Photo

Most parents in the country still do not maintain a vaccination immunisation calendar, and miss out on vaccine doses for their children, said doctors associated with the Indian Academy of Paediatrics (IAP) on Thursday.

Speaking to mediapersons, Dr Pramod Jog, president of IAP, said that every year, vaccine preventable diseases account for over 1.5 million deaths and about 1 million disabilities in children under 5 years of age in India. “In India, the percentage of children between 12–23 months of age who received all recommended vaccines on time is just 51.6% as parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner. This default is observed in both urban and rural areas,” said Dr Jog.

Doctors emphasised that it is important to administer vaccinations for the top life-threatening vaccine preventable diseases in India such as pneumonia, diphtheria, tetanus, pertussis, rotavirus, polio, tuberculosis, measles and hepatitis B.



It was close this immunisation gap that Immunize India Charity launched a vaccine reminder program in association with IAP in 2014.

IAP-Immunize India is a free-of-cost SMS based vaccination reminder service which is nationally available across all mobile networks in India. Since almost every adult in urban and rural areas have mobile phones, the SMS reminder service is the most cost-effective reminder that a vaccination is due.

Doctors at the conference said Mumbai, Navi Mumbai and Kalyan have recorded 1.12 lakh registrations.

Dr Jog said that many infants were missing out regular vaccinations and these lapses are responsible for increased rates of child morbidity and mortality in India which can definitely be avoided.

***The SMS reminder service is the most cost-effective reminder that a vaccination is due***

<b>Website:</b> The Hindu, Mumbai	<b>Headline:</b> For your baby's injectable polio vaccine, you must go to BMC health centres
<b>Date:</b> April 29, 2016	<b>Doctor:</b> Dr. Uday Pai
<b>Link:</b> <a href="http://www.thehindu.com/news/cities/mumbai/news/for-your-babys-injectable-polio-vaccine-you-must-go-to-bmc-health-centres/article8535288.ece">http://www.thehindu.com/news/cities/mumbai/news/for-your-babys-injectable-polio-vaccine-you-must-go-to-bmc-health-centres/article8535288.ece</a>	

# THE HINDU

## For your baby's injectable polio vaccine, you must go to BMC health centres

MUMBAI: April 29, 2016 08:27 IST

**SWITCHING TO INJECTABLE POLIO VACCINE**

**THE ENDGAME PLAN**

At least one dose of inactivated polio vaccine (IPV) in routine immunisation schedules by end-2015  
Strengthened routine immunisation services

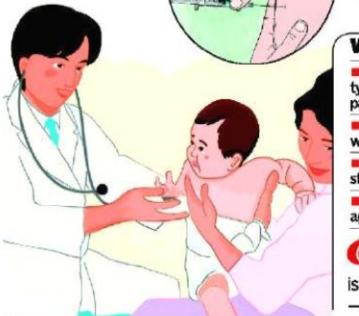
Withdrawal of oral polio vaccine (OPV), starting with the switch from trivalent (3 strains) to bivalent (2 strains) OPV in April 2016

**WHY IPV**

- Provides serum immunity against all 3 types of poliovirus, and protects against paralytic poliomyelitis
- Given to infants at 6 weeks and then at 14 weeks in addition to OPV
- Available free of cost at all municipal and state-run hospitals and healthcare centres
- OPV is still the main preventive measure against polio

If a child misses a shot, a catch-up shot can be given later. This is not an emergency vaccine

— Dr Uday Pai, consultant paediatrician



*The vaccine is not available on the market, or with private doctors; it must be injected at the same time as the oral vaccine*

Unlike the oral polio vaccine that the civic body gave for free to private practitioners, the injectable polio vaccine, introduced by the BMC on Tuesday, will be available only in public healthcare facilities. There is no stock of the vaccine in the market for doctors in private practice to buy. Both the BMC and paediatricians are asking parents to take their children to public units for their shot.

The BMC started administering the injectable vaccine on Tuesday. The vaccine, which now figures in the immunisation calendar, has to be administered to children at the age of six weeks and then 14 weeks, along with the oral polio vaccine.

Paediatricians say they do not wish to confuse parents and hence giving out uniform advice: take your child to a civic-run facility for the injectable vaccine. Dr Uday Pai, consultant paediatrician and past president of the Indian Academy of Paediatrics, said, "We have told all our members to refer children to municipal centres for the vaccine dose. We have also sent a letter to the BMC that if private patients do come, they too should be given the vaccine."

Doctors said parents should not panic, nor get confused. "If a child misses a shot, a catch up shot can be given later. This is not an emergency vaccine," said Dr Pai.

Civic officials said they have adequate supply of the vaccine. Dr Padmaja Keskar, BMC's executive health officer, said: "All private doctors can send us children for the injectable vaccine. We will be giving it for free."

### Taking stock

Six months before the BMC launched the injectable vaccine, the government had procured all the stock available with various vaccine dealerships. Paediatricians, who were giving the injectable vaccine earlier, said they have not given a single shot since January as there were no vaccines available in the market.

"Until last August or September, a monthly stock of 15,000 to 20,000 doses of the injectable vaccine was enough for Mumbai," said vaccine dealer Dr Haresh Shah. "But awareness shot up after the government started advertising on television that it would start administering injectable polio vaccine from April, 2016. So the demand shot up after that." Dr Shah, adding that there has been no stock for the last three months.

The shortage of the injectable polio vaccine is a global phenomenon. That is why it is being administered as an intradermal injection — between the layers of the skin — and not as an intramuscular injection, which uses up a larger quantity. The intramuscular shot needs just one dose, while the intradermal injection is given twice.

Both doctors and government officials are hopeful that production of the vaccine will scale up in the months to come.

### 100% protection from polio

Officials of the public health department have said that "simultaneous immunisation by oral polio vaccine and injectable polio vaccine will give dual protection to children and the community" and that "it will prevent reinfection and reactivation of polio disease". Doctors too said that the two doses of the injectable polio will be 100 per cent protection from the virus.

"To eradicate polio completely, extra doses of oral polio vaccine are to be administered to children under five during every pulse polio campaign in addition to the oral and injectable polio vaccine doses," the BMC stated in a press release following the injectable vaccine's launch.

*The shortage of the injectable polio vaccine is a global phenomenon, and needs several doses*

<b>Website:</b> Maharashtra Times, Pune	<b>Headline:</b> Health Education should be provided about vaccination
<b>Date:</b> April 29, 2016	<b>Doctor:</b> Dr. Pramod Jog
<b>Link:</b> <a href="http://maharashtratimes.indiatimes.com/maharashtra/pune-news/vaccination-dr-pramod-jog/articleshow/52032216.cms">http://maharashtratimes.indiatimes.com/maharashtra/pune-news/vaccination-dr-pramod-jog/articleshow/52032216.cms</a>	

**महाराष्ट्र टाइम्स**      पुणे

आपण देखे आहात - होम » महाराष्ट्र » पुणे » Vaccination Dr Pramod Jog

## लसीकरणासाठी आरोग्य शिक्षण दिले पाहिजे

Maharashtra Times | Apr 29, 2016, 03:00 AM IST

- जागातेक लसीकरणाच्या सप्ताहाचे नमके महत्त्व काय? जगात विविध आजारांपासून बालकांना वाचविण्यासाठी प्रतिबंधक लसीकरण सुरु आहे. परंतु, अपेक्षेएवढे लसीकरण होत नाही. लसीकरणामध्ये मोठा गेप आहे. त्यात अनेक त्रुटी असल्याचे आढळते. सर्व बालकांचे लसीकरण करायचे असेल, तर त्यासाठी प्रयत्न करण्याची आवश्यकता आहे. लसीकरणाचे प्रमाण वाढविण्यासाठी जनजागृती करण्यासाठी जागतिक लसीकरण सप्ताह पाल्यात येते. सध्या जगात पोलिओ, ट्रिपल, गोवरच्या लसी पहिल्या वर्षी दिल्या

जातात. भारतात क्षयरोगाला प्रतिबंध करण्यासाठी बीसीजी ही लस दिली जाते. त्याशिवाय घटसर्प, धनुवर्ति, डांग्या खोकला अशी त्रिगुप्ती (ट्रिपल) तसेच गोवर प्रतिबंधक लसीचा समावेश आहे. न्यूमोनिया आणि रोटाहायरसमुळे होणारे जुलाब या लसीचा राष्ट्रीय कार्यक्रमांतर्गत समावेश होऊ लागला आहे. -लसीकरणाचे प्रमाण कमी आहे. त्यामध्ये नेमका कोणता अडथळा येते? हो. लसीकरणाचे प्रमाण कमी आहे. कोणत्या दिवशी अथवा महिन्यात कोणत्या आजाराची लस द्यावी या वेळापत्रकाची अनेकदा पालकांना माहिती नसते. तसेच पालक लसीकरण करायचे विसरून जातात. पालकांना लसीकरण फारसे आवडत नाही. लसीच्या किमती अधिक असल्यानेही त्या देण्यास टाळाटाळ केली जाते. त्याशिवाय लसीकरणाबाबत काही समाजात अंधश्रद्धा आहे. त्यामुळे लसीकरण होण्यामध्ये अडथळे निर्भाव होत आहेत. आता सरकारने सर्व लसी मोफत करण्याचा निर्णय घेतला आहे. - लसीकरणाच्या धोरणाबाबत काय संगाल? जुलाब होणाऱ्या जंतविरोधात रोटाहायरस तसेच न्यूमोनियादरील लसी देण्याचे धोरण आखण्यात आले आहे. या लसी सुरु करण्यासाठी अखिल भारतीय बालरोग संघटनेने सातत्याने प्रयत्न केले आहेत. त्यामुळे त्या लसी सुरु झाल्या आहेत. घटसर्प, डांग्या खोकला, धनुवर्तिसारखे आजार घातक आहेत. पोलिओचा त्यात समावेश होता. पोलिओ आटोक्वाई आल्याने गोवर, रोटाहायरस, न्यूमोनिया या आजारबाबर लसीकरणासाठी लक्ष केंद्रित केले आहे. - लसीकरणापुढील आव्हाने कोणती? देशात लसीकरण १०० टक्के पूर्ण होत नाही. वेळापत्रकानुसार आठवण करणारा नेसेज देण्याचा प्रकल्प अखिल भारतीय बालरोग तज्ज्ञांच्या संघटनेने राबविण्यास सुरुवात केली आहे. लसीकरण केल्याने कोणताही धोका नाही. तसेच दुर्बल, भटक्या विमुक्त जाती जमाती वारात लसीकरण करण्याचे राहन जाते. त्या वारामध्ये याबाबत जनजागृती करण्याची गरज आहे. शहरासह ग्रामीण भागात लसीकरण करण्यासाठी टाळाटाळ केली जाते. लसीकरण किंवा मुलांच्या आरोग्याकडे प्राधान्याने लक्ष दिले जात नाही. त्या करिता 'इच्युनाइज इंडिया' प्रकल्पाद्वारे पालकांना नेसेज पाठवून लसीकरणाचा 'रिमाईंडर' देतो. बिहार, राजस्थान, मध्य प्रदेशात लसीकरणाची भयावह स्थिती आहे. त्या ठिकाणी लसीकरणाबाबत ज्ञान आहे. एकूणच लसीकरणाबाबत पालकांसह समाजातीली आरोग्य शिक्षण दिले पाहिजे. हेच लसीकरणापुढील मोठे आव्हान आहे. - लहान मुलांच्या आरोग्याबाबत अखिल भारतीय बालरोग संघटना कोणते प्रयत्न करीत आहे? लहान मुलांच्या आरोग्याबाबत बालरोग तज्ज्ञ संघटनेने विविध कार्यक्रम हाती घेतले आहेत. बालाच्या जन्माच्यावेळी आईला स्तनपानाचे महत्त्व पटदून देण्यासाठी अपुण्याची 'आदर्श सुरुवात' असा दहा सूती कार्यक्रम हाती घेतला आहे. बालाच्या जन्मानंतर अर्धा तासात स्तनपान करणे, जंतुसंरांपासून दूर राहण्यासाठी हात स्वच्छ धूणे याबाबत प्रबोधन सुरु आहे. पाल्यापासून ते हातात खडू धरेपर्यंत मुलांचा विकास कसा होतो. लसीकरण आणि संसर्गजन्य आजार प्रशिक्षण परिवर्तन अशा विविध मुद्दांवर संघटना आता वर्षभर काम करीत आहे.

**मोबाईल अॅप डाउनलोड करा आणि राहा अपडेट**

प्रत्येक ताजे अपडेट जाणून घेण्यासाठी महाराष्ट्र टाइम्सच्या फेसबुक पेजला लाइक करा

<b>Website:</b> The Indian Express, Pune	<b>Headline:</b> Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations
<b>Date:</b> April 29, 2016	<b>Doctor:</b> Dr. Uday Pai
<b>Link:</b> <a href="http://indianexpress.com/article/cities/pune/pune-sms-vaccination-reminder-iap-immunize-india-record-over-one-million-registrations-2775356/">http://indianexpress.com/article/cities/pune/pune-sms-vaccination-reminder-iap-immunize-india-record-over-one-million-registrations-2775356/</a>	

# The Indian EXPRESS

## Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations

They also highlighted milestones achieved by their joint programme 'IAP-Immunize India', making it the largest national healthcare initiative of its kind to increase immunisation adherence and coverage across the country.

Pune | Published: April 29, 2016 1:19 am

The Indian Academy of Pediatrics (IAP) and Immunize India Charity, on the occasion of World Immunization Week (April 24-30), have come together to discuss challenges and solutions to 'Close the Immunization Gap' in accordance with the 2016 WHO theme. They also highlighted milestones achieved by their joint programme 'IAP-Immunize India', making it the largest national healthcare initiative of its kind to increase immunisation adherence and coverage across the country.

India's immunisation coverage compared to its developed neighbors is very low. Annually, vaccine-preventable diseases account for over 1.5 million deaths and about a million disabilities in children below five years in India.

Commenting on the concerns of low immunisation rate in India, Dr Pramod Jog, National IAP President and Consultant Pediatrician, said, "In India, the percentage of children between 12-23 months of age who received all recommended vaccines on time is just 51.6 per cent."

A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner.

This is observed both in urban and rural areas.

Total, 14 per cent infants who come in contact with immunisation services to receive their Bacillus Calmette–Guérin (BCG) vaccine do not receive their measles vaccine scheduled at the ninth month.

Many children below five years do not receive regular pneumococcal vaccines.



These lapses are responsible for increased rates of child morbidity and mortality in India which can definitely be avoided, Jog added.

Prompted by distressed parents' dilemma of delayed or missed immunisation for their children, the Immunize India Charity conceived the vaccine reminder programme and partnered with IAP to launch 'IAP Immunize India' in March 2014.

IAP Immunize India is a free SMS-based vaccination reminder service which is nationally available across all mobile networks in India.

The Maharashtra Telecom Circle (including Pune and Goa but excluding Mumbai, Navi Mumbai and Kalyan) recorded 1,18,301 registrations at IAP Immunize India.

Dr Ranjan Kumar Pejaver, Founder and Principal Trustee, Immunize India Charity, said, "As of March 31, 2016, the IAP Immunize India has received more than a million registrations (10,06,000) across India which has contributed greatly to increased compliance."

"An additional 3,00,000 vaccinations are happening which would have normally been missed," Pejaver said, adding that, now, the University of Kentucky, USA has approached them to implement a pilot programme on this issue.



<b>Website:</b> Medical Dialogues, Mumbai	<b>Headline:</b> Indian Academy of Pediatrics hits world record with 1 million registrations on Immunize IAP
<b>Date:</b> April 29, 2016	<b>Doctor:</b> Dr. Pramod Jog and Dr. Ranjan Pejaver
Link: <a href="http://medicaldialogues.in/indian-academy-of-pediatrics-hits-world-record-with-1-million-registrations-on-immunize-iap/">http://medicaldialogues.in/indian-academy-of-pediatrics-hits-world-record-with-1-million-registrations-on-immunize-iap/</a>	



## Indian Academy of Pediatrics hits world record with 1 million registrations on Immunize IAP

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Mumbai: Indian Academy Of Pediatrics, (IAP) has achieved major milestone with its 2014 launched IAP Immunize Program. With over 1 million registrations, IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program.

Prompted by distressed parents' dilemma of delayed or missed immunization for their children, Immunize India Charity conceived the Vaccine reminder program and partnered with IAP to launch 'IAP Immunize India' in March 2014. IAP- Immunize India is a free-of-cost SMS based vaccination reminder service which is nationally available across all mobile networks in India. Since almost every adult in urban and rural areas have mobile phones, the SMS reminder service is the most cost effective reminder method that a vaccination is due.

Highlighting the success of IAP Immunize India, Dr Ranjan Kumar Pejaver, Founder & Principal Trustee, Immunize India Charity said, "Vaccination reminder services have been effective in several countries in increasing immunization compliance by 20%. As of 31st March 2016, IAP Immunize India has received more than 1 million registrations (100,05,000) across India which has contributed greatly to increased compliance. An additional 300,000 vaccinations are happening which would have normally been missed. Our program won several notable national and global awards, recognitions and requests. The Indian Government also has come forward to register and utilize this alert service at their Institutions. The University of Kentucky, USA approached us to implement a pilot program. Observing a 48% increase in immunization compliance, they now want to extend to Kentucky State with a grant from American Academy of Pediatrics."

India's Immunization coverage compared to its developed neighbors is very low. Annually, vaccine preventable diseases account for over 1.5 million deaths and about 1 million disabilities in children below 5 years in India. It is important to administer vaccinations for the top life-threatening vaccine preventable diseases in India such as Pneumonia, diphtheria, tetanus, pertussis, rotavirus, polio, tuberculosis, measles and hepatitis B.



Commenting on the concerns of low Immunization rate in India, Dr. Pramod Jog, National IAP President said, "In India, the percentage of children between 12–23 months of age who received all recommended vaccines on time is just 51.6%. A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner. This default is observed in both urban and rural areas. 14% of infants who come in contact with immunization services to receive their BCG Vaccine do not receive their measles vaccine scheduled at 9 months. Many children below 5 years do not receive regular pneumococcal vaccines. These lapses are responsible morbidity and mortality in India which can definitely be avoided."

'IAP Immunize India' messaging costs are supported by its telecom partner Vodafone and its field promotion is supported by an education grant from Pfizer.

**Website:** Afternoon DC

**Headline:** IAF launches SMS alert system for child vaccinations

**Date:** April 29, 2016

**Doctor:** Dr. Pramod Jog and Dr. Uday Pai

**Link:** [http://afternoondc.in/city-news/iaf-launches-sms-alert-system-for-child-vaccinations/article\\_166098](http://afternoondc.in/city-news/iaf-launches-sms-alert-system-for-child-vaccinations/article_166098)

# Afternoon

DESPATCH & COURIER

## IAF launches SMS alert system for child vaccinations

Friday, April 29, 2016

**IAP-Immunize India – How it works?**

Parents can register their child by sending an SMS to the national shortcode 566778 with the child's name and date of birth.

The phone will immediately receive a confirmation message for service.

Text message reminders based on the IAPCOI prescribed immunization schedule will then be sent to the phone for 12 years, whenever the child is due for a vaccine shot. 3 reminders are sent, at 2 day intervals, for each vaccination that is due.

Reminders do not advertise, recommend or promote any vaccine brands or products. This is a non-profit, free service, supported only by grants and donations from individuals and institutions.

The Indian Academy of Paediatrics (IAP) organisation, along with medical professionals and paediatricians, has launched its SMS alert services in order to remind parents to vaccinate their children on a particular date. The SMS alert will be sent for free on cellphones, this is a nationwide alert service that was introduced on Thursday.

The IAP has free vaccination reminder service that will cover a child from birth till 12 years of age. To avail the service, parents have to first register themselves with a IAP database by sending an SMS to 566778 conveying the baby's name and date of birth. They will receive an immediate confirmation and text messages for 12 years. There will be three reminders at two day intervals for each vaccination due.

Till now only 51.6% of Indian children below 2 years receives timely recommended vaccinations across the country. Annually, vaccine preventable diseases account for over 1.5 million deaths and about 1 million disabilities in children below 5 years in India. It is important to administer vaccinations for the top life-threatening vaccine preventable diseases in India such as Pneumonia, diphtheria, tetanus, pertussis, rotavirus, polio, tuberculosis, measles and hepatitis B.

While interacting with ADC, Dr. Pramod Jog, National IAP President said, "In India, the percentage of children between 12–23 months of age who receive all the recommended vaccines on time is very low. A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner. This default is observed in both urban and rural areas. 14% of infants who come in contact with immunization services to receive their BCG Vaccine do not receive their measles vaccine scheduled at 9 months. Many children below 5 years of age do not receive regular pneumococcal vaccines."

Dr. Uday Pai, Consultant Paediatrician said, "No child should be denied the right to immunization for unfair reasons, including economic or social causes. The city (Mumbai, Navi Mumbai and Kalyan) recorded 1,12,000 registrations which means that an estimated 35,000 additional vaccinations are happening that would have otherwise been missed."

<b>Website:</b> Spicy City, Mumbai	<b>Headline:</b> IAP immunize India becomes the world's largest and most successful vaccine reminder program
<b>Date:</b> April 28, 2016	<b>Doctor:</b> Dr. Pramod Jog and Dr. Ranjan Pejaver
<b>Link:</b> <a href="http://spicystarsmumbai.com/iap-immunize-india-becomes-the-worlds-largest-and-most-successful-vaccine-reminder-program.html">http://spicystarsmumbai.com/iap-immunize-india-becomes-the-worlds-largest-and-most-successful-vaccine-reminder-program.html</a>	



## IAP IMMUNIZE INDIA BECOMES THE WORLD'S LARGEST AND MOST SUCCESSFUL VACCINE REMINDER PROGRAM –

APRIL 28, 2016 RAJENDRA GANOTRA

**IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program**

- Records more than 1 Million registrations increasing India's immunization coverage
- Only 51.6% of Indian children below 2 years receive timely recommended vaccines

**Pune, April 28, 2016:** On account of World Immunization Week (April 24-30), **Indian Academy of Pediatrics (IAP)** and **Immunize India Charity** came together to discuss challenges and solutions to '**Close the Immunization Gap**' in accordance with the 2016 WHO Theme. They also highlighted milestones achieved by their joint program '**IAP-Immunize India**' making it the **largest national healthcare initiative** of its kind to increase Immunization adherence and coverage across the country. India's Immunization coverage compared to its developed neighbors is very low. Annually, vaccine preventable diseases account for over 1.5 million deaths and about 1 million disabilities in children below 5 years in India. It is important to administer vaccinations for the top life-threatening vaccine preventable diseases in India such as Pneumonia, diphtheria, tetanus, pertussis, rotavirus, polio, tuberculosis, measles and hepatitis B.

*Commenting on the concerns of low Immunization rate in India, **Dr. Pramod Jog, National IAP President and Consultant Pediatrician, Dr Pramod Jog Childrens Clinic, Pune** said, "In India, the percentage of children between 12–23 months of age who received all recommended vaccines on time is just 51.6%. A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner. This default is observed in both urban and rural areas. 14% of infants who come in contact with immunization services to receive their BCG Vaccine do not receive their measles vaccines scheduled at 9 months. Many children below 5 years do not receive regular pneumococcal vaccines. These lapses are responsible for increased rates of child morbidity and mortality in India which can definitely be avoided."*

Prompted by distressed parents' dilemma of delayed or missed immunization for their children, Immunize India Charity conceived the Vaccine reminder program and partnered with IAP to launch 'IAP Immunize India' in March 2014. **IAP-Immunize India** is a



**free-of-cost SMS based vaccination reminder service** which is nationally available across all mobile networks in India. Since almost every adult in urban and rural areas have mobile phones, the SMS reminder service is the most cost effective reminder method that a vaccination is due.

*To this, Dr. Pramod Jog added, "The Maharashtra Telecom Circle (including Pune and Goa but excluding Mumbai, Navi Mumbai and Kalyan) recorded 118301 registrations at IAP Immunize India."*

*Highlighting the success of IAP Immunize India, Dr Ranjan Kumar Pejaver, Founder & Principal Trustee, Immunize India Charity said, "Vaccination reminder services have been effective in several countries in increasing immunization compliance by 20%. As of 31st March 2016, IAP Immunize India has received more than 1 million registrations (1,006,000) across India which has contributed greatly to increased compliance. An additional 300,000 vaccinations are happening which would have normally been missed. Our program won several notable national and global awards, recognitions and requests. The Indian Government also has come forward to register and utilize this alert service at their Institutions. The University of Kentucky, USA approached us to implement a pilot program. Observing a 48% increase in immunization compliance, they now want to extend to Kentucky State with a grant from American Academy of Pediatrics."*

The IAP Immunize India campaign aims to Increase the immunization coverage in India by creating awareness of its program using media and seeking co-operation from allied organizations such as obstetric, midwifery, nursing and other medical associations. Software upgrades, development of Apps and Audio Visuals is another goal for us to enable multi-lingual SMSs and better access to our program. Immunize India Charity is also keen to provide the expertise needed to implement the program in interested countries wishing to improve immunization coverage.

IAP Immunize India messaging costs are supported by its telecom partner Vodafone and its field promotion is supported by an education grant from Pfizer.



Immunize India 

<b>Website:</b> The Asian Age, Mumbai	<b>Headline:</b> Now, SMS alerts to remind parents to vaccinate kids
<b>Date:</b> April 29, 2016	<b>Doctor:</b> Dr. Pramod Jog and Dr. Uday Pai
<b>Link:</b> <a href="http://www.asianage.com/mumbai/now-sms-alerts-remind-parents-vaccinate-kids-079">http://www.asianage.com/mumbai/now-sms-alerts-remind-parents-vaccinate-kids-079</a>	

# THE ASIAN AGE

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## Now, SMS alerts to remind parents to vaccinate kids

MUMBAI, Apr 29, 2016

With a view to achieving full immunization across the country, the Indian Academy of Paediatrics (IAP) has launched SMS alerts to remind parents to vaccinate their children on particular dates. Designed at the national level, SMS alerts will be sent for free without any registration charges.

Messages will be sent to parents till their children reach 12 years. To avail the service, parents have to first register themselves with IAP database by sending an SMS to 566778, conveying the baby's name and date of birth. They will receive an immediate confirmation text message. Three reminders will be sent on the registered number two days before the due date of vaccination. To commemorate World Immunization Week (April 24-30), IAP organized a programme titled "Close the Immunization Gap" in Mumbai on Thursday. Speaking at the programme, medical experts said that only 51.6 per cent of Indian children below two years of age receive timely recommended vaccinations across the country. Further, over 1.5 million deaths are recorded annually, which can be stopped through proper vaccination.

Dr Pramod Jog, National IAP President, said, "In India, the percentage of children between 12 and 23 months of age who receive all recommended vaccines on time is very low. A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate their children on time in a disciplined manner. This default is observed in both urban and rural areas."

Dr Uday Pai, Consultant Paediatrician, said, "No child should be denied the right to immunization for unfair reasons, including economic or social causes."



<b>Website:</b> Express Healthcare, Mumbai	<b>Headline:</b> IAP and Immunize India Charity highlight milestones of IAP Immunize India, a vaccination reminder service
<b>Date:</b> April 28, 2016	<b>Doctor:</b> Dr. Pramod Jog, Dr. Ranjan Pejaver and Dr. Uday Pai
<b>Link:</b> <a href="http://www.financialexpress.com/article/healthcare/happening-now/iap-and-immunize-india-charity-highlight-milestones-of-iap-immunize-india-a-vaccination-reminder-service/244840/">http://www.financialexpress.com/article/healthcare/happening-now/iap-and-immunize-india-charity-highlight-milestones-of-iap-immunize-india-a-vaccination-reminder-service/244840/</a>	



## IAP and Immunize India Charity highlight milestones of IAP Immunize India, a vaccination reminder service

MUMBAI, April 28, 2016

*It records more than one million registrations increasing India's immunisation coverage*

Indian Academy of Pediatrics (IAP) and Immunize India Charity came together to discuss challenges and solutions to 'Close the Immunization Gap' in accordance with the 2016 WHO Theme. They also highlighted milestones achieved by their joint programme 'IAP-Immunize India', a free-of-cost SMS based vaccination reminder service which is nationally available across all mobile networks in India.

Prompted by distressed parents' dilemma of delayed or missed immunisation for their children, Immunize India Charity conceived the vaccine reminder programme and partnered with IAP to launch 'IAP Immunize India' in March 2014.

Commenting on the concerns of low immunisation rate in India, Dr Pramod Jog, National IAP President said, "In India, the percentage of children between 12–23 months of age who received all recommended vaccines on time is just 51.6 per cent. A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner. This default is observed in both urban and rural areas. 14 per cent of infants who come in contact with immunisation services to receive their BCG Vaccine do not receive their measles vaccine scheduled at nine months. Many children below five years do not receive regular pneumococcal vaccines. These lapses are responsible for increased rates of child morbidity and mortality in India which can definitely be avoided."

Dr Uday Pai, Past IAP Mumbai President and Consultant Pediatrician, AANGAN, Chembur, Mumbai said, "Immunisation is one of the most successful and cost effective means to help children grow into healthy adults. No child should be denied the right to immunization for unfair reasons, including economic or social causes. In Mumbai, IAP Immunize India has increased immunization coverage and reduced vaccine preventable deaths among children below five years. The city (Mumbai, Navi Mumbai and Kalyan) recorded 1,12,000 registrations which means that an estimated 35,000 additional vaccinations are happening that would have otherwise been missed."



Highlighting the success of IAP Immunize India, Dr Ranjan Kumar Pejaver, Founder & Principal Trustee, Immunize India Charity said, "Vaccination reminder services have been effective in several countries in increasing immunisation compliance by 20 per cent. As of March 31, 2016, IAP Immunize India has received more than 1 million registrations (100,05,000) across India which has contributed greatly to increased compliance. An additional 300,000 vaccinations are happening which would have normally been missed. Our program won several notable national and global awards, recognitions and requests. The Indian Government also has come forward to register and utilize this alert service at their Institutions. The University of Kentucky, US approached us to implement a pilot programme. Observing a 48 per cent increase in immunisation compliance, they now want to extend to Kentucky State with a grant from American Academy of Pediatrics."

The IAP Immunize India campaign aims to increase the immunisation coverage in India by creating awareness of its programme using media and seeking co-operation from allied organisations such as obstetric, midwifery, nursing and other medical associations. Immunize India Charity is also keen to provide the expertise needed to implement the program in interested countries wishing to improve immunisation coverage.

'IAP Immunize India' messaging costs are supported by its telecom partner Vodafone and its field promotion is supported by an education grant from Pfizer.



<b>Website:</b> Pharmabiz, Mumbai	<b>Headline:</b> World's single largest vaccine alert programme gets one million registrations in India
<b>Date:</b> April 29, 2016	<b>Doctor:</b> Dr. Pramod Jog, Dr. Ranjan Pejaver and Dr. Uday Pai
<b>Link:</b> <a href="http://www.pharmabiz.com/NewsDetails.aspx?aid=94880&amp;sid=1">http://www.pharmabiz.com/NewsDetails.aspx?aid=94880&amp;sid=1</a>	

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### World's single largest vaccine alert programme gets one million registrations in India

MUMBAI, Friday, April 29, 2016, 08:00 Hrs [IST]

In accordance with the 2016 WHO theme of 'close the immunisation gap for vaccine preventable diseases in children', IAP Immunize India Vaccine reminder programme has received more than 1 million registrations across India making it the largest national healthcare initiative of its kind to increase immunisation compliance. It also makes it the world's single largest vaccine alert programme.

The programme is aimed at protecting children from vaccine preventable diseases in India like pneumonia, diarrhea, diphtheria, pertussis, tuberculosis, measles and tetanus. Parents can register their child by sending an SMS to the national short code 566778 with the child's name and date of birth. Text message reminders based on IAPCOI prescribed immunisation schedules will be sent to the phone for 12 years.

Conceived by Immunize India Charity in March 2014, the vaccine reminder programme 'IAP Immunize India' launched in partnership with Indian Academy of Pediatrics (IAP) is a free-of-cost SMS based vaccination reminder service nationally available across all mobile networks in India. 'IAP Immunize India' messaging costs are supported by its telecom partner Vodafone and its field promotion is supported by an education grant from Pfizer.

The Union health ministry is also reviewing the programme for further scale up to be expanded to all the healthcare institutions across the country.

According to experts associated with the development, prompted by distressed parents dilemma of delayed or missed immunization for their children, IAP Immunize India has increased immunisation coverage and reduced vaccine preventable deaths among children below 5 years in Mumbai alone. Mumbai, Navi Mumbai and Kalyan recorded 1,12,000 registrations which means that an estimated 35,000 additional vaccinations would otherwise have been missed.

Highlighting the success of IAP Immunize India, Dr Ranjan Kumar Pejaver, principal trustee, Immunize India Charity said, "Vaccination reminder services have been effective in several countries in increasing immunisation compliance by 20 per cent. It is a simple, free SMS service which needs only mobile phone with network. It has access across India on all networks equipped with clear, concise SMS messages through a software based auto-SMS system which follows IAP immunisation schedule. The system is modifiable to new schedules and subscriber has the liberty to join or leave it anytime. It provides 3 reminders in a week when the vaccine is due and continues giving vaccination reminders for 12 years."

The University of Kentucky, USA had in the past approached IAP to implement a pilot programme seeing its success in India. Observing a 48 per cent increase in immunisation compliance, the university want it to be extended to Kentucky State with a grant from American Academy of Pediatrics. There is interest and enquiries from organisations to license the product and replicate the model in Brazil, Indonesia, Bangladesh and Kenya.



On account of World Immunisation Week (April 24 to 30), IAP and Immunize India Charity have joined hands to discuss challenges and solutions to close the immunisation gap in accordance with the 2016 WHO theme. They also highlighted milestones achieved by their joint programme 'IAP-Immunize India'.

India's Immunisation coverage compared to its developed neighbors is very low. Annually, vaccine preventable diseases account for over 1.5 million deaths and about 1 million disabilities in children below 5 years in India. It is important to administer vaccinations for the top life-threatening vaccine preventable diseases in India such as pneumonia, diphtheria, tetanus, pertussis, rotavirus, polio, tuberculosis, measles and hepatitis B.

Talking about the concerns of low Immunisation rate in India, Dr. Pramod Jog, national IAP president said, "In India, the percentage of children between 12 to 23 months of age who received all recommended vaccines on time is just 51.6 per cent. A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner. This default is observed in both urban and rural areas. 14 per cent of infants who come in contact with immunisation services to receive their BCG vaccine do not receive their measles vaccine scheduled at 9 months."

Many children below 5 years do not receive regular pneumococcal vaccines. These lapses are responsible for increased rates of child morbidity and mortality in India which can definitely be avoided.

Dr Uday Pai, consultant pediatrician, AANGAN, Chembur, Mumbai said, "Immunisation is one of the most successful and cost effective means to help children grow into healthy adults. No child should be denied the right to immunisation for unfair reasons, including economic or social causes."

The IAP Immunize India campaign aims to increase the immunisation coverage in India by creating awareness of its programme using media and seeking co-operation from allied organisations such as obstetric, midwifery, nursing and other medical associations. Software upgrades, development of apps and audio visuals is another goal to enable multi-lingual SMSs and better access to the programme. Immunize India Charity is also focusing to provide the expertise needed to implement the programme in interested countries wishing to improve immunisation coverage.

Since almost every adult in urban and rural areas has a mobile phone, the SMS reminder service is the most cost effective reminder method that a vaccination is due.

<b>Website:</b> Instant Publish, Mumbai	<b>Headline:</b> World's largest & most successful Vaccine Reminder Program Is IAP Immunize India
<b>Date:</b> April 28, 2016	<b>Doctor:</b> Dr. Pramod Jog, Dr. Ranjan Pejaver and Dr. Uday Pai
<b>Link:</b> <a href="http://instantpublish.blogspot.in/2016/04/worlds-largest-most-successful-vaccine.html">http://instantpublish.blogspot.in/2016/04/worlds-largest-most-successful-vaccine.html</a>	

## World's largest & most successful Vaccine Reminder Program Is IAP Immunize India

*-Records more than 1 Million registrations increasing India's immunization coverage*

*-Only 51.6% of Indian children below 2 years receive timely recommended vaccines*

Mumbai, 2016 Ap XXVIII: On account of World Immunization Week (April 24-30), **Indian Academy of Pediatrics (IAP)** and **Immunize India Charity** came together to discuss challenges and solutions to '**Close the Immunization Gap**' in accordance with the 2016 WHO Theme. They also highlighted milestones achieved by their joint program '**IAP-Immunize India**' making it the **largest national healthcare initiative** of its kind to increase Immunization adherence and coverage across the country.

India's Immunization coverage compared to its developed neighbors is very low. Annually, vaccine preventable diseases account for over 1.5 million deaths and about 1 million disabilities in children below 5 years in India. It is important to administer vaccinations for the top life-threatening vaccine preventable diseases in India such as Pneumonia, diphtheria, tetanus, pertussis, rotavirus, polio, tuberculosis, measles and hepatitis B.



'IAP Immunize India' was launched in March 2014. **IAP-Immunize India** is a **free-of-cost SMS based vaccination reminder service** which is nationally available across all mobile networks in India. Since almost every adult in urban and rural areas have mobile phones, the SMS reminder service is the most cost effective reminder method that a vaccination is due. *Commenting on the concerns of low Immunization rate in India, Dr. Pramod Jog, National IAP President said, "In India, the percentage of children between 12–23 months of age who received all recommended vaccines on time is just 51.6%. A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner. This default is observed in both urban and rural areas. 14% of infants who come in contact with immunization services to receive their BCG Vaccine do not receive their measles vaccine scheduled at 9 months. Many children below 5 years do not receive regular pneumococcal vaccines. These lapses are responsible for increased rates of child morbidity and mortality in India which can definitely be avoided."*

**Dr. Uday Pai, Past IAP Mumbai President and Consultant Pediatrician, AANGAN, Chembur, Mumbai** said, "Immunization is one of the most successful and cost effective means to help children grow into healthy adults. No child should be denied the right to immunization for unfair reasons, including economic or social causes. In Mumbai, IAP Immunize India has increased immunization coverage and reduced vaccine preventable deaths among children below 5 years. The city (Mumbai, Navi Mumbai and Kalyan) recorded 1,12,000 registrations which means that an estimated 35,000 additional vaccinations are happening that would have otherwise been missed."

Highlighting the success of IAP Immunize India, **Dr Ranjan Kumar Pejaver, Founder & Principal Trustee, Immunize India Charity** said, "Vaccination reminder services have been effective in several countries in increasing immunization compliance by 20%. As of 31st March 2016, IAP Immunize India has received more than 1 million registrations (100,05,000) across India which has contributed greatly to increased compliance. An additional 300,000 vaccinations are happening which would have normally been missed. Our program won several notable national and global awards, recognitions and requests. The Indian Government also has come forward

to register and utilize this alert service at their Institutions. The University of Kentucky, USA approached us to implement a pilot program. Observing a 48% increase in immunization compliance, they now want to extend to Kentucky State with a grant from American Academy of Pediatrics."

#### Features of IAP Immunize India

- Simple, Free SMS Service
- Needs only Mobile phone with network
- Access across India on all networks
- Clear, concise SMS messages
- Software based auto-SMS
- Follows IAP Immunization schedule
- Modifiable to new schedules
- Freedom to join or leave anytime
- 3 reminders in the week when the vaccine is due
- Vaccination Reminders for 12 years

#### Milestones by IAP Immunize India

- \* Inaugurated by R K Mishra, Joint Secretary, Ministry of Health in March 2014, IAP Immunize India received over a million registrations in 2 years from March 2014 to 2016 making it the World's single largest vaccine alert program
- \* Won the Ericsson CNN-IBN Networked India Awards (August 2015) for 'Best innovation of 2015'
- \* Won the ET Telecom National Awards (March 2016) for 'Best use of IT and Telecommunications for social good – non-profit'
- \* Appreciated by the Pan American Health Organization (WHO) and featured in its 'Immunization Newsletter' (February 2015)
- \* Successful pilot in Kentucky, USA. Interest from Brazil, Indonesia, Vietnam to start the program in those countries.

Website: E-Health, Mumbai

Headline: IAP-Immunize India becomes largest SMS-based vaccination reminder

Date: April 28, 2016

Link: <http://ehealth.eletsonline.com/2016/04/iap-immunizeindia-emerges-the-largest-sms-based-vaccination-reminder-service-programme/>



## IAP-Immunize India becomes largest SMS-based vaccination reminder service

MUMBAI, April 28, 2016



The Indian Academy of Pediatrics (IAP) and Immunize India Charity came together to discuss challenges and solutions to 'Close the Immunization Gap' in line with the 2016 WHO theme on account of the World Immunization Week (April 24 to 30). They also highlighted achievements of their joint programme 'IAP-Immunizeindia', which has emerged the largest national healthcare initiative of its kind to increase immunisation adherence and coverage across the country. Even the Indian Government has come forward to register and utilise this alert service at its institutions

In March 2014, Immunize India Charity partnered with IAP to launch 'IAP-Immunizeindia', which is a free-of-cost SMS-based vaccination reminder service available across all mobile networks in India. The SMS reminder service is the most cost-effective reminder method due to the high usage of mobile phones among Indians.

This service has been effective in several countries in increasing immunisation compliance by 20%. As of 31<sup>st</sup> March 2016, IAP-Immunizeindia has received more than 1 million registrations across India. Moreover, an additional 300,000 vaccinations are being

conducted that would have normally been missed. It is important to administer vaccinations for the top life-threatening vaccine-preventable diseases due to India's low immunisation coverage, as well as over 1.5 million deaths and about 1 million disabilities in children below 5 years due to these diseases annually.

Overall, just 51.6% of children between 12 and 23 months of age have received all recommended vaccines on time in India. This is primarily due to non-maintenance of a vaccination calendar by parents and an undisciplined manner of vaccinating children in both urban and rural areas. This and other lapses are responsible for increased rates of avoidable child morbidity and mortality in India.

### Features of IAP Immunize India

- Simple, Free SMS Service
- Needs only Mobile phone with network
- Access across India on all networks
- Clear, concise SMS messages
- Software based auto-SMS
- Follows IAP immunization schedule
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- Vaccination Reminders for 12 years



The campaign aims to increase the immunisation coverage in India by creating awareness of its programme through media and seeking cooperation from allied organisations. Software upgrades, development of apps and audio visuals are other goals to enable multilingual SMSs and better access.

<b>Website:</b> Health Technology	<b>Headline:</b> IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program
<b>Date:</b> April 29, 2016	<b>Doctor:</b> Dr. Pramod Jog, Dr. Ranjan Pejaver and Dr. Uday Pai
<b>Link:</b> <a href="http://healthtechnology.in/2016/04/28/ap-immunize-india-becomes-the-worlds-largest-and-most-successful-vaccine-reminder-program/">http://healthtechnology.in/2016/04/28/ap-immunize-india-becomes-the-worlds-largest-and-most-successful-vaccine-reminder-program/</a>	



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India's Immunization coverage compared to its developed neighbors is very low. Annually, vaccine preventable diseases account for over 1.5 million deaths and about 1 million disabilities in children below 5 years in India. It is important to administer vaccinations for the top life-threatening vaccine preventable diseases in India such as Pneumonia, diphtheria, tetanus, pertussis, rotavirus, polio, tuberculosis, measles and hepatitis B.



Commenting on the concerns of low Immunization rate in India, Dr. Pramod Jog, National IAP President said, "In India, the percentage of children between 12–23 months of age who received all recommended vaccines on time is just 51.6%. A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner. This default is observed in both urban and rural areas. 14% of infants who come in contact with immunization services to receive their BCG Vaccine do not receive their measles vaccine scheduled at 9 months. Many children below 5 years do not receive regular pneumococcal vaccines. These lapses are responsible for increased rates of child morbidity and mortality in India which can definitely be avoided."

Prompted by distressed parents' dilemma of delayed or missed immunization for their children, Immunize India Charity conceived the Vaccine reminder program and partnered with IAP to launch 'IAP Immunize India' in March 2014. IAP-Immunize India is a free-of-cost SMS based vaccination reminder service which is nationally available across all mobile networks in India. Since almost every adult in urban and rural areas have mobile phones, the SMS reminder service is the most cost effective reminder method that a vaccination is due.

Dr. Uday Pai, Past IAP Mumbai President and Consultant Pediatrician, AANGAN, Chembur, Mumbai said, "Immunization is one of the most successful and cost effective means to help children grow into healthy adults. No child should be denied the right to immunization for unfair reasons, including economic or social causes. In Mumbai, IAP Immunize India has increased immunization coverage and reduced vaccine preventable deaths among children below 5 years. The city (Mumbai, Navi Mumbai and Kalyan) recorded 1,12,000 registrations which means that an estimated 35,000 additional vaccinations are happening that would have otherwise been missed."

Highlighting the success of IAP Immunize India, Dr Ranjan Kumar Pejaver, Founder & Principal Trustee, Immunize India Charity said, "Vaccination reminder services have been effective in several countries in increasing immunization compliance by 20%. As of 31st March 2016, IAP Immunize India has received more than 1 million registrations (100,05,000) across India which



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<b>Website:</b> My Informs, Mumbai	<b>Headline:</b> IAP immunize India becomes the world's largest and most successful vaccine reminder program
<b>Date:</b> April 28, 2016	
<b>Link:</b> <a href="http://myinforms.com/en-as/a/31853391-iap-immunize-india-becomes-the-worlds-largest-and-most-successful-vaccine-reminder-program/">http://myinforms.com/en-as/a/31853391-iap-immunize-india-becomes-the-worlds-largest-and-most-successful-vaccine-reminder-program/</a>	



## IAP IMMUNIZE INDIA BECOMES THE WORLD'S LARGEST AND MOST SUCCESSFUL VACCINE REMINDER PROGRAM

IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Prog

On account of World Immunization Week (April 24-30), Indian Academy of Pediatrics (IAP) and Immunize India Charity came together to discuss challenges and solutions to [...] Read...



<b>Website:</b> News Superfast, Mumbai	<b>Headline:</b> IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program
<b>Date:</b> April 28, 2016	<b>Doctor:</b> Dr. Pramod Jog, Dr. Ranjan Pejaver
<b>Link:</b> <a href="http://newssuperfast.com/2016/04/28/iap-immunize-india-becomes-the-worlds-largest-and-most-successful-vaccine-reminder-program/?utm_source=rss#038;utm_medium=rss">http://newssuperfast.com/2016/04/28/iap-immunize-india-becomes-the-worlds-largest-and-most-successful-vaccine-reminder-program/?utm_source=rss#038;utm_medium=rss</a>	

## NEWS SUPERFAST

# IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program

**April 28, 2016**

On account of World Immunization Week (April 24-30), **Indian Academy of Pediatrics (IAP)** and **Immunize India Charity** came together to discuss challenges and solutions to '**Close the Immunization Gap**' in accordance with the 2016 WHO Theme. They also highlighted milestones achieved by their joint program '**IAP-Immunize India**' making it the **largest national healthcare initiative** of its kind to increase Immunization adherence and coverage across the country.

India's Immunization coverage compared to its developed neighbors is very low. Annually, vaccine preventable diseases account for over 1.5 million deaths and about 1 million disabilities in children below 5 years in India. It is important to administer vaccinations for the top life-threatening vaccine preventable diseases in India such as Pneumonia, diphtheria, tetanus, pertussis, rotavirus, polio, tuberculosis, measles and hepatitis B.

*Commenting on the concerns of low Immunization rate in India, **Dr. Pramod Jog, National IAP President and Consultant Pediatrician, Dr Pramod Jog Childrens Clinic, Pune** said, "In India, the percentage of children between 12–23 months of age who received all recommended vaccines on time is just 51.6%. A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner. This default is observed in both urban and rural areas. 14% of infants who come in contact with immunization services to receive their BCG Vaccine do not receive their measles vaccines scheduled at 9 months. Many children below 5 years do not receive regular pneumococcal vaccines. These lapses are responsible for increased rates of child morbidity and mortality in India which can definitely be avoided."*

Prompted by distressed parents' dilemma of delayed or missed immunization for their children, Immunize India Charity conceived the Vaccine reminder program and partnered with IAP to launch 'IAP Immunize India' in March 2014. **IAP-Immunize India is a free-of-cost SMS based vaccination reminder service** which is nationally available across all mobile networks in India. Since almost every adult in urban and rural areas have mobile phones, the SMS reminder service is the most cost effective reminder method that a vaccination is due.



To this, **Dr. Pramod Jog** added, "The Maharashtra Telecom Circle (including Pune and Goa but excluding Mumbai, Navi Mumbai and Kalyan) recorded 118301 registrations at IAP Immunize India."

Highlighting the success of IAP Immunize India, **Dr Ranjan Kumar Pejaver, Founder & Principal Trustee, Immunize India Charity** said, "Vaccination reminder services have been effective in several countries in increasing immunization compliance by 20%. As of 31st March 2016, IAP Immunize India has received more than 1 million registrations (1,006,000) across India which has contributed greatly to increased compliance. An additional 300,000 vaccinations are happening which would have normally been missed. Our program won several notable national and global awards, recognitions and requests. The Indian Government also has come forward to register and utilize this alert service at their Institutions. The University of Kentucky, USA approached us to implement a pilot program. Observing a 48% increase in immunization compliance, they now want to extend to Kentucky State with a grant from American Academy of Pediatrics."

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<b>Website:</b> Yahoo News	<b>Headline:</b> IAP and Immunize India Charity highlight milestones of IAP Immunize India, a vaccination reminder service
<b>Date:</b> April 28, 2016	<b>Doctor:</b> Dr. Pramod Jog, Dr. Ranjan Pejaver and Dr. Uday Pai
<b>Link:</b> <a href="https://in.news.yahoo.com/iap-immunize-india-charity-highlight-122800571.html">https://in.news.yahoo.com/iap-immunize-india-charity-highlight-122800571.html</a>	



## IAP and Immunize India Charity highlight milestones of IAP Immunize India, a vaccination reminder service

*It records more than one million registrations increasing India's immunisation coverage*

Indian Academy of Pediatrics (IAP) and Immunize India Charity came together to discuss challenges and solutions to 'Close the Immunization Gap' in accordance with the 2016 WHO Theme. They also highlighted milestones achieved by their joint programme 'IAP-Immunize India', a free-of-cost SMS based vaccination reminder service which is nationally available across all mobile networks in India.

Prompted by distressed parents' dilemma of delayed or missed immunisation for their children, Immunize India Charity conceived the vaccine reminder programme and partnered with IAP to launch 'IAP Immunize India' in March 2014.

Commenting on the concerns of low immunisation rate in India, Dr Pramod Jog, National IAP President said, "In India, the percentage of children between 12–23 months of age who received all recommended vaccines on time is just 51.6 per cent. A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner. This default is observed in both urban and rural areas. 14 per cent of infants who come in contact with immunisation services to receive their BCG Vaccine do not receive their measles vaccine scheduled at nine months. Many children below five years do not receive regular pneumococcal vaccines. These lapses are responsible for increased rates of child morbidity and mortality in India which can definitely be avoided."

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<b>Website:</b> Scoop It, Mumbai	<b>Headline:</b> IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program
<b>Date:</b> April 28, 2016	
<b>Link:</b> <a href="http://www.scoop.it/t/news-attitude/p/4063177840/2016/04/28/iap-immunize-india-becomes-the-world-s-largest-and-most-successful-vaccine-reminder-program">http://www.scoop.it/t/news-attitude/p/4063177840/2016/04/28/iap-immunize-india-becomes-the-world-s-largest-and-most-successful-vaccine-reminder-program</a>	

## **IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program**

From [www.pocketnewsalert.com](http://www.pocketnewsalert.com) -April 28, 3:14 PM



On account of World Immunization Week (April 24-30), Indian Academy of Pediatrics (IAP) and Immunize India Charity came together to discuss challenges and solutions to 'Close the Immunization Gap' in accordance with the 2016 WHO Theme. They also highlighted milestones achieved by their joint program 'IAP-Immunize India' making it the largest national healthcare initiative of its kind to increase Immunization adherence and coverage across the country.

<b>Website:</b> Latest News 360, Pune	<b>Headline:</b> Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations
<b>Date:</b> April 29, 2016	
<b>Link:</b> <a href="https://www.latestnews360.com/read/1084275/latest-news/Pune%20SMS%20vaccination%20reminder:%20IAP,%20Immunize%20India%20record%20over%20one%20million%20registrations.html">https://www.latestnews360.com/read/1084275/latest-news/Pune%20SMS%20vaccination%20reminder:%20IAP,%20Immunize%20India%20record%20over%20one%20million%20registrations.html</a>	

## Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations



April 29, 2016



They also highlighted milestones achieved by their joint programme 'IAP-Immunize India', making it the largest national healthcare initiative of its kind to increase immunisation adherence and coverage across the country.



<b>Website:</b> Hunt News, Pune	<b>Headline:</b> Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations
<b>Date:</b> April 29, 2016	
<b>Link:</b> <a href="http://huntnews.in/p/detail/3228275627014859?uc_param_str=dnfrpbivesscpgimibtbmtnijblauputoggd nw&amp;pos=1461872940045&amp;channel=india&amp;chncat=category_english">http://huntnews.in/p/detail/3228275627014859?uc_param_str=dnfrpbivesscpgimibtbmtnijblauputoggd nw&amp;pos=1461872940045&amp;channel=india&amp;chncat=category_english</a>	

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<b>Website:</b> Yahoo News, Pune	<b>Headline:</b> Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations
<b>Date:</b> April 28, 2016	<b>Doctor:</b> Dr. Pramod Jog, Dr. Ranjan Pejaver
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# YAHOO! NEWS

April 29, 2016

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India's immunisation coverage compared to its developed neighbours is very low. Annually, vaccine-preventable diseases account for over 1.5 million deaths and about a million disabilities in children below five years in India. Commenting on the concerns of low immunisation rate in India, Dr Pramod Jog, National IAP President and Consultant Pediatrician, said, "In India, the percentage of children between 12-23 months of age who received all recommended vaccines on time is just 51.6 per cent." A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate the child on time in a disciplined manner.

This is observed both in urban and rural areas. Total, 14 per cent infants who come in contact with immunisation services to receive their Bacillus Calmette-Guérin (BCG) vaccine do not receive their measles vaccine scheduled at the ninth month. Many children below five years do not receive regular pneumococcal vaccines. These lapses are responsible for increased rates of child morbidity and mortality in India which can definitely be avoided, Jog added.

Prompted by distressed parents' dilemma of delayed or missed immunisation for their children, the Immunize India Charity conceived the vaccine reminder programme and partnered with IAP to launch 'IAP Immunize India' in March 2014. IAP Immunize India is a free SMS-based vaccination reminder service which is nationally available across all mobile networks in India.

The Maharashtra Telecom Circle (including Pune and Goa but excluding Mumbai, Navi Mumbai and Kalyan) recorded 1,18,301 registrations at IAP Immunize India. Dr Ranjan Kumar Pejaver, Founder and Principal Trustee, Immunize India Charity, said, "As of March 31, 2016, the IAP Immunize India has received more than a million registrations (10,06,000) across India which has contributed greatly to increased compliance."

"An additional 3,00,000 vaccinations are happening which would have normally been missed," Pejaver said, adding that, now, the University of Kentucky, USA has approached them to implement a pilot programme on this issue.

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29 April 2016 08:16

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<b>Website:</b> Pocket News Alert, Mumbai	<b>Headline:</b> IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program
<b>Date:</b> April 28, 2016	<b>Doctor:</b> Dr. Pramod Jog, Dr. Ranjan Pejaver and Dr. Uday Pai
<b>Link:</b> <a href="http://www.pocketnewsalert.com/2016/04/IAP-Immunize-India-becomes-the-Worlds-Largest-and-most-Successful-Vaccine-Reminder-Program.html">http://www.pocketnewsalert.com/2016/04/IAP-Immunize-India-becomes-the-Worlds-Largest-and-most-Successful-Vaccine-Reminder-Program.html</a>	



## IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program

- Records more than 1 Million registrations increasing India's immunization coverage
- Only 51.6% of Indian children below 2 years receive timely recommended vaccines



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### **Features of IAP Immunize India**

- Simple, Free SMS Service
- Needs only Mobile phone with network
- Access across India on all networks
- Clear, concise SMS messages
- Software based auto-SMS
- Follows IAP immunization schedule
- Modifiable to new schedules
- Freedom to join or leave anytime
- 3 reminders in the week when the vaccine is due
- Vaccination Reminders for 12 years

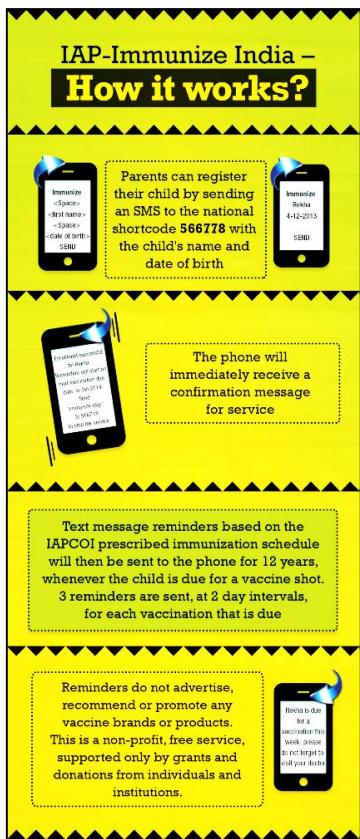
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*Dr. Uday Pai, Past IAP Mumbai President and Consultant Pediatrician, AANGAN, Chembur, Mumbai said, "Immunization is one of the most successful and cost effective means to help children grow into healthy adults. No child should be denied the right to immunization for unfair reasons, including economic or social causes. In Mumbai, IAP Immunize India has increased immunization coverage and reduced vaccine preventable deaths among children below 5 years. The city (Mumbai, Navi Mumbai and Kalyan) recorded 1,12,000 registrations which means that an estimated 35,000 additional vaccinations are happening that would have otherwise been missed."*

*Highlighting the success of IAP Immunize India, Dr Ranjan Kumar Pejaver, Founder & Principal Trustee, Immunize India Charity said, "Vaccination reminder services have been effective in several countries in increasing immunization compliance by 20%. As of 31st March 2016, IAP Immunize India has received more than 1 million registrations (100,05,000) across India which has contributed greatly to increased compliance. An additional 300,000 vaccinations are happening which would have normally been missed. Our program won several notable national and global awards, recognitions and requests. The Indian Government also has come forward to register and utilize this alert service at their Institutions. The University of Kentucky, USA approached us to implement a pilot program. Observing a 48% increase in immunization compliance, they now want to extend to Kentucky State with a grant from American Academy of Pediatrics."*

The IAP Immunize India campaign aims to Increase the immunization coverage in India by creating awareness of its program using media and seeking co-operation from allied organizations such as obstetric, midwifery, nursing and other medical associations. Software upgrades, development of Apps and Audio Visuals is another goal for us to enable multi-lingual SMSs and better access to our program. Immunize India Charity is also keen to provide the expertise needed to implement the program in interested countries wishing to improve immunization coverage.

'IAP Immunize India' messaging costs are supported by its telecom partner Vodafone and its field promotion is supported by an education grant from Pfizer



### Milestones by IAP Immunize India

- \* Inaugurated by R K Mishra, Joint Secretary, Ministry of Health in March 2014, IAP Immunize India received over a million registrations in 2 years from March 2014 to 2016 making it the World's single largest vaccine alert program
- \* Won the Ericsson CNN-IBN Networked India Awards (August 2015) for 'Best innovation of 2015'
- \* Won the ET Telecom National Awards (March 2016) for 'Best use of IT and Telecommunications for social good – non-profit'
- \* Appreciated by the Pan American Health Organization (WHO) and featured in its 'Immunization Newsletter' (February 2015)
- \* Successful pilot in Kentucky, USA. Interest from Brazil, Indonesia, Vietnam to start the program in those countries.

<b>Website:</b> City Air News, Mumbai	<b>Headline:</b> IAP Immunize India becomes the World's Largest and most Successful Vaccine Reminder Program
<b>Date:</b> April 28, 2016	<b>Doctor:</b> Dr. Pramod Jog, Dr. Ranjan Pejaver and Dr. Uday Pai
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**Website:** News.panchamithra, Mumbai

**Headline:** Most parents don't maintain vaccination calendar

**Date:** April 29, 2016

**Link:** <http://news.panchamithra.in/most-parents-dont-maintain-vaccination-calendar>

## NEWS

### Most parents don't maintain vaccination calendar

Most parents in the country still do not maintain a vaccination immunisation calendar, and miss out on vaccine doses for their children, said doctors associated with the Indian Academy of Paediatrics ...



<b>Website:</b> World News, Mumbai	<b>Headline:</b> Most parents don't maintain vaccination calendar
<b>Date:</b> April 29, 2016	
<b>Link:</b> <a href="http://worldnews.usa.extra.hu/latest/265616_most-parents-don-t-maintain-vaccination-calendar">http://worldnews.usa.extra.hu/latest/265616_most-parents-don-t-maintain-vaccination-calendar</a>	

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Immunize India 

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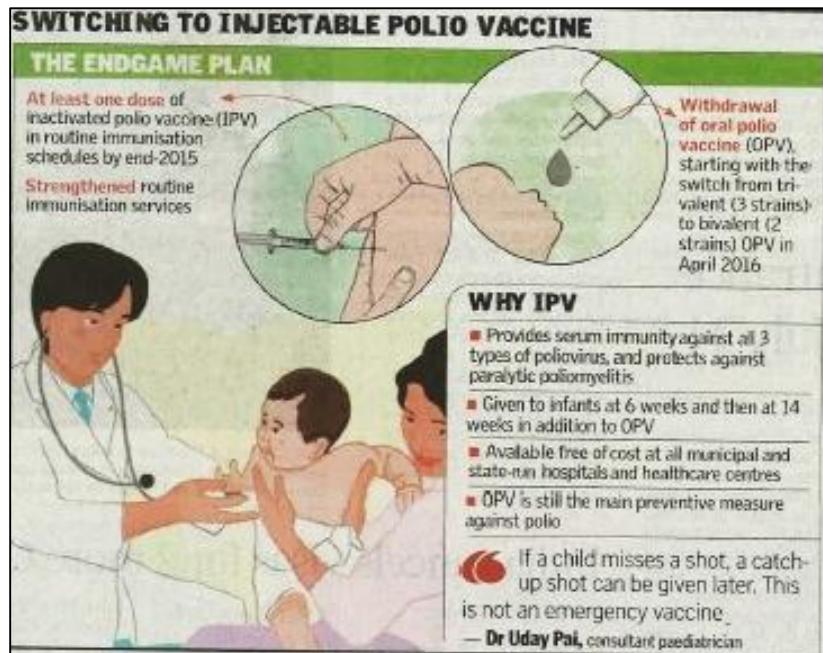
Headline: For your baby's injectable polio vaccine, you must go to BMC health centres

Date: April 29, 2016

Link: <https://www.latestnews360.com/read/1084505/latest-news/For%20your%20baby's%20injectable%20polio%20vaccine,%20you%20must%20go%20to%20BMC%20health%20centres.html>



## For your baby's injectable polio vaccine, you must go to BMC health centres



**SWITCHING TO INJECTABLE POLIO VACCINE**

**THE ENDGAME PLAN**

At least one dose of inactivated polio vaccine (IPV) in routine immunisation schedules by end-2015  
Strengthened routine immunisation services

Withdrawal of oral polio vaccine (OPV), starting with the switch from trivalent (3 strains) to bivalent (2 strains) OPV in April 2016

**WHY IPV**

- Provides serum immunity against all 3 types of poliovirus, and protects against paralytic poliomyelitis
- Given to infants at 6 weeks and then at 14 weeks in addition to OPV
- Available free of cost at all municipal and state-run hospitals and healthcare centres
- OPV is still the main preventive measure against polio

If a child misses a shot, a catch-up shot can be given later. This is not an emergency vaccine.  
— Dr Uday Pai, consultant paediatrician



<b>Website:</b> I am Mumbai, Mumbai	<b>Headline:</b> For your baby's injectable polio vaccine, you must go to BMC health centres
<b>Date:</b> April 29, 2016	<b>Doctor:</b> Dr. Uday Pai
<b>Link:</b> <a href="http://www.iammumbai.co.in/for-your-babys-injectable-polio-vaccine-you-must-go-to-bmc-health-centres/">http://www.iammumbai.co.in/for-your-babys-injectable-polio-vaccine-you-must-go-to-bmc-health-centres/</a>	

I am Mumbai  
News, Technology & Lifestyle

# For your baby's injectable polio vaccine, you must go to BMC health centres

Unlike the oral polio vaccine that the civic body gave for free to private practitioners, the injectable polio vaccine, introduced by the BMC on Tuesday, will be available only in public healthcare facilities. There is no stock of the vaccine in the market for doctors in private practice to buy. Both the BMC and paediatricians are asking parents to take their children to public units for their shot.

The BMC started administering the injectable vaccine on Tuesday. The vaccine, which now figures in the immunisation calendar, has to be administered to children at the age of six weeks and then 14 weeks, along with the oral polio vaccine.

Paediatricians say they do not wish to confuse parents are and hence giving out uniform advice: take your child to a civic-run facility for the injectable vaccine. Dr Uday Pai, consultant paediatrician and past president of the Indian Academy of Paediatrics, said, "We have told all our members to refer children to municipal centres for the vaccine dose. We have also sent a letter to the BMC that if private patients do come, they too should be given the vaccine."

Doctors said parents should not panic, nor get confused. "If a child misses a shot, a catch up shot can be given later. This is not an emergency vaccine," said Dr Pai. Civic officials said they have adequate supply of the vaccine. Dr Padmaja Keskar, BMC's executive health officer, said: "All private doctors can send us children for the injectable vaccine. We will be giving it for free."

## Taking stock

Six months before the BMC launched the injectable vaccine, the government had procured all the stock available with various vaccine dealerships. Paediatricians, who were giving the injectable vaccine earlier, said they have not given a single shot since January as there were no vaccines available in the market.

"Until last August or September, a monthly stock of 15,000 to 20,000 doses of the injectable vaccine was enough for Mumbai," said vaccine dealer Dr Haresh Shah. "But awareness shot up after the government started advertising on television that it would start administering injectable polio vaccine from April, 2016. So the demand shot up after that." Dr Shah, adding that there has been no stock for the last three months.

The shortage of the injectable polio vaccine is a global phenomenon. That is why it is being administered as an intradermal injection — between the layers of the skin — and not as an intramuscular injection, which uses up a larger quantity. The intramuscular shot needs just one dose, while the intradermal injection is given twice.

Both doctors and government officials are hopeful that production of the vaccine will scale up in the months to come.

#### **100% protection from polio**

Officials of the public health department have said that "simultaneous immunisation by oral polio vaccine and injectable polio vaccine will give dual protection to children and the community" and that "it will prevent reinfection and reactivation of polio disease". Doctors too said that the two doses of the injectable polio will be 100 per cent protection from the virus.

"To eradicate polio completely, extra doses of oral polio vaccine are to be administered to children under five during every pulse polio campaign in addition to the oral and injectable polio vaccine doses," the BMC stated in a press release following the injectable vaccine's launch.

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<b>Website:</b> World News, Mumbai	<b>Headline:</b> For your baby's injectable polio vaccine, you must go to BMC health centres
<b>Date:</b> April 29, 2016	
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The vaccine is not available on the market, or with private doctors; it must be injected at the same time as the oral vaccine.



**Website:** News panchamithra, Mumbai

**Headline:** For your baby's injectable polio vaccine, you must go to BMC health centres

**Date:** April 29, 2016

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Website: Latest News 360, Mumbai

Headline: Pune SMS vaccination reminder: IAP, Immunize India record over one million registrations

Date: April 29, 2016

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## Now, SMS alerts to remind parents to vaccinate kids

With a view to achieving full immunisation across the country, the Indian Academy of Paediatrics (IAP) has launched SMS alerts to remind parents to vaccinate their children on particular dates. Designed at the national level, SMS alerts will be sent for free without any registration charges.

Messages will be sent to parents till their children reach 12 years. To avail the service, parents have to first register themselves with IAP database by sending an SMS to 566778, conveying the baby's name and date of birth. They will receive an immediate confirmation text message. Three reminders will be sent on the registered number two days before the due date of vaccination. To commemorate World Immunisation Week (April 24-30), IAP organised a programme titled "Close the Immunisation Gap" in Mumbai on Thursday. Speaking at the programme, medical experts said that only 51.6 per cent of Indian children below two years of age receive timely recommended vaccinations across the country. Further, over 1.5 million deaths are recorded annually, which can be stopped through proper vaccination.

Dr Pramod Jog, National IAP President, said, "In India, the percentage of children between 12 and 23 months of age who receive all recommended vaccines on time is very low. A major reason is that parents do not maintain a vaccination calendar and often forget to vaccinate their children on time in a disciplined manner. This default is observed in both urban and rural areas."

Dr Uday Pai, Consultant Paediatrician, said, "No child should be denied the right to immunisation for unfair reasons, including economic or social causes."

**Website:** Latest News 360, Mumbai

**Headline:** World's single largest vaccine alert programme gets one million registrations in India

**Date:** April 29, 2016

**Link:** <https://www.latestnews360.com/read/1084660/latest-news/World's%20single%20largest%20vaccine%20alert%20programme%20gets%20one%20million%20registrations%20in%20India.html>



## World's single largest vaccine alert programme gets one million registrations in India

