

Topic- Addressing vaccine hesitancy in Nuh through Positive Deviance approach

Village Ghaseda

Vaccination date. 26 May 2021

Name. Mrs.Mubina W/o Mr.Jahul

Jahul's family lives in Ghaseda village of the Nuh district of Haryana. Nuh is one of the aspirational districts with respect to developmental indicators. The district has poor growth in terms of health, education, and gender indicators. Ghaseda is a Muslim-dominated village with a population of 15,147 as per the census of 2011. During the door-to-door visits for Immunization coverage, we met Mr.Jahul's family. BUDS' representative Shakeel Ahmed accompanied the local ASHA worker and Anganwadi worker. Mr. Jahul and his wife Mubina have two children (a girl child and a boy child). After the BCG vaccine both their children had remained unvaccinated. When we asked Mrs.Mubina the reason for not vaccinating their child she stated that they would not vaccinate their child because of the ongoing COVID vaccination drives as they were hesitant about COVID-19 vaccines. Then we asked Mubina to call her husband - Mr.Jahul, he came out and talked with us. He also stated that they will not vaccinate their children as he had heard about the rapid ongoing COVID vaccination drives and the side effects of COVID vaccines. He also shared that there were rumors in the community that COVID vaccines have life-threatening effects.

We all started to explain to the family about the vaccine, telling them that there is nothing like that as per what they have heard and advised them not to pay heed to rumors. Vaccination has been happening for many years to prevent diseases and no such cases have been reported. But if poison is injected through vaccines, then How can ANM, Asha, Anganwadi workers come to this village to do health-related work?

Then towards the end of the interaction, Shakeel Ahmed showed the Local champion pamphlets to them. Then told them that, these are the children of our village who have taken their full vaccination and these children are alright and healthy; and then motivated the family - if they take the scheduled vaccines of National Health Mission for children, it would protect their child from serious illnesses and their child would be healthy. Mr.Jahul was convinced about the importance of taking the vaccine and accompanied them to the Anganwadi Centre for vaccinating their child. The family was very relieved after getting their child vaccinated. BUDS interacts with many families in Ghaseda and other blocks of Nuh to motivate people Mr. Jahul and Mrs. Mubina to vaccinate their children

